



Created to promote the town's variety of independent traders, GoNewMilton.co.uk is an initiative by New Milton Town Council to increase awareness of the wide variety of shopping experiences in New Milton. The website features images, description of services offered, opening hours, location map, and traders' own pages, if they have one. A search box on the home page provides a quick and easy way of finding the shop, product or service required.

New Milton benefits from an exceptional number and variety of independent traders in the town centre – over 80% of businesses are independent. As small retail businesses don't benefit from the marketing budget of national chains, and many have minimal or no online presence, this new website gives them that important online presence. Bringing them together on one website also demonstrates how New Milton's town centre has so much to offer.

The businesses are further supported with postings for Go New Milton on Facebook and Instagram.

Suna King, Town Development Manager of New Milton Town Council commented: "The Town Council is justly proud of our independent traders who are keeping our town vibrant with all the lovely and quirky things they offer – and with so many great coffee shops to choose from."

Any town centre retailers not currently represented on the website are invited to email Suna at suna.king@newmiltontowncouncil.gov.uk to request a free entry on the website. The aim is to eventually develop the site to promote even more shops, services and businesses in New Milton and Barton on Sea.

