

The Award for Outstanding Contribution to the Brand New Forest Campaign

## Glow & Co

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Glow and Co is a gift shop in Lymington High Street specialising in Yankee Candles, Crabtree and Evelyn and Lampe Berger goods.

The business adopted the Brand New Forest Card scheme from the outset and ever since have been supportive enthusiasts of the campaign.



In addition to their enticing card offers, point of sale material is prominently displayed within the store with staff encouraging customers to purchase cards at the point of payment. Furthermore when cards are purchased in store, they are registered on behalf of the customer, ensuring that they receive updates and information on all offers and information surrounding the wider Brand New Forest Scheme.



Shop Owner and Manager Gary has recently been elected onto the Lymington Chamber of Commerce taking responsibility for the High Street and retailers in the town. This has allowed him to actively promote not only the Brand New Forest Card scheme but also the more generic Shop and Buy Campaign.

Though this role Gary has engaged with the Brand New Forest Team to develop the forthcoming Christmas Light Switch on and late night shopping event. This will allow further promotion of the campaign to those attending on the evening. Furthermore an additional promotional campaign is planned for the spring which will be aimed at residents, visitors and High Street retailers alike.

