

SWISH – Shop Well in Shipston
Independent Traders Initiatives

Several independent Shipston traders met informally a few weeks ago to chat about their businesses in general. This get together sparked the formation of a group to realise their similar objectives, primarily to increase footfall into Shipston on Stour retail outlets. This group has called itself SWISH (Shop Well in Shipston).

One of the initial SWISH projects is to print a leaflet promoting Shipston-on-Stour and advertising their businesses, thus enabling the costs of the leaflets to be shared. The leaflets will be used for promoting local retail outlets to the public by traders distributing them in a variety of ways.

SWISH would welcome any independent traders who are interested in joining to attend SWISH meetings. Any businesses interested in being listed in this leaflet or who want to know more about SWISH initiatives and meeting dates, please contact either: Sue Hand at Niche, 18 Sheep Street, Shipston, or nichestyle@tiscali.co.uk, Tel: 01608 664233, or Bruno at Where I Fell in Love Gallery, The Shambles, Shipston, or bruno@wifilgallery.com, Tel: 01608 663809.

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