

Press release – 26 April 2021

TOTALLY LOCALLY ALCESTER

Alcester Town Council is delighted to announce the launch of Totally Locally Alcester.

Throughout the pandemic, the Town Council, through its Business and Tourism Working Group, has been working with local retailers to support them in reopening safely when allowed and Totally Locally Alcester is the next step in this process.

Totally Locally Alcester (TLA) seeks to shine a light on retailers and traders in the town encouraging people to shop locally. The campaign seeks to drive home to the community the true value of spending their money locally.

Alcester Town Council has provided the seed funding needed to launch the TLA interactive website, to help residents and visitors alike find what products and services are available, to identify which shops are open, and whether they provide any online services.

As the Mayor of Alcester, Cllr Gill Forman said “The Town Council’s investment in Totally Locally Alcester is not just a question of keeping local traders in business, but of supporting local employment for local people and creating a feeling of community wellbeing and common purpose. Schemes like this are changing the way we shop and focusing attention on the amazing retailers and businesses on our doorstep. If we fail to take advantage of what we have, it will not be there for much longer and we will all regret not having done more to save it when we could.”

Totally Locally is a national movement, started ten years ago by marketing expert Chris Sands. It currently has more than 60 other towns around the country following its model. Totally Locally runs regular loyalty initiatives, such as a ‘Fiver Fest’ which encourages people to spend an extra £5 in their own town each week, rather than spending online or out of town.

Gill Forman said "It’s great to see so much enthusiasm for Totally Locally Alcester. The pandemic has encouraged people to think locally – so now is the time to support our locals to help them stay in business and promote a more vibrant local economy."

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For further information please contact: Vanessa Lowe, Town Clerk on 01789 766084 or email clerk@alcester-tc.gov.uk