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## **Shop Robertsbridge this Christmas**

**Shop Robertsbridge is a new campaign to encourage residents across Robertsbridge and Salehurst to back local businesses in the run up to Christmas and beyond.**

The Salehurst & Robertsbridge Parish Council initiative went live online and on the streets at the beginning of December and has already amassed a groundswell of support from retailers and shoppers alike.

Commenting on the campaign, Nick Brown, chairman of the Council said:

*“Now is the perfect time to explore local shops and retailers some of whom have never been under so much pressure. These businesses are run by local people – they are our neighbours, friends and family. In the run up to Christmas and beyond we must do all we can to help, protect and even support their growth in these challenging times.”*

Those wishing to get involved can find out more on the [Shop Robertsbridge](#) Facebook page or follow @shoprobertsbridge on Instagram. Retailers and residents are being asked to put up posters in their windows to highlight the initiative and encourage the whole village to participate.

The campaign started with the launch of the Facebook page and the reaction so far has been very positive. There has been huge interest from the local shopkeepers and online retailers who start off by posting a little about themselves generally. Subsequent posts are more focused on specific products and offers to give shoppers ideas and entice them to buy.

The campaign is being managed by Robertsbridge resident and freelance marketing consultant, Jenny Barrett, who is a long-time supporter of village events and activities.

*“Anything anyone might need to buy to help celebrate Christmas can pretty much be bought in the parish, so it’s a good opportunity to support the local economy, reduce our carbon footprint and keep people in local jobs. So far, I’ve counted nearly 50 shops and online retailers and we’re only a village.*

*“I know where I’ll be buying presents, my Christmas tree, my wreath, my turkey and my Brussel sprouts – in Robertsbridge and Salehurst of course!”*

Anyone wishing to follow the campaign online can use the hashtags #shoprobertsbridge and #shopsalehurst.

**- ENDS -**

**For more information please contact:** Jenny Barrett: [jensbar@yahoo.co.uk](mailto:jensbar@yahoo.co.uk) | 07973 671142 or the parish office (details on letterhead).