

Gift boxes help to “keep Glasgow thriving” during lockdown

Gift box venture "Keep Glasgow Thriving" launches to support independent local retailers in Glasgow during the COVID-19 lockdown with a service that brings together a selection of high-quality local products packaged in gift boxes and delivered safely to households throughout the city.

The initiative, which first launched in Edinburgh three weeks ago with “Keep Edinburgh Thriving”, enables residents in the city and surrounding areas to ‘shop locally’ from the comfort of their own home, while supporting independent businesses who have been hit hardest by the coronavirus outbreak.

Having experienced the effects of COVID-19 with his own marketing startup, entrepreneur Robbie Allen – a member of WeWork Labs in Edinburgh – decided to launch this new business venture with partner Holly Grierson, in his home city, to support other smaller businesses also feeling the effects of the pandemic.

The gift boxes, ranging from £39 to £55, include premium, locally-sourced products, with artisan food, craft beer, sweet treats and home accessories, and customers are able to order them online from home. With over 20 partners involved in “Keep Edinburgh Thriving”, Robbie and his team recognised the

opportunity to expand to more cities, including Glasgow.

“Keep Glasgow Thriving” launched in April and a number of local independent vendors in Glasgow have already signed up to the initiative, including Alba Cola, Drygate Brewery, East End Press, Good Coffee Cartel, Hawkhead Whisky Smoked, Neon Gray, Paint Pylons, Rebel Chocolate and Shearer Candles. To further support the city’s community, £2 from each gift box sale will be donated to the Glasgow SE food bank, a charity that provides emergency food and support to local people in crisis.

“I launched “Keep Edinburgh Thriving” so people could continue to ‘shop local’ whilst simultaneously providing a critical lifeline to these businesses, helping them with cash flow and financial sustainability during the COVID-19 pandemic and in the future. It has been really rewarding to support local businesses in Edinburgh that I have grown up with, and now in Glasgow too, where there is an abundance of incredible independent retailers dotted across the city. I’m confident that the initiative will continue to offer independent businesses support during this period of uncertainty and beyond.” – Robbie Allen, entrepreneur and founder of the new initiative

If you are an independent business in Glasgow and would like to be involved in Robbie’s “Keep Glasgow Thriving” initiative, please get in touch:
hi@keepglasgowthriving.com

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Article by MADDYNESS