

INSTANT ACCESS HELPS SHOPPERS STAY LOCAL

Supporting local shops and businesses has never been easier with the launch of a new digital marketplace in the Folkestone and Hythe district.

ExperienceFH - a free-to-download mobile app and supporting website gives instant access to a range of promotional offers, discounts and events from businesses across the district.

Residents and visitors can check out the very best of what is on offer locally by using ExperienceFH at home or whilst they are out and about.

The new way to reach customers is being promoted to businesses who can sign up at no cost to list their location and opening times or highlight special offers.

Folkestone & Hythe District Council has launched ExperienceFH in partnership with technology company - bubltown.

Its development has been funded using the district's share of the government's Welcome Back funding - designed to reinvigorate high streets following the pandemic.

Cllr Ray Field, Cabinet Member for Transport and Digital Transformation, said: "This app will help the district's residents to further support our local businesses and for them to bring their unique offer direct to customers via a few taps on a mobile phone." Folkestone business owner Hannah Richardson has already signed up to the app to promote the jewellery business she runs with her mother, Wendy, in The Old High Street.

She said: "Being able to reach both tourists and locals alike is very important to us as a small business. We want people to be able to see what the town has to offer and the app is the perfect way to do that."

Businesses will receive ongoing support to maintain their profile and there is an option to extend their listing to offer delivery and click and collect. It can also be used to list events in the district.

F&HDC leader, Cllr David Monk, said: "We are very pleased to offer ExperienceFH for our local businesses across the district. It is a simple way to put residents and visitors in touch with high streets and grow support for our local economy."

Ben Phillips of bubltown added: "Our mission at bubltown is and has always been to help the UK's local businesses and communities to survive and thrive.

