



Buying local means a decent percentage of your items should have a short field-to-fork journey

Seven reasons to shop locally

From literary bestsellers to the latest gadgets, there is no denying that the internet makes it far easier to compare the price of shopping. But some retailers claim the shift is now towards the high street. And there are plenty of reasons why it is worth going local for some of your gifts and groceries. We look at seven of the best ...

1. Your spending will boost the local economy

Research on spending by local authorities shows that for every £1 spent with a small or medium-sized business 63p stayed in the local economy, compared to 40p with a larger business.

2. It is the ethical choice

Buying out-of-season produce, like strawberries in December, lowers your eco-credentials.

3. They sell quirky, one-off gifts

Independent shops often stock items which are made locally and aren't available elsewhere.

4. You will be supporting British entrepreneurs

Artisan markets help foster the talents of the next generation of British designers and retailers.

5. You can help build communities

Bookshops, cafes and craft shops are often hosting events, from book groups to knitting clubs and children's events. If the businesses are not supported, the local groups tend to disappear too.

6. You might get a better deal or some good advice