

SHOP LOCAL & DINE LOCAL

Campaign

HammersmithLONDON

I SHOP IN
Hammersmith LONDON

I DINE IN
Hammersmith LONDON

REASONS TO **SHOP & DINE** LOCAL:

It is fun and convenient to shop and dine locally but there's also more to it:

- Great Value
- Top High Street Names
- Wide Range of Choice
- Protect Local Character and Prosperity
- Build Community Well-Being and Strong Neighbourhoods
- Local Decision Making
- Supporting the Local Economy
- Job and Wages
- Entrepreneurship
- Environmental Sustainability
- Competition
- Product Diversity

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WHAT IS **SHOP**LOCAL & **DINE**LOCAL?

Shop Local & Dine Local is a HammersmithLondon campaign creating a great opportunity to promote, energise and encourage people to visit and use the wide retail offer in Hammersmith Town Centre. It will run from September through to November coinciding with the opening of Westfield Shopping Centre in White City (due to open October 30th).

Shopping locally simultaneously creates jobs and invests in the neighbourhood, promoting community development. Generally, locally owned businesses create more jobs locally and local stores help to sustain a vibrant, compact, walk able town centre, which in turn is essential to reducing sprawl, car use, habitat loss, and air and water pollution.

A multitude of local businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

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THE **SHOP** LOCAL & **DINE** LOCAL CAMPAIGN INCLUDES:

STREET BANNERS

From the beginning of September there will be a street banner campaign around Hammersmith Town Centre, running for two months, saying:

- Shop Local HammersmithLondon
- Dine Local HammersmithLondon

In addition to sending out a strong promotional message, the banners are very much seen as attractive street decoration energising and vitalising the area.



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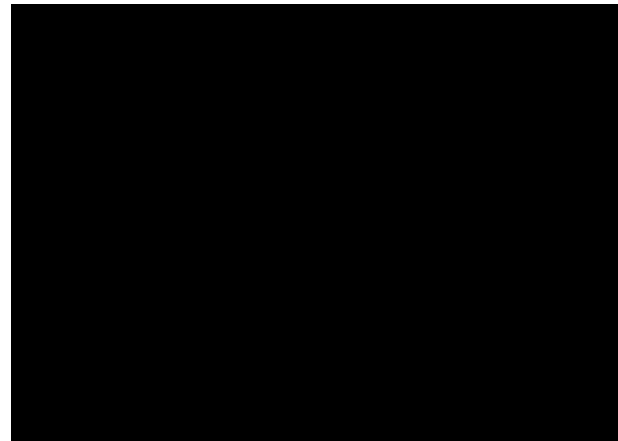
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THE **SHOP** LOCAL & **DINE** LOCAL CAMPAIGN INCLUDES:

NEWSPAPER

Concurrently, there will be a major eight week newspaper campaign in the H&F News promoting Hammersmith Town Centre:

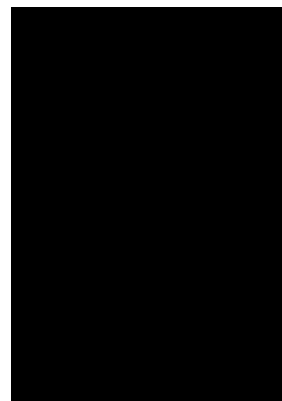
- 23rd September edition one will have a four page wrap around.
- 7th October Full page advert
- 21st October Full page advert
- 4th November Full page advert



23rd September



7th October



21st October



4th October

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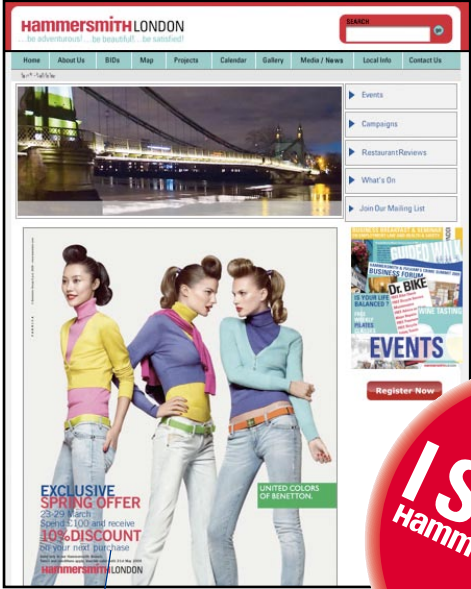
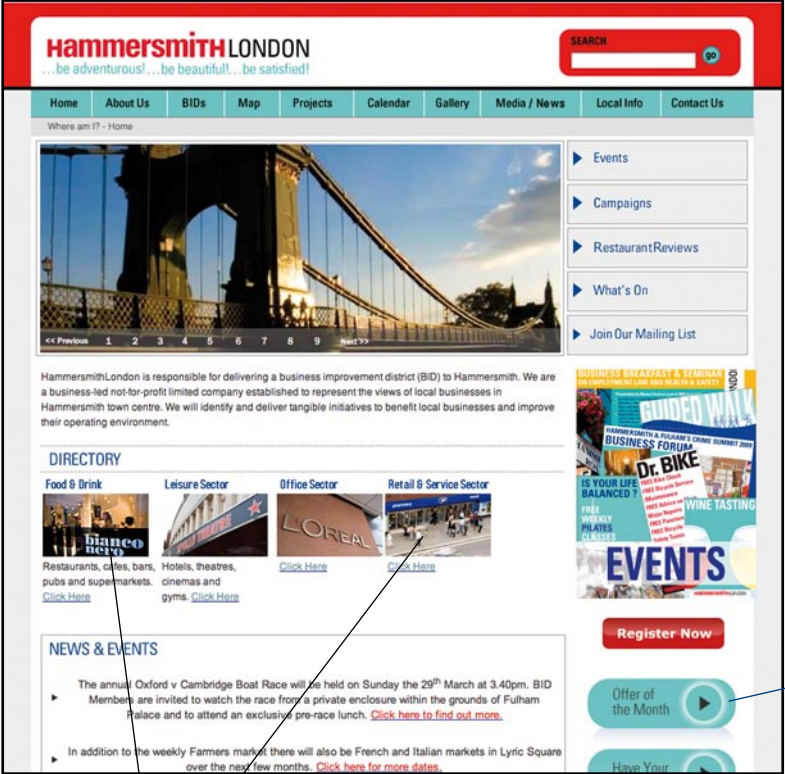


THE SHOP LOCAL & DINE LOCAL CAMPAIGN INCLUDES:

WEBSITE

A HammersmithLondon Shop Local & Dine Local website showing latest deals and offers (1) will be available via the HammersmithLondon website enabling every business in Hammersmith to have a web presence whether or not they have a website.

We shall also, of course, be able to put in links to any existing websites (2).



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THE **SHOP** LOCAL & **DINE** LOCAL CAMPAIGN INCLUDES:

EVENTS

There will be a programme of events encouraging people to visit Hammersmith and in particular, for the office sector to increase their dwell time in the early evening.



Network at Chula's



Network party at Bianco Nero



Third music recital at
St Paul's church



Classical music recital at
St Paul's church

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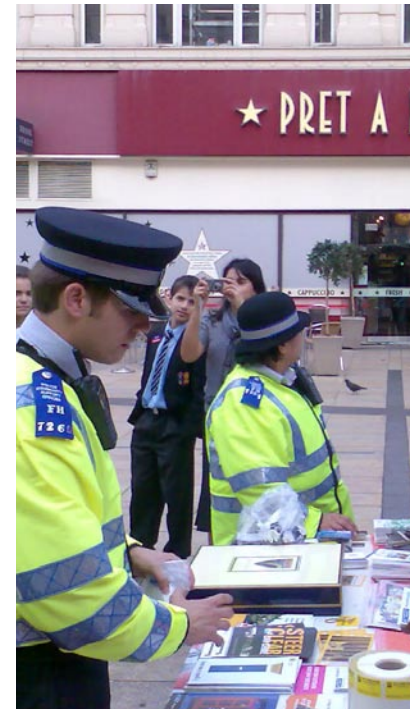


THE **SHOP** LOCAL & **DINE** LOCAL CAMPAIGN INCLUDES:

SAFE & SECURE

HammersmithLondon already provide additional police community support officers who are accountable to the businesses and are tasked with reducing street crime throughout the BID area. They are all additional to the existing police officers working on the local Safer Neighbourhood Team and are solely dedicated to the Hammersmith BID area. Businesses can contact the PCSO's directly on: **07847 345 316** or **07847 345 317**.

In addition to this, HammersmithLondon has recently launched a Safetynet radio scheme designed to put businesses in direct radio contact with CCTV operators and PCSOs. As shoplifting and stock loss is a major concern for businesses, especially retailers, Safetynet allows users to speak to each other and to share information about potential shoplifters and undesired visitors to stores, as part of the ongoing task to reduce stock shrinkage.



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CONTACT AND FURTHER DETAILS

PATRICIA BENCH
COMMUNICATIONS DIRECTOR

1 Lyric Square
London W6 0NB

T: 020 8741 8157

D: 020 8846 3245

M: 07507 568 285

F: 020 8748 6803

E: p.bench@hammersmithlondon.co.uk

www.hammersmithlondon.co.uk

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