



For Immediate Release

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Heartfelt gifts for mum on The Borough Basket

With Mother's Day fast approaching, there's never been a more appropriate time to show your loved ones - or anybody special - how much you appreciate them.

With shopping options for that special gift limited during lockdown, The Borough Basket is the perfect solution. An online marketplace for local independent businesses, more than 40 traders from across the borough have already signed up.

Unique Mother's Day gifts for the special ladies in your life include honey-based cosmetic pamper packages from Bee Good that come as a beautifully wrapped eco-gift with a box of wildflower seed balls, unique silver designer jewellery from The Secret Garden or hand-painted tealight holders from Glass by Tina.

Katie Riggs Designs offer quirky hand-made eco-friendly cards and for someone with a sweet tooth, there are personalised cupcakes from Slice of Fun Cakes.

No Mother's Day is complete without flowers and La Luna Floral Design in Oakley offer beautiful bouquets, made to order with love and care with the best seasonal flowers available.

A unique and fun way to show your appreciation, Bloom online pottery painting and decopatch workshops offer the chance to create colourful decorated gifts at home, ranging from personalised mugs and funky teapots, hand-designed cushions, lampshades, framed artwork – and much more.

And it is not too late for businesses to sign up. As well as the opportunity to sell their goods on the marketplace, they will also be supported with advice on digital marketing and steps they can take to build their client base.

Tina from Glass by Tina said: "I have really enjoyed my experience with The Borough Basket. All the people at Love Basingstoke Business have been wonderful. I love the fact that it's all there to support and promote local small businesses.

"Especially when times are difficult and us small and creative businesses have very few outlets available. I think it's also great to give people who want to shop local rather than big online markets an alternative."

Leader of Basingstoke and Deane Borough Council Cllr Ken Rhatigan said: "We are delighted at the response from local independent businesses who have joined The Borough Basket so far and I would encourage other businesses to sign up.

"As well as offering businesses a platform to sell their goods to a wider customer base, The Borough Basket offers customers an alternative way to shop local and treat their loved ones this Mother's Day."

The Borough Basket platform was set up by Basingstoke and Deane Borough Council, The Designlab and partners through the Love Basingstoke group, and is supported by IncuHive Business Incubation services who assists shop owners with business advice.

The Love Basingstoke group comprises Basingstoke and Deane Borough Council, Basingstoke Together Business Improvement District, Destination Basingstoke, The Malls, Festival Place, Basing View, Anvil Arts, BDT and London Clancy property agents.

Visit www.TheBoroughBasket.co.uk for more information.

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