

Local Shopping Initiative - Shop Penarth

Gwyddio Penarth Greening (GPG) has recently relaunched the Shop Penarth scheme encouraging residents to make shopping local their New Year's resolution.

The scheme, run by GPG with support from local traders, the Penarth Times and Penarth Town Council, was officially relaunched at the group's food festival in September having been initially launched as Shop in Penarth in 2010.

Reflecting on a positive first few months for the new look scheme, those behind it have urged Penarthians to make an effort in the new year to use local independent businesses.

The aim of the scheme is to promote the town, support the local economy and build a greener future.

The scheme now has more than 50 businesses signed up including retail businesses, food and drink businesses and those in the service sector.

They have already sold more than 1,000 Shop Penarth cards and those behind the scheme say that the Christmas period provided the perfect opportunity for shoppers to discover what was on offer in Penarth with many people saying they had done the majority of their shopping this year in the area.

Anthony Slaughter from GPG said: "We're very pleased with how well the revived Shop Penarth scheme is doing since its relaunch at the Food Festival last September.

With more than a thousand of the new cards already sold and more than 50 local independent businesses signed up, support for the scheme continues to grow at an encouraging rate.

The Christmas shopping period also provided an ideal opportunity for many shoppers to discover just how wide a range of goods are available from our fantastic local shops with many people doing a significant amount of their festive shopping locally.

As we move into the New Year we would encourage shoppers to engage with the scheme on a regular basis throughout the year, taking advantage of the many generous Shop Penarth offers at the same time as supporting our local economy and helping to build a greener future."

To participate in the scheme, shoppers can pick up a Shop Penarth card for life for £2 from any of the participating businesses listed on the website.

www.shoppenarth.co.uk.

The website also displays the latest offers and discounts see the offers section.