



*How often have you heard someone praising the quality of their local bakery or butchers products over supermarket alternatives?*

We are a nation of local business lovers, but unfortunately we are also a nation of convenience and rock bottom prices – the latter of which fuels the growth of national chains and the decline of local trade.

20 years from now each town could be devoid of local businesses and dominated by a single hypermarket that sells everything and charges whatever it likes. If that wasn't reason enough, then here are 7 more reasons why you should support your local businesses:

1

*You get the personal touch from a local business*

Over time you can get to know your local business, build trust and potentially become friends. This local relationship often has additional benefits such as being able to source hard to find or bespoke items for you.



2

*You support your local economy*

Anything you spend in your local businesses is likely to be reinvested locally. You are also supporting the local suppliers that provide your local businesses with their goods. This multiplier effect helps support and grow your local economy.



3

*You preserve the identity of your local area*

Home grown businesses have their own unique charm and character that often becomes synonymous with their geographic location. How would you feel if every Cornish pasty shop was suddenly put out of business in Cornwall by budget price supermarkets?



4

*Going local could be good for your health*

Local businesses often source supplies locally, which means fresh food doesn't need to be smothered in potentially harmful chemicals and preservatives to survive longer journeys. Also, local foods such as honey are well known for their potential to ease allergic conditions such as hay fever.



5

*Fair work for fair wages*

Local business will often pay a higher wage or offer additional benefits, rewards and opportunities over their national and chain counterparts. A supply of local jobs for local residents is also better for the community versus having to travel further afield to work in a national business.



6

*Local businesses drive down costs*

A bit of healthy competition between local businesses helps to keep prices low. A national company with a monopoly hold over the area can dictate whatever prices they want. 😞



7

*Local businesses are better for the environment*

National businesses need supply centres and large distribution networks to maintain their national empires – all of which contribute to an increased carbon footprint. A local business doesn't require an extensive support structure to survive and relies on its local community instead. 😊



*Want to show your support?*

Share this article with your local businesses, or tag them in the comments below to show your support. Continue to show them the loyalty they have earned from you and help keep your local businesses local!