

## 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



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

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 Millom – 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 Millom, 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 Millom 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 Wils 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 it’ll 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](http://www.copeland.gov.uk/shop-local-campaign).



■ Egremont is one of the towns with plenty to offer visitors



■ Egremont, Cleator Moor and Frizington 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