



HM Government



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Development Fund



Copeland
borough council



Proud of our past. Energised for our future.

SHOP LOCAL

Keep it in Copeland

SHOP LOCAL: KEEP IN COPELAND

- Our campaign was launched in July 2020
- Accessed funding for a media campaign that will run until February 2021
- Introduced a dedicated business development officer
- Produced a 'shop local: keep in Copeland window sticker that has been distributed to over 600 businesses.
- Published a online directory of Copelands businesses
- Created a dedicated social media page
- Visited over 600 businesses to offer business support
- Work in partnership with the town councils

MEDIA CAMPAIGN WITH NESQUEST

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www.whitehavennews.co.uk

Wednesday August 19, 2020

Shop Local Keep It In Copeland

Campaign launched to help our local businesses boom



Whitehaven businesses are among those in need of support while recovering

GETTING businesses back on their feet after the challenging time of Covid-19 is key for Copeland Borough Council – and with your help that feat will be made that much easier for everyone.

Communities throughout the borough are being encouraged to give their local traders a much-needed – and well-deserved – boost following the months of closures and worries, and what better way is there than pulling together to help our tremendous towns?

Covering Whitehaven, Egremont, Cleator Moor and Milson – and everywhere in between – the council-led campaign shares one simple message: Shop Local – Keep it in Copeland.

And everyone from pubs, cafes and restaurants to shoe shops, butchers, bakers and beauticians could do

By Emma Walker

with your love and support right now, and are grateful for each and every pound spent to keep their livelihoods afloat.

Florist Nicola Armstrong owns the Bloom Room at Milson, and is delighted with the support already received from the town.

"It was a bit frightening going into lockdown, thinking I might lose everything I'd worked so hard for overnight, but Milson is just fantastic for showing support," she said.

"I think people have realised if they don't use local businesses, they'll lose them, and it means so much that people do come in and order over the phone."

Sharing the council's aim, Nicola encouraged everyone to continue being "brilliant" with their support: "Keep doing what you're doing, and getting behind businesses, because it's just so important."

Whitehaven butcher David Dawson, of Wills Hambling Butchers, is also excited, and can't wait to see the community pulling together. The fourth generation owner said: "Shopping locally won't just benefit shopkeepers, but the town as a whole."

"Smaller businesses have definitely suffered during the Covid situation, but also in recent years as well, so if it be really nice to see everyone coming together – everybody needs a boost right now!"

For more information on the campaign, visit www.copeland.gov.uk/shop-local-campaign.



Traders in Milson are pleased to be involved, with high hopes for the business-boosting scheme



Egremont is one of the towns with plenty to offer visitors



Egremont, Cleator Moor and Frithington are all on-board and raring to go with the campaign, excited to see the endless support of locals shining through when getting out and about

Wednesday August 19, 2020

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Shop Local Keep It In Copeland

Keeping community spirit alive – by Shopping Local

Another week, another round of applause for Copeland's devoted business owners, and the community that keeps them going with endless support, praise, and a cup of two of some very bubbly tea!



How to get involved

Mayor of Copeland Mike Skarke is keen to get as many businesses as possible on board with the Shop Local campaign – if you would like to see your establishment featured for free over the coming months, please visit www.copeland.gov.uk/shop-local-campaign.



try our best to do it as well – we'll always tip to the Post Office, who have been amazing during the pandemic, and if we can't get what we need there we'll nip to town."

He added: "It's so important that people keep supporting local businesses – if you don't use it, you'll lose it."

"If everybody just keeps coming in to support us, whether it's just showing their faces and having a quiet drink, that's all we could ask for."

And it's not just restaurants and hotels seeing a swarm of customers, as cafes and smaller businesses are getting plenty of attention too.

Thomas Cheung, owner of Cleator Moor's Deja Brew, has been overwhelmed with the smiling faces coming through his doors, and is pleased to see his high street cafe doing so well, despite offering take-

away only. "With the size of the shop, we couldn't offer sit-in options because of course the main thing is keeping people safe," he said.

"It hasn't put anyone off though, and we've seen so many people coming in for a coffee or lunch, or for some cake."

"It's been really brilliant!" The tea expert – who offers the popular Bubble Tea, to the delight of visitors far and wide – has only been in business since March, and is over the moon to see everyone offering so much support to keep his dream alive.

He said: "It's nice to see local people and the local community supporting all their local businesses, and we appreciate it so much."

"If everyone just keeps being great, it'll help every business so much."



The Queens Hotel at St Bees is thrilled



Thomas is grinning from ear-to-ear



Place your advertisement online or telephone
Tel: 01900 608682
or online at:
www.whitehavennews.co.uk

COPELAND SHOP LOCAL STRATEGY

- Direct business support to all businesses in Copeland
- Online business directory
- Create partnerships
- Grow our own economy

DIRECT BUSINESS SUPPORT

- Visit businesses throughout Copeland
- Collate information on the wealth of diverse businesses
- Gain understand of success and difficulties
- Give ideas on marketing and increasing opportunities
- Build a support network

CELEBRATING LOCAL BUSINESSES



BUSINESS DIRECTORY, SOCIAL MEDIA

- Central business directory for Copeland
- Will hold all Copeland businesses
- Encourage residents, visitors and supply chains to look locally
- ‘Shop local’ Facebook page – positive platform to share information and success stories

CREATE PARTNERSHIPS

- Bridges the gap of expertise and knowledge
- Creates new perspectives
- More businesses and funding opportunities
- Share resources
- Creates stability
- Inclusive work ethic
- Stronger together

GROW COPELANDS ECONOMY

- Create a Saturday young entrepreneurs market for ages 16-25
- Encourage our young entrepreneur's to book a free stall.
- Work with schools, colleges, universities and youth groups
- Create mentorship programme
- Support business development with shared retail space

Famous Young Entrepreneurs



COULD
IT BE
YOU?

STRATEGY OUTCOMES

- Boost footfall to local businesses
- Create more jobs
- Keep Copland pound in Copeland
- Help build communities
- Reduces carbon footprint
- Copeland inspiring young entrepreneurs
- Encourage more people to work and live locally