

A Stronger Local Community – A Stronger Local Economy

The Keep It Local campaign is designed to heighten awareness of the capabilities, products and services provided by locally owned businesses. As well as the many reasons for shopping locally, our support of local businesses is vital to the health of our local community. From more entertainment and shopping to unique and useful items provided locally, we hope you will join the campaign to make our community a strong and growing one, by sourcing and purchasing your goods and supplies from the 100's of exceptional local suppliers and shops.

10 Reasons Why Supporting Local Business Is so Important

Community Well-Being

Locally owned businesses build strong communities by sustaining vibrant town centres, linking neighbours in a web of economic social relationships, and contributing to local causes.

Keeping Money in the Local Economy

Locally owned businesses recycle three times more revenue back into the local economy, for example purchasing from local producers, thereby enriching the entire community

Jobs and Wages

Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

Local Decision-Making

Local ownership ensures that important decisions are made by local people who live in the community and who will feel the impact of those decisions

Entrepreneurship

Entrepreneurship fuels our economic innovation and prosperity and serves as a key means for families to move out of low-wage jobs.

Public Benefits and Costs

Local stores in town centres require comparatively little infrastructure and make more efficient use of public services relative to big chain stores and strip malls.

Environmental Sustainability

Local stores help sustain vibrant, compact town centres, which in turn are essential to reducing sprawl, car use, habitat loss, air and water pollution.

Competition

A marketplace of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

Product Diversity

A multitude of small 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.

Local Character and Prosperity

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage.

At Harpenden Directory we believe passionately in the power of local businesses to deliver top quality, highly relevant products/services at very competitive prices. We believe that local businesses are an integral part of the local communities they serve and by better dissemination of Information, Numbers and Knowledge about their services and capabilities, we as consumers and our local communities are better served.

At Harpenden Directory, it is our mission to channel local consumers to the very best of local businesses to the mutual instant and long term benefit of consumers and businesses. We do this by providing an online web based directory of Information, Numbers and Knowledge on virtually every retail outlet, business and trades-person in each local area.

As a local consumer we are offering you the power to directly influence the future of your local community. It is essential that you visit the Harpenden Directory, that you use it and that you let local businesses know you are using it.

By closing the loop between local consumers and local businesses, we can collectively guarantee the future of our local communities.