

TOWN TEAM URGES SHOPPERS TO ‘BUY LOCAL’ THIS CHRISTMAS

Latest news from Malmesbury Town Team

This Christmas season, Malmesbury Town Team is appealing to shoppers in Malmesbury to buy local, invest in high quality locally-made products and help make the town more sustainable.

David Drake, Chair of the Town Team, explains the benefits:

“Choosing to shop locally in Malmesbury plays a pivotal role in sustaining the community's economic vitality. Money spent at a local business is reinvested within the community, boosting job creation and supporting local services. This cyclical flow of resources strengthens the local economy, ensuring that Malmesbury continues to thrive.

Environmental sustainability is central to the town's future development goals and supporting local enterprises is regarded as a cornerstone of responsible consumption. Local businesses often source products from nearby suppliers or buy from trusted sources. They have the commitment to promote eco-friendly practices and care about the future of the town as well as the planet”.

Shoppers in the town will have an opportunity to buy a wide range of locally sourced goods and products, thereby supporting both independent businesses and the vibrant community of artists, makers and producers in and around Malmesbury.

These include:

*Caerbladon, run by husband and wife team David and Karen Drake, who are currently showcasing beautiful ceramic items by local makers Emily Clarke, Alex Winter and Christine Ratcliffe, elegant and stylish jewellery by Copper Bee and locally themed prints and cards by several artists who live in the area such as Paul Deacon, Chris Juson, Claire Baker and Simone Dawood.

*Bertie B's Home and Lifestyle stocking the iconic Malmesbury linocuts by Phillip Kingsbury of the Wooden Spoon Press.

*The Athelstan Museum shop offering a range of local interest history books and posters.

*The Wild Food Company offers locally sourced honey, fudge and chocolate, along with a tempting range of meads and liqueurs.

*The Malmesbury Wine Company has a special display of locally produced wines, beers and spirits including those from the ever-popular Bow in the Cloud vineyard and Flying Monk Brewery.

*The Town Hall hosts art exhibitions and a display cabinet of locally produced craft items for sale.

*Two local butchers: Michael's at The Triangle is also a deli and sells Brinkworth Dairy's award-winning cheeses and yoghurts as well as their own nationally acclaimed Malmesbury King sausages. Leonard Walker's Family Butchers is a traditional meat and game shop that has been on the Market Cross for over 40 years, and in addition to locally sourced meat they stock a wide selection of Tracklements' chutneys, sauces and mustards.

Events which showcase other local products and bring energy to the town include Friday market day at the Market Cross where locally grown vegetables, cheeses, honey, fresh fish and baked pies and homemade jams supplement the fixed offering in town.

On Saturday 30 November there is also the monthly Saturday Big Craft Fair in the Town Hall providing another opportunity to buy directly from local makers and producers.

Then there is the annual flag ship festive event of Malmesbury's Christmas Late Night Shopping on Friday December 5 from 5pm and on that evening the town centre is full of stalls selling local products, seasonal food and drink and original gift ideas.

David Drake adds:

"The variety and quality of local products and handmade goods available to buy on your doorstep in the next few weeks is astounding, at very competitive prices, and here in Malmesbury we pride ourselves on friendly and helpful customer service"

For more information on Malmesbury's cultural and retail offer visit <https://discovermalmesbury.life/>

ENDS

EDITOR'S NOTES:

Attached are photos of three businesses and their owners selling locally sourced goods and products. All photos © Tea Smart

Karen and David Drake, Caerbladon
Richard Walker, Leonard Walker Family Butchers
Clare Burt and Jenny Brady, Bertie B's Home and Lifestyle

David Drake can be contacted at David.drake@hey.com

MALMESBURY TOWN TEAM was formed in 2014 in response to an increase in out-of-town trading. It reached an important milestone in 2020 when it became a Community Interest Company (CIC) contributing public benefit and working towards a sustainable future for the town and surrounding area. **MALMESBURY TOWN TEAM** exists to practically support the success of Malmesbury and the resilience of local businesses – the heart of Malmesbury's retail, service and hospitality economy – by delivering activities that promote Malmesbury as a great place to visit and spend time in.

[www.discovermalmesbury.life](https://discovermalmesbury.life)

To interview David or talk to any other retailer please contact media consultant Fiona Scott on 07789 270030 or email fiona@fionascott.co.uk

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