

#Buyin2Warwick Annual Town Council Meeting Statement

The idea of a shop local campaign began last September within the Town Council's Economic & Tourism Committee. Following the meeting the team made up of myself from Warwick Town Council and members of the Chamber of Trade met to discuss the merits of such a campaign.

It was here where #Buyin2Warwick originated, launching in October the campaign sought to promote the benefits of shopping by publicising facts including;

*'Did you know ... that every **£1** spent locally is worth **£1.76** to the local economy. That means if every resident **spent £10** in Warwick it would be worth over **£0.5m to the local economy!***

And,

'Did you know ... that taxes support local services. In 2017/18: Amazon's UK Tax Bill - £1.7m Business Rates in CV34 - £28.5m Yet another reason to shop local!! #Buyin2Warwick #ShopLocal'

Alongside core environmental, social and economic messages #Buyin2Warwick has also used its social media platforms to promote fantastic local businesses. A successful example is Picturesque on Smith Street who's single post reached 3,800 people and 596 engagements. Positive social media responses included comments such as;

"Why have I never heard of this place?! It looks fantastic - that's my boys artwork sorted." And "Fabulous customer service in this gem of a shop."

Over the three months to Christmas Buyin2Warwick reached 135,000 people in total which I am sure you will agree is a fantastic result!

Following the busy Christmas Period, the group took a couple of weeks to reflect on the strengths and weaknesses of the campaign, but given the initial success we are continuing to develop and grow the campaign and are launching a new website within the next month.

Warwick Town Council and Warwick Chamber of Trade have supported us financially for our core costs such as window stickers, marketing assistance and ongoing maintenance, the aim of the campaign however is to be self-sufficient by the end of the year.

#Buyin2Warwick however can only work with engagement from people such as yourselves so please post onto our social media pages and share and like our posts. Our overall aim is to continue to ensure that our fantastic town continues to be a vibrant place to live and visit.

If you would like to know more about getting involved, please leave your contact details or get in touch via our social media pages and I will be in touch shortly!

Thank you!