

October 20, 2008.

Local Shop Campaign hits the streets

The Local Shop Campaign gets into full swing this week with the launch of the town centre business awards in Bishops Cleeve, Tewkesbury and Winchcombe.

Managed by business owners and community leaders to highlight excellence among retailers and other town centre businesses, the local shop campaign calls on shoppers to put their local retailers first.

The business award initiative is the first part of a two-year scheme run by the Retail Support Group, which is being led by Stephen Lambe of Gloucestershire First backed by the Severn Trent Flood Recovery Fund and Rural Renaissance.

The judges are looking for retailing excellence in customer service, window display and overall popularity. The customer service award will be chosen by the general public and will go to the business that goes the 'extra mile' to provide an exceptional service.

The Christmas shop window award will go to the retailer whose display is judged to have the most visual impact and persuades customers to part with their cash while the third award – the People's Choice – will go to the business receiving most nominations overall.

All shoppers who submit a nomination will go into the hat to win a £100 shopping vouchers and the Retailer of the Year will be announced at a special awards ceremony in January.

Next month the Retail Support Group launches its gift voucher scheme in which shoppers can save ten per cent of the cost of all purchases made in local participating shops.

"The Local Shop Campaign has been created to persuade local people to shop locally to boost the local economy," says Stephen.

"We hope to see thousands of people getting behind their local shopkeepers, many of whom were seriously affected by flooding, and give a lift to all those taking part in the run up to Christmas.

"Other initiatives in the pipeline include a shop refurbishment scheme and a series of training courses designed to help retailers get to grips with the internet to promote their businesses."

For further information, please call Stephen on 0781 6134592, email him on Stephen.lambe@tewkesbury.gov.uk or check out the detail on www.localshopcampaign.co.uk

Ends

The Retail Support Group is an initiative managed by Gloucestershire First, the countywide economic partnership established to develop the economic wellbeing of the county. By bringing together partners in the field of economic development, including local authorities, the South West RDA and the private sector, it provides an overall strategic plan for Gloucestershire.

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