



# What it's about? - Changing habits

If every household on the **Fylde Coast** spent just £10 a week with a local company as opposed to out of area transactions (Amazon as an example), that would generate over £1.3m in the local economy each week, over £70m a year!

By customers shopping locally, small businesses can use local products and services which helps our **Fylde Coast** economy. It is estimated that spending £10 can generate up to £50 in the local economic cycle. (I buy from you, you buy from Brenda's shop she spends in Charles's restaurant, etc.)

This in turn, could increase the extra £70m in the local economy into £350m by you using other local traders.

That's why our latest campaign encourages your customers to shop locally with you.



**This is not about getting households to spend more at a time they want to spend less, it is about spending, differently, locally!**

# How we will support businesses

- Free posters
- Free leaflets
- Free listing online directory – ‘Shop Local’
- Free listing in up to half a million leaflets
- Promotion of the campaign on Coastal Radio



OUTLET SHOPPING

**Support Your Local Campaign**



**Now more than ever our local shops and businesses need our support.**

Spending £10 a week - that you would normally spend elsewhere - will help us all!

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# How to make this work and energise our Region

1. Awareness
2. Support of local business



# How can you get involved?

- Scan the QR Code and register your Business it's free for EVERY Business on the Fylde
- Tell your friends, colleagues about it and talk about spending locally

Thank you for your support

