



TwinklHive invests in Shopappy, supporting independent shops and local communities across the country

Business accelerator TwinklHive has invested in Shopappy, an online platform which offers products and services from thousands of local independent businesses, to support communities across the UK to shop where their hearts are...

As we enter 2022, many of us will be more aware than ever of the difficulties facing independent businesses across the UK, and the importance of shopping sustainably. Over half of consumers globally believe it is more important to shop with local businesses now than it was before the pandemic.*

Perhaps you want to support your local community but don't know where to start, find yourself relying on the convenience of online giants, or simply can't find the time to visit shops in person.

This is where Shopappy comes in; a website which brings together independent businesses in local towns and cities across the country, giving local shops and businesses collective power by having all their products and services in one place. The site creates a convenient way for consumers to see what is available, to shop locally and support their community - driving footfall, online and in-person spending.

Dr Jackie Mulligan founded [Shopappy.com](https://www.shopappy.com) in 2016, with a mission to support her community of Saltaire by shopping locally and encouraging others to do the same.

A principal lecturer, Jackie decided to leave it all behind because of her passion for shopping locally, visiting places, supporting independent businesses and getting to know the people in her community.

Jackie explains "Back in 2012, I remember finding out my local greengrocer was closing and feeling really disappointed, then I realised I rarely shopped there. I started thinking about how my behaviour impacted my own local high street. We were seeing local shops going out of business because they couldn't compete with online giants, out of town retail parks and bigger stores, and I knew I needed to make a change.

As soon as I started shopping locally, I noticed less waste, better quality products and I felt happier because I knew I was supporting my community. I wanted to find a way to help others to do the same."



"Shopappy is knowing that where you shop changes where you live and what you spend on your shopping stays in your community. You are helping to stop your local town being swallowed up by big corporations and feeling greener because the products you buy generally travel less far to come to you. More of your spend is retained in the local community - supporting local jobs and suppliers" says Jackie.

When the pandemic hit in March 2020, Shopappy had 29 towns on board. At the very start of the pandemic just before the first lockdown, Jackie made the decision to add delivery to the site and offer free use of the platform to local businesses until July 2020 across the country.

Since then, Shopappy has expanded to support thousands of businesses in more than 100 towns and cities and the business now has a team of 20 working remotely across the UK.

TwinklHive was created by Sheffield educational publisher [Twinkl](https://www.twinkl.co.uk/) at the end of 2019, with the aim of helping mission-led start-ups to scale and disrupt the technology sector. Since it began, Twinklhive has invested in 20 businesses with a mission to make a difference.

The investment from TwinklHive will support further growth for Shopappy, in particular developing the team, marketing and technology as the initiative scales further.

David Angrave, Chief Operating Officer at Twinkl and Investment Director of TwinklHive, said "We were delighted to offer an investment opportunity to Shopappy and to support an organisation with such an important mission. I can't wait to get started with our support of Jackie as they continue on their mission to support independent businesses and local communities across the country."

For more information, visit <https://shopappy.com/> and <https://www.twinkl.co.uk/hive>

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