

Press Release

Shopping Crawl Winners Enjoy VIP Reception

The Christmas Shopping Crawl was the first Buxton Town Team project with the aim of supporting and celebrating some of the excellent independent businesses that contribute so much to the character of the town centre. These businesses also make a real difference to the local economy through jobs and using local suppliers so they need and deserve support.

For every £1 you spend with a local, independent business, between 50p . 70p circulates back into the local economy. For every £1 you spend online or out of town only 5p trickles back into our local economy. When you shop with local independents you are doing your bit to keep our town centre open for business. Sadly, it really is use them or lose them.

Thanks to the Shopping Crawl project, the 30 independent businesses on the Buxton Crawl map, enjoyed meeting and greeting dozens of new customers in the crucial 6 week pre-Christmas period. For many retailers a good Christmas can make or break their year. The feedback forms are still coming in, but so far the businesses on the Crawl have said that it was definitely worthwhile and many are keen to participate in similar promotions in future. Statistics so far indicate that on average each shop stamped 40 maps, 58% were new to the business, and 21% bought something on that first visit. Even people who thought they knew the town well have discovered hidden treasures and revised their ideas about the range of goods and services available right here on our doorsteps.

“We are fairly certain that no-one was familiar with all the stars on the map before the Crawl. One energetic couple completed the whole Crawl in a day, which the winners will testify was quite an achievement!” said Jean Ball from the Town Team

The Town Team gathered the businesses, organisations and individuals involved for a glittering celebration of the project at the Green Man Gallery in Buxton on Thursday 24th January. The tension mounted as the winners of the first Buxton Shopping Crawl awaited MC Colin Sykes opening of the golden envelopes to discover which prize they would each receive. Applause and whoops of delight filled the gallery as each winner was announced as follows:

The 3rd Prize of £100 to spend for a fabulous meal at the grand Dome fine dining restaurant at the University of Derby will be enjoyed by: Pauline McGowan of Mill Cliff, Buxton

The 2nd Prize of £200 in cash and vouchers from businesses on the Crawl map should help to dispel the January blues for lucky winner: Mrs Claire Stamp from Chapel-en-le-Frith

BuxtonTownTeam

All together, better

And the 1st Prize of £1000 in cash and vouchers from businesses on the Crawl map goes to: Mrs Joanne Hibbert of Gretton Road, Buxton who can now enjoy a New Year shopping spree.

The Town Team would like to thank all the businesses on the map for helping to make the Crawl a success, and all those who took part, even if they didn't win. In addition, a number of local businesses and organisations supported the project including providing services in kind or at cost to help make the Crawl possible.

These include;

Nina Lubman (Commercial Estate Agent)

Jim Elder at Hotline

Steve Caddy at Pure Buxton

Dave Bowyer at MM&B Studios (also a Green Man artist)

University of Derby

High Peak Borough Council

Vision Buxton

The Buxton Advertiser

and High Peak Radio

We should also acknowledge Clare Rayner, the Independent Retail Champion, for creating the Crawl tool kit and making it easy for Buxton and some 50 other towns across the UK to take positive action for their town centres.

With congratulations to the Crawl prize winners who will now enjoy spending their winnings in the local businesses whose collaborative efforts have helped to make everyone a winner.

ENDS

www.buxtownteam.org