

Shop at my Local

NEWS ROUNDUP

Success for Shop at my Local at Christmas Lights Events

The Rochford Economic Development team and members of Hockley, Rayleigh and Rochford Chambers of Trade and Commerce took the opportunity to talk to members of the public about the Shop at my Local initiative at the Christmas Lights events that took place recently in Rayleigh, Hockley and Rochford.

Shop at my Local was launched in 2009, and encourages residents and businesses to shop locally and support local businesses. The scheme is completely free to sign up to, and offers shoppers the chance to enter competitions, win prizes, find out about local businesses and shops, and receive news about their local area. Shop at my Local is also free to join if you are a trader and provides the opportunity to publicise your business through promotion of special offers via the Shop at my Local website, as well as providing access to free training courses run by the Shop at My Local team.

“There was such a spirited community feel..” *Jody Owens-Hughes*

Promotion of the initiative at the lights ceremonies resulted in over 120 new members of the public signing up to support local businesses. There are now 735 shoppers and 420 traders registered with the scheme which encourages residents to use the shopping areas within the Rochford District.

Jody Owens-Hughes, Economic Development Officer at Rochford District Council commented that “It was great to attend the lights ceremonies across the District and meet so many of the residents and businesses. There was such a spirited community feel to all the areas, and people were really keen to support their local centres, and local businesses early in the New Year.”

Jeff Stanton, Chairman of Hockley Chamber of Trade said, “The public’s support of local businesses at each event was very strong. They all appreciated the tough times independent shops and businesses are going through and that not all residents can get to out-of-town shops so town centre shops need their support.”

Free Christmas Prize Draw

**Draw to be made
Fri 16th Dec
see below for more info...**

Humphrey Squier, Chairman of Rochford and District Chamber of Trade and commerce said, “Shoppers at the Christmas lights festival were surprised by the variety and quality of the goods on offer. Never before has Shop at My Local been more relevant.”

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Humphrey Squier

Carl Watson, President of Rayleigh and District Chamber of Trade said, “The event was once again very successful with record numbers of residents attending.”



This Christmas, Shoppers who have joined the Shop at My Local campaign will be entered into a **Free Christmas Prize Draw!** Traders across the District have donated lots of exciting prizes.

Draw date - Fri 16th Dec

Entrants must be aged 16 and over
Only one prize per winner from the prize list
Winners will be picked at random
Shoppers signed up before 5pm on Thursday 15th December 2011 will be entered
The draw will take place on Friday 16th December 2011
Winners will be notified no later than Thursday 22nd December 2011 using contact details provided
Prizes cannot be exchanged for cash or other goods
Shop at My Local Partnership retain the right to change Terms & Conditions at any time

www.shopatmylocal.com