Shop Local This Christmas: Direct2florist calls on the nation to back local businesses and boost community spirit

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As Christmas approaches, Direct2florist is encouraging people across the UK to make their gifts go further this year by supporting the independent local businesses that help keep communities alive.

New research conducted by the family-owned firm shows that four out of five shoppers plan to buy at least some of their festive gifts locally this year. More than half say they do so because they know how much their custom means to small businesses, while 43 per cent say shopping locally makes them feel happier. Almost half believe local businesses help their area by employing local people, and more than a third say they make their community a nicer, more vibrant place to live.

For many small businesses, that support can be the difference between surviving or not. Three in five shoppers remain worried that local independents will struggle to stay open without regular backing from their communities.

Simon Stirling, Founder and Managing Director of Direct2florist, said: "Where we choose to shop has a ripple effect. When you place an order for delivery by a local florist, you're not just sending flowers, you're supporting the people who make our towns and villages what they are. Local florists employ local staff, buy from local suppliers, and know their customers by name. Choosing local at Christmas really does make a difference."

Stirling continues: "The benefits are clear. Previous research has shown that, for every £10 spent with a local business, almost £4 stays in the area. That's twice as much as when shopping through a chain store, helping to support jobs, services and local suppliers. Shopping locally has a lasting impact, strengthening communities and creating a sense of shared prosperity."

Direct2florist connects customers directly with independent florists across the UK, allowing people to send flowers quickly and easily no matter where the flowers need to be delivered, while ensuring that every pound spent stays local. The company's Shop Local This Christmas campaign will run throughout the festive period, spotlighting the stories of local florists and the important role they play in their communities.

This Christmas, every bouquet ordered via Direct2florist becomes more than a gift. It becomes a way to keep local businesses blooming.

Find your local florist at www.direct2florist.co.uk.

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