

# MP backs shop local campaign

A campaign to encourage people to make the most of local, independent shops around Norwich won the backing of a city MP when she visited a traditional family butchers.

The Evening News has been running its Shop Local For Christmas campaign, urging people to think of the city's locally-run shops when looking for presents and food over the festive season. And Norwich North MP Chloe Smith backed the scheme when she popped into Archer's Butchers near the Heartsease roundabout – exactly the sort of independent business the campaign has called on our readers to support.

Research suggests the local economy benefits substantially from shoppers spending money in independent stores.

It is estimated that a pound spent within a local business stays in the local economy for five further transactions, compared to just two transactions within a national business operating locally.

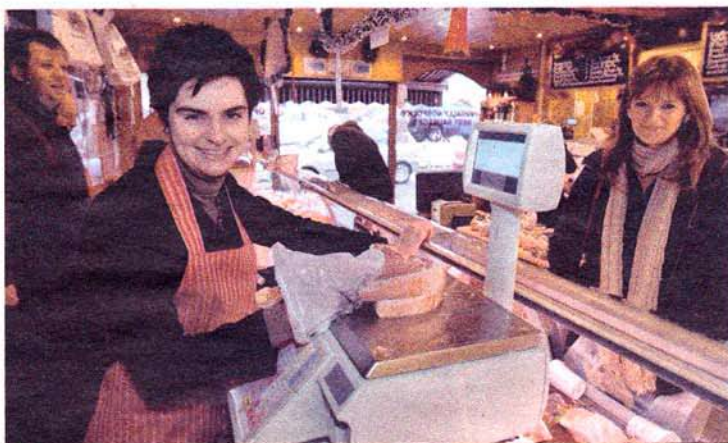
Archer's was established in 1929 by John Archer with a stall on Norwich's provisions market in the city centre.

At one point there were five Archer's shops in the city, but it is now based in Plumstead Road.

The business is on its third generation of butchers, with the original owner's grandson, James Archer, taking the business forward.

He is aiming to develop it, while keeping the traditional techniques used by his father Jimmy and grandparents John Archer and Oliver Craske.

Miss Smith, who visited on



**Helping out:** Norwich North MP Chloe Smith in Archer's Butchers, on Plumstead Road, Norwich, to support the Shop Local For Christmas campaign. She is pictured here with customer Tina Fisher. PHOTO: JERRY DAWES

Wednesday, said: "It really is possible to shop locally and shop independently in Norwich.

Archer's is a lovely example of a thriving, family-run business doing great trade at Christmas.

"I entirely support the campaign to keep spending money inside the local economy by shopping

local."

Archer's sausages tickled the taste buds at this summer's Battle of the Bangers competition in Norwich – winning the contest for the third time in five years.

The business has more than doubled in size in the past three years, so as well as the traditional cuts of meat that are still the mainstay of the business, it also now has a delicatessen and hot food counter selling baguettes and pies. Jamie Archer, who runs

the shop with his wife, said he was delighted Miss Smith had leant her support to the campaign. "To us it's very important," he said. "We are supporting the local economy by buying local meat. In turn, when people buy from us, they are helping local farmers and producers."

The Shop Local For Christmas campaign has highlighted how the run-up to Christmas is such a crucial time for traders.

It has demonstrated Norwich's wonderful mix of unique independent stores in areas such as Norwich Lanes and the Cathedral Quarter alongside the big national chains.

→ Do you have a story about a new business or a success story for an existing one? Call Evening News business reporter Sam Williams on 772447 or email [sam.williams@archant.co.uk](mailto:sam.williams@archant.co.uk)

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