

The Hampshire County Council Award for Contribution to the New Forest Community



All The Cool Stuff

Business Contact: David Tree



All The Cool Stuff is a toy and collectible retailer in the New Forest town of Fordingbridge and plays an active role in creating and supporting the community and area. In addition to the store the business also runs Fordingbridge Games Club every fortnight and hosts the Farthest From Star Wars Toy Show, raising money for charities and causes at the Town Hall, 3 weekends a year. These events help give people a reason to visit the town and the community is talking more rather than leaving it to the town council to run. In addition, over £1,000 has been raised last year for The Piam Brown Children's Cancer Ward in Southampton General and The Fire Fighters Charity through Fordingbridge Fire Station.

All the Cool stuff has recognised a big shift in culture at a retail level with growth and decline in all areas. Banks have recently withdrawn from the town and locals are not at an age where they are willing to use online banking. So the events that All the Cool Stuff run encourage business to business networking to help support one another. The Food and Craft markets invite all businesses to get involved and is a fantastic opportunity to advertise themselves and the town has seen an increase in visitors as a result of those events. Entry is free to these events, drawing footfall to the town and benefiting many other local retailers and businesses as a result of the increased numbers. All the Cool Stuff also created the 'Visit Fordingbridge' Facebook page committed to showcasing and positively promoting businesses within the area.

Being nominated for the award, All the Cool Stuff, is hoping will help encourage more businesses to support their local community.

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