

Independent traders set out to make a big impact

ALMOST 100 independent traders took part in the first Grantham Independents' Day on Friday to celebrate the unique businesses operating in town.

Participating businesses displayed red, white and blue rosettes in their windows to signify their involvement and encourage shoppers to support independent traders.

The day, held on July 4 and a play on American Independence Day, was organised by the George Shopping Centre and town development group Grantham Future.

The George centre manager Hilary Pearce said: "The day was a success in that it brought traders together and really helped highlight that more than 50 per cent of businesses in Grantham are independently run.

"Seeing the rosettes up in shop windows was really effective and helped to visually promote the fantastic range of businesses we have here in the town centre. We were overwhelmed by the amount of traders who were willing to take part and the enthusiasm they showed. We certainly hope to hold the event again next year."

A competition to win £100 to spend in the George Shopping Centre, which was organised as part of Independents' Day, will run until 5pm today (Friday).

To be in with a chance of winning the money, visit our website www.granthamjournal.co.uk download the coupon and place it in the box on the ground floor of the George Shopping Centre.

● For a full list of traders who took part visit www.granthamjournal.co.uk



Independent trader Emma Hallam (left), of Hallam's Delicatessen in the George Shopping Centre, was one of 90 businesspeople who signed up for Grantham's first Independent's Day. She is pictured with centre manager Hilary Pearce, who helped organise the event.