

# FOR ALL THINGS... SHOP LOCAL: IT MAKES SENSE!

We're all used to the appeals to 'shop local' and 'support local businesses', but how often do we stop to think about the reasoning behind such exhortations?

Firstly, what exactly do we mean when we talk about shopping locally? Well obviously it means making purchases in local shops, but it also refers to using the services of local businesses, rather than those not in our immediate vicinity whenever possible.

*Simple isn't it!*

Actually there are several social and economic benefits inherent in supporting local businesses and shops.

- **Service:** Local shops and businesses often offer a very high level of personal service - they know their customers and their customers know them!

- **Choice:** A good range of local shops and services can provide more choice than some large 'one size fits all organisations'.

- **Value:** Shopping locally saves time and money. Don't believe this? Well just add up the cost of petrol, and the time it takes, to travel out of the local area - quite significant isn't it? Not only that, but you can often buy the exact amount you require instead of pre-defined quantities. Have you ever tried buying just four sausages in a large supermarket? Not everyone wants, needs or can afford, super-size packs.



- **Environmental:** Local shops are more likely to provide local food - and they are more energy efficient than huge superstores. According to Friends of The Earth: 'It would take more than 60 greengrocers to match the carbon dioxide emissions from just one average superstore'. That's certainly food for thought when we're all becoming increasingly aware of environmental issues.

- **Social:** Think of the word 'town centre' and what image does it conjure up? The very hub of a community where people can shop, socialise, eat out or meet friends. A thriving, bustling environment with a good range of services to meet the needs of local residents.

- **Economic:** Local shops can keep money circulating in the local area, providing jobs for local residents and supporting other local businesses. Not only that but evidence shows that there are lower levels of crime and higher levels of good health in areas that are economically prosperous.

Have a good look round our local area - you may well be surprised at the range of services available and the value for money on offer.

**And remember....shop local: it makes sense!**



King Street, Belper

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