



LOVING MY TOWN

Supporting your local businesses – whether it's for food shopping, gifts, new spectacles or booking a holiday, getting your computer fixed, moving house, buying a drop dead gorgeous outfit for a big party, having your hair cut and styled, picking up your prescription, meeting friends for lunch, arranging your house insurance, sorting out your finances, buying flowers for your anniversary, having a spa treatment, treating the dog to a new bed or getting new soles on your favourite pair of shoes – puts money and vitality into the local economy which in turn helps to make Penarth a wonderful place to live – we all love living here!



SUPPORTING MY LOCAL ECONOMY

Somewhere in the region of 17,000 adults live in Penarth. If each of us were to shift just £5 of our spending each week from the supermarket or an out of town shop or even on-line to one of our local shops or businesses it would put an additional £4.4million into the local economy. When you spend money with a local business, significantly more money is re-circulated into other local businesses compared to spending elsewhere or on-line.



BUILDING A GREENER FUTURE

Shop Penarth is organised by Gwyddio Greening Penarth (GPG) in partnership with Penarth Town Council, key Penarth businesses and the Penarth Times. GPG launched the scheme in 2010 to support the local economy, encourage loyalty among customers and to help keep Penarth's shopping areas alive and attractive. Most importantly, the scheme also helps cut carbon emissions because people are not using their cars to shop out of town.

LOVE PENARTH AS MUCH AS WE DO?

Support your local shops and businesses to help make Penarth a vibrant place to live and work

- Collect your Shop Penarth card from any participating local business for £2.00.
- Shift at least some of your spending from supermarkets, out of town retail parks and on-line retailers to your local independent shops and businesses.
- Enjoy special offers, discounts and promotions only available to Shop Penarth card holders. Lookout for the Shop Penarth badge in shop windows.
- Bring some local joy and happiness to your in-box by signing up at the Shop Penarth website for the latest news, offers and promotions.

Please recycle or pass me onto a friend when you have finished with me

For more details about which local shops, restaurants and businesses are part of the scheme, what their offers are and how to get the all important membership card, visit the Shop Penarth website. www.shoppenarth.co.uk

Gwyddio Penarth Greening (GPG)

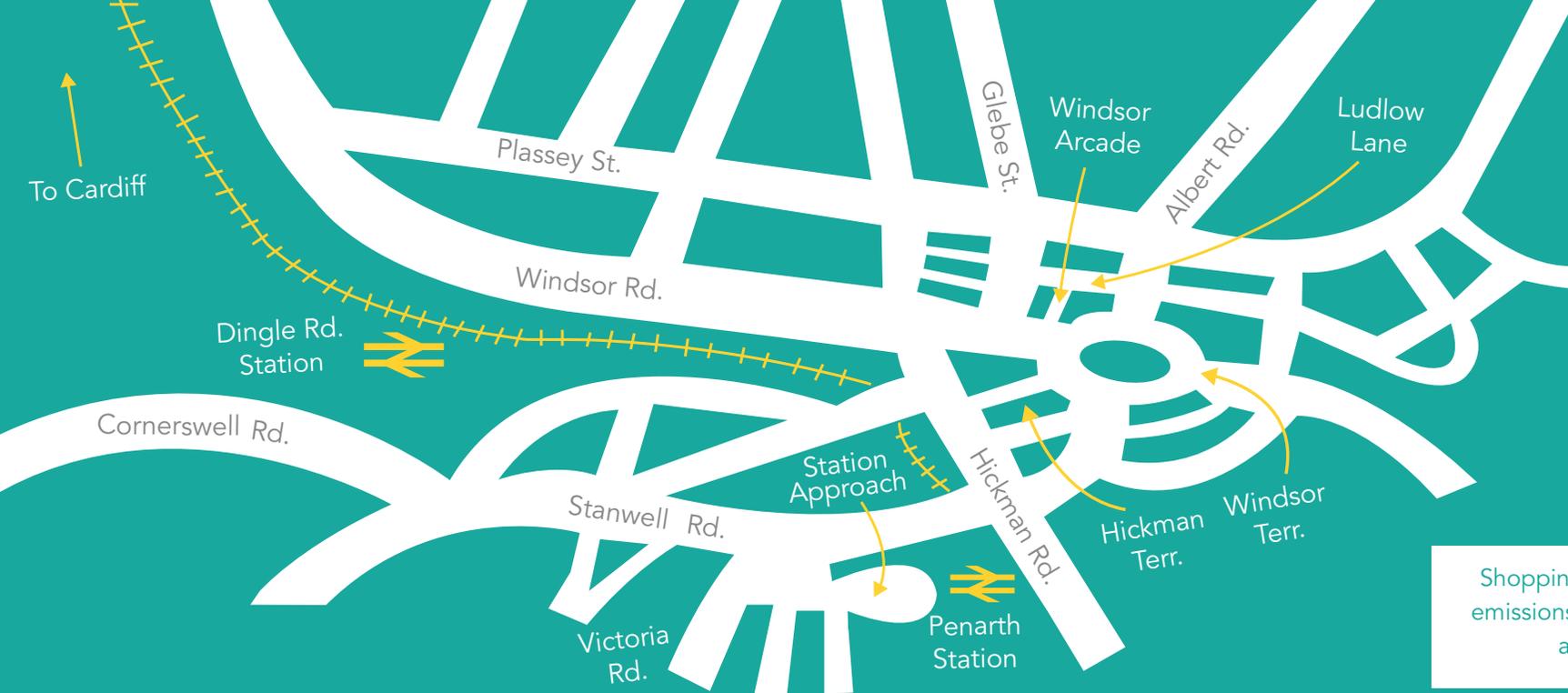
WWW.SHOPPENARTH.CO.UK



SHOP PENARTH REWARDS SCHEME

Shop Penarth brings you special offers, discounts and promotions from a wealth of local independent businesses. Penarth is a town of choice - from food and drink to fashion, groceries and gifts to professional services and from health and beauty to homewares and travel – it's all right here on your doorstep.





PENARTH

A TOWN OF CHOICE

There are so many reasons to support your local shops and businesses. It keeps jobs in the area, keeps money circulating in the local economy, makes our town more sustainable for the future and helps make it a better place to live and work.

Independent shops give a town a distinctive character offering unique products that you might not find anywhere else

About 2.6 times as many local jobs are created when spending is directed to local businesses

When you spend money with a local business, significantly more money is re-circulated into other local businesses compared to spending elsewhere or on-line

Re-discover Penarth and fall in Love with your town

If every adult in Penarth shifted just £5 of their spending each week from a supermarket, out of town shop or even on-line to one our local shops or businesses it would put an additional £4.4million into the local economy

Shopping locally massively reduces CO2 emissions compared to getting in your car and shopping out of town

Many of Penarth's independent business owners live in Penarth, send their children to local schools and get involved.

Local businesses provide many more jobs than larger or chain businesses and often offer better wages and benefits

Buying locally goes further than you think. A thriving high street leads to better roads, better schools and a happier town

Trust, loyalty and valuable relationships are established when buying locally. A face-to-face experience can save you time and money