



Shop**MEA**

Ready to launch!
Get your business
on board by
13 August.



 Town Centres

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Jul 23, 2021 09:30 BST

There's a new app in town – sign your business up to ShopMEA now!

If you're a town centre business owner in Mid and East Antrim, there's an exciting new app ready to launch – but you need to be quick in signing up to reach more of your customers, old and new, with only a few clicks.

ShopMEA is a revolutionary new marketplace platform, which will put your business, and any special offers or unique product ranges, straight into the hands of consumers, and the best bit is that it's completely free to register.

Designed exclusively by app developers bubltown, on behalf of Mid and East Antrim Borough Council's Town Centre Recovery Group, to support our local business community, ShopMEA is being launched this summer by Council and funded by the Department of Communities.

Now is the time to showcase your business, and whether you have special discount days or loyalty rewards you want people to know about, this new app will provide the opportunity to escalate sales through exposure to a massive local audience.

By registering quickly and easily, town centre businesses in the Ballymena, Larne and Carrickfergus areas can update their own profile 24 hours a day, seven days a week, ensuring their customers have all the information they need to know about why their shop, restaurant, bar or beauty salon is worth a visit.

The ShopMEA app is open to a maximum of 400 local businesses initially, and interest to date is high as momentum builds towards being part of this exciting new opportunity.

This is one of the many supports offered by Council to our businesses to be able to deliver the famous Mid and East Antrim welcome and hospitality safely and sustainably post-pandemic.

Shoppers and visitors have been enjoying supporting their local traders in recent months and it's great to see the streets of our towns and villages come alive again this summer.

Mayor of Mid and East Antrim, Councillor William McCaughey, is encouraging businesses in the borough to register now.

"The ShopMEA app is really easy-to-use, regardless of your level of digital skill. It costs you nothing to join, gives you free promotion and provides access to a range of powerful features your customers will love including click-and-collect, local deliveries, scheduled deliveries and much more.

"Council continues to find new and creative ways of supporting our business community, and ShopMEA will help recharge the local economy with free promotion, powerful tools and dedicated support.

“If you’re interested in getting involved, but would like more information, please email Linda.Stevenson@midandeastantrim.gov.uk or speak to a member of the Town Centre team by calling 0300 124 500.”

Communities Minister, Deirdre Hargey, added:

“My Department has been working with local councils to help local businesses recover from the Covid-19 pandemic.

“The ShopMEA App will provide a great opportunity for businesses in the area to keep existing and new customers updated on the range of products and services they offer.

“I would encourage town centre businesses in Ballymena, Carrickfergus and Larne to get involved, and maximise the benefits of this innovative offering, which will play an important role as we encourage citizens back to our high streets.”

Hugh Black, Ballymena BID Board Member and Tower Centre Asset Manager, said:

“The Shop MEA app and website will be a fantastic asset for local businesses in the Mid and East Antrim Borough to reach a huge audience of shoppers and reward them with discounts and offers all year round.

“The app has been designed with the latest digital technology and will keep subscribers informed with up to the minute information and its aim is to drive the regeneration of town centres who face many challenges in a changing retail world.

“Ballymena BID has been delighted to have worked in partnership with MEABC and other stakeholders to deliver this cutting-edge digital app and website.”

Please visit <https://join.shopmea.co.uk/> to see your business included in the ShopMEA app and website while initial spots last.

Don’t miss out on the free promotion, tools and support it brings. The

deadline for sign-up is 13 August.

Notes to editors:

- For Mid and East Antrim Borough Council media enquiries E: communications@midandeastantrim.gov.uk
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