



# Hailsham

TOWN COUNCIL

FOR IMMEDIATE RELEASE:

## **Online Directory Listing for Hailsham Businesses**

23 October 2017

An online shopping and services directory set up by the Hailsham Forward Town Team, aimed at supporting local traders and companies, continues to grow and more businesses are encouraged to get on board.

A number of local businesses are featured in the smartphone-accessible Hailsham Town & Shopping Guide, which is free of charge to all Hailsham businesses.

The resource is a searchable collection of local companies, leisure providers and community organisations, and it is hoped that more businesses will make use of it and that people will be encouraged to look for products and services closer to home.

The directory, details of which can be found at [www.hailshamforward.co.uk](http://www.hailshamforward.co.uk) and is accessible to smartphones via scannable QR codes is the first comprehensive online service Hailsham Forward has produced in partnership with the Town Council.

The directory application also features an interactive version of the Hailsham Heritage Trail, hard copies of which are available at the Town Council offices in Market Street.

Business Enterprise Manager Mickey Caira, who helped to establish the directory said: "The listing not only provides a beneficial resource for local residents and those from outside Hailsham wishing to purchase goods and services in the town, but it also enables local businesses to achieve more visibility within the region to promote small business growth in Hailsham."

"New businesses will continuously be added to the directory – which caters exclusively for companies in Hailsham and its environs – to ensure that readers will be able to find small businesses they wouldn't normally find.

Town and district councillor Nick Collinson, who is also Chairman of the Hailsham Forward Executive, said: "The Hailsham Town & Shopping Guide gives local businesses a highly effective new advertising medium without cost, as well as giving consumers a fantastic listing for finding the best local service in Hailsham."

"We would like to register every business in the town eventually, and therefore encourage businesses which are not already on the directory to get in touch with Hailsham Forward."

Business listings are free of charge, although the option to purchase premium listings on the site to make them more visible may be introduced in the future. To submit a business listing call Mickey Caira on 01323 841702 or email [mickey.caira@hailsham-tc.gov.uk](mailto:mickey.caira@hailsham-tc.gov.uk)

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