Collect Them All

Pop into the local business, give them a cheery “Hello” and snap a selfie with their pinned up map icon.

Have you been in the business before?
Is this a new treasure you’ve discovered?

GET IN TOUCH and share your ADVENTURE

We have created a trail of discovery for you

There are 14 unique local businesses hidden around our historic city centre waiting to be discovered (see map overleaf).

Solve the clues, photograph and share the evidence and you could win an Independent Lancaster reward card.

Here’s What You Need To Do:

1. Use the map overleaf
2. Solve the clues to locate the businesses
3. Visit those businesses
4. Take a photo of their unique map picture
5. Share your collection with us on social media
6. Visit all 14 locations and win a year’s free membership to local reward card Independent Lancaster**.

www.lancastersindependenstory.uk

*Lancaster’s Independent Story* is designed and managed by members of The Ethical Small Traders Association (ESTA)*

To help guide you on your adventure, we have created a picture clue representing each of the 14 locations.

Flip this leaflet over and you’ll find a handy map on the other side, this should help point you in the right direction to find them.

Inside the venue you’ll see their picture clue up on the wall. Send us a photo of your discovery to be in with a chance of winning a year’s free Independent Lancaster discount card membership.

Join The Adventure

Leaflet Designed by Jack Knight Graphics

A Variety of Graphic Design Services Are Available Through ESTA

*ESTA is a network of local freelancers, businesses, social enterprises and community organisations working to collaborate in the development of products and services that our community needs. We are always open to new prospective members, www.lancasteresta.org

**Independent Lancaster promotes local, independent businesses and the annual membership card (normally £10) gives access to special deals, exclusive discounts and perks. For more information and a full list of local businesses supporting the reward card visit www.independentlancaster.co.uk

#LancsIndiStory

EXPLORE
Using the map and the clues, can you find each of these 14 independent businesses around the historic city of Lancaster?

- If there's a baby they're there with a flash.
- Bury yourself in a slice of cake in this sunny coffee house.
- Form a cosy circle on the corner of a square.
- There's no loafing around in this shop.
- It's game on to find this one.
- A deli good place to stop for a bite.
- You won't find a smoother place in town.
- Grounded and stylish fashion with a hint of the global.
- You can bank on this clue leading you right there.
- "Hello Sailor" an eclectic boutique sighted off the Port bow.
- This one should revitalise and rejuvenate you.
- "Ciao" down on this deliciously tempting treat.
- Wool you find the perfect collectable here?
- A company with a spring in its step.

Visit the businesses on here and see if you can spot their special map icon pinned up in their premises. Snap a selfie and share the find with us on Twitter, Instagram or Facebook.

Show us all 14 logo location photos and you’ll WIN your very own Independent Lancaster reward card, giving you treats, perks or discounts at over sixty independent businesses in and around the Lancaster district.

Terms and Conditions Apply.

Independent Lancaster cards are valid for one year from the date of issue. One per household. Entrants must notify Lancaster Independent Story if they have posted location photos of the map logos in all 14 businesses. Photos do not have to be posted all at once or all in one day but please make sure you tag Lancaster Independent Story.

“Independent Lancaster” loyalty cards normally £10.00. To view current list of businesses accepting the card visit www.independent-lancaster.co.uk.

www.lancastersindependentstory.uk