

Shop local

20 great reasons to
buy from a friendly face



Every
£1 spent locally
= 63p recycled
into the local
economy



circulardorking.org.uk

@CircularDorking



1



spent in local, independent shops,



is ploughed back into the local economy,

circulating money, helping to grow local businesses.

2



Socialise and shop, chat to a friendly person for helpful advice, make an afternoon of it with a cuppa or pop into a pub.

3

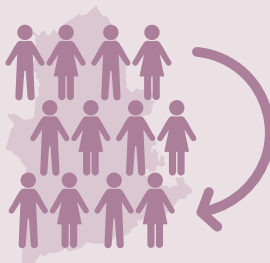
Independent businesses are run by independent people



not boards, stockholders or algorithms.

4

Save local jobs



Small, local businesses are the largest employer of people nationally and provide jobs so people don't have to commute.

5

A great experience



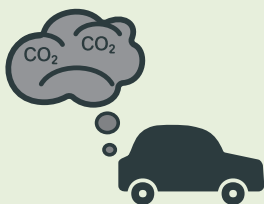
With a large range of seasonal, locally-sourced produce, and often unusual products that bring much needed originality.

6

Reduce your carbon footprint

Pop to the local high street rather than drive to superstores.

Even better for health is walking and cycling.



7

Shorter field to fork journey

Local bakers, butchers, farm shops and greengrocers, love to stock local and regional produce.

Why not ask them!



8 Hosts to the community

Bookshops, cafés, craft shops and others often host events, from book clubs to knitting groups and children's events. Many shops also run charitable and community events in-store.

These independent businesses help to lead the growth of the community.



9

Local markets and events

such as Artisan markets, weekly markets and food festivals supported by local businesses provide a relaxed colourful social occasion.

They often also showcase new start-up businesses and local producers.



10

Customer service



You can't beat the personal touch of a local owner who has local knowledge.

They offer and advise you on products that are suitable for you and your family.

11

You matter more



Your values and desires are much more influential to your local community business than chain stores.

12

Pre-loved re-use



Buying furniture, vintage clothing and other goods from antique and charity shops can be one of the best ways to go green. It can also be kinder to the purse.

13

The power of the purse. Where do YOU want your money to go?

Money spent online can sometimes be routed via tax avoidance schemes and the government loses tax revenue.



...up to
£500,000,000
could have been lost
from the corporation
tax avoidance of just
one well known
online retailer.

This amount could have paid for:



£500
payment to the
one million poorest
UK households



or increasing
the proposed
pay rises for health
service staff in 2022
by an additional
1%



or a £10,000
investment in
insulating the
homes of
50,000
people in the worst
fuel poverty, whilst
reducing UK CO₂
emissions by around
100,000 tonnes.

14

Can you buy it locally?



Find out what your local area can offer first, before checking online.

Avoid the internet shopping 'binge' where you buy hard-to-return goods that you don't really need, or fall prey to sophisticated scams and adverts.

15 Local business for local charities



Many local businesses support charities that are particularly relevant to your area.

16 If things go wrong...



you can easily contact a local business who will be personally concerned to make sure it's put right.

17

Support your local farmers



Did you know... cauliflowers grown in Cornwall are harvested on Monday, transported to London on Tuesday to be graded and packaged by national supply chains.

On Thursday they're then transported back to Cornwall to be sold up to 7 days after they left.

18

Humanity in our community is essential



There are local shops, businesses and individuals donating food at village and church halls for the elderly and vulnerable. People are offering delivery services and general help to others less able or fortunate. This all happens when there is a community spirit and a sense of belonging.

Local shops and businesses are part of the glue that holds it all together. If they are gone, it would be hard for the community spirit to keep it's spark.

19 Support the local shops you love

By choosing where to shop and which services to use, you can recommend local businesses that you like through word of mouth and social media.



20

Circular businesses

...are helping us create a local Circular Economy by striving to be more sustainable.

Have a chat and ask them about the eco-friendly local items they stock and whether they recycle packaging or goods.



References and further reading:

10 reasons to shop locally, Visa study, The 'magic tenner', shoplocaluk.org/10-reasons-why. Links can be found on our website: circulardorking.org.uk