

Meeting: Economic Prosperity Sub-Committee

Date: 14 July 2021

Title: Shop Local Campaign

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Service: Law and Governance

Wards affected: All

1. Purpose of Report

- 1.1 To explain the background and purpose of a scrutiny exercise to examine the Shop Local Campaign in North Tyneside.

2. Recommendations

- 2.1 The sub-committee is invited to receive a presentation on the Shop Local Campaign in North Tyneside and consider how it may be developed in the future.

3. Details

- 3.1 Julie Dodds, the Council's Service Manager – Inclusive Economy and Business Growth, will attend the meeting to give a presentation on the Shop Local Campaign in North Tyneside and its future development.
- 3.2 "Buy Local North Tyneside" is an initiative delivered by three town centre chambers of trade and Newcastle Building Society, supported by the Council and the North Tyneside Business Forum. The website [Buy Local - North Tyneside \(buylocalnorthtyneside.co.uk\)](http://buylocalnorthtyneside.co.uk) acts as a directory and mostly digital campaign activity, and this is supported by roundabout advertising and a substantial flyer drop to residents.

4. Appendices

None

5. Background Information

The following documents have been used in the compilation of this report and may be inspected at the offices of the author:

- Presentation Slides to Economic Prosperity Sub-Committee – 14 July 2021