

# Walk Cycle Reward - Shop Local in Clapham this Christmas

Did you know that if you live a mile or less from your local shopping town you can walk there in less than 20 minutes or cycle in less than 5 minutes?

Walk Cycle Reward this Christmas and enjoy some fabulous discounts and incentives from some of the best independent retailers in Clapham. You will also be rewarded for your efforts with a free pedometer or a pair of emergency lights when you fill up your loyalty card with 3 stamps. Send it in to receive your reward and we will enter you into a prize draw to win a £100 voucher!

The Clapham shopping area which takes in the High Street, Old Town and Abbeville Road has local independent shops that sell everything that you need for your Christmas shopping. From flowers to running shoes, designer clothing to ice-cream and bikes to antiques and interiors, there is a wide range of shops for you to walk or cycle to this Christmas in our shop local campaign. Please see below for participating retailers and their offerings.

Residencies within a mile of Clapham centre will receive the Walk Cycle Reward loyalty card and can make use of the great discounts and incentives on offer to those who walk or cycle to the participating shops with their loyalty cards. If you live in this area and have not received your card please email [sustainabletravel@lambeth.gov.uk](mailto:sustainabletravel@lambeth.gov.uk) with your address to be sent one.

From 1 to 24 December if you walk or cycle to the Clapham shopping area with your loyalty card you can enjoy 10% off your shop or another exciting discount. Ask the shopkeeper to stamp your loyalty card and when you have received 3 stamps from different shops or visits you are entitled to a free prize. Fill out the card with your details and pop it in the post - no need to buy a stamp it will get here by freepost. Choose your reward - emergency bike lights or a pedometer and we will even put your entry into a prize draw to win a £100 voucher!

In order to give you a kick start we will be holding a couple of events in the area. We will be handing out loyalty cards, walking goodies and free bike services at the following places:

*Saturday 10 December*

12 - 2pm

Corner of Abbeville Road and Narbonne Avenue

*Saturday 17 December*

12 - 2pm

Clapham Old Town

## ***Cycle to the shops***

Cycling is a great way to get around. It's fast, fun, free and only takes a maximum of 5 minutes to get to your local shops if you are within a mile of them.

If you are a new or returning cyclist Lambeth Council subsidises cycle training for everyone who works, studies or lives in the borough. For a booking fee of £8 you will get an instructor to come to your home and show you the best way to cycle to the shops and

position yourself on the roads safely. As the training is one-to-one and completely tailored to your ability, it is suitable for every level of cyclist. In order to make a cycle training booking please click [www.cycletraining.co.uk](http://www.cycletraining.co.uk) or call 020 7231 6005.

If you would like to buy a bike then please talk to Richard at Apex who is offering 5% off bikes and 10% off accessories during the campaign. You could also pop into [Ace of Clubs Bike Club](#) on St Alphonsus Road for advice or a rebuilt bike at competitive rates.

For more information about cycling in Lambeth click [here](#).

Download a Lambeth cycle routes map [here](#).

## ***Walk to the shops***

Walking is the perfect exercise and a great way to get around. It is time specific, takes you door to door, no waiting for trains or buses and it's free! Why not grab a neighbour and walk to your local shops with them?

If you need help planning your route [www.walkit.com](http://www.walkit.com) is perfect. You can even ask for a low pollution route and find out a hill profile for your journey! Click [here](#) to get planning.

For more information about walking in Lambeth click [here](#).

If your walk has inspired you to walk more for leisure, Lambeth sustainable travel team has produced a booklet with a number of walks around the borough called Secret Lambeth. Email [sustainabletravel@lambeth.gov.uk](mailto:sustainabletravel@lambeth.gov.uk) to request your free copy and keep an eye out on your inbox for an invitation to join one of the led walks around one of the routes.

## ***Participating retailers***

### [Ace of Clubs](#)

*8a Clapham Park Rd, SW4 7AR*

10% off everything on production of loyalty card

Ace of Clubs is a charity shop that sells a wide range of bric-a-brac items and clothing to raise money for the homeless.

### [Apex Cycles](#)

*40-42 Clapham High Street, SW4 7UR*

5% off bikes and 10% off accessories on production of loyalty card

A large range of handpicked cycles from Specialized, Marin, Ridgeback, Wilier, Brompton, Whyte, Giant and Pashley are all individually prepared by experienced mechanics and are ready to ride away. Apex also sell bike accessories such as locks and clothing.

### [Cook](#)

*37 Abbeville Road, SW4 9JX*

10% off everything on production of loyalty card

Frozen meals cooked using the same ingredients and techniques you would at home so everything looks and tastes homemade.

#### [Flowers by Birksen](#)

*40 Old Town, London SW4 0LB*

10% off all flowers on production of loyalty card

Beautiful fresh flowers. The Birksen philosophy is “flowers make us happy”, so they’re happy to offer direction and have lots of innovative and fresh ideas.

#### [JZD](#)

*45 Old Town, SW4 0JL*

10% off full price items on production of loyalty card

JZD boutique, your first stop shop for great Christmas gifts. Most loved for an eclectic mix of contemporary designer fashion labels for men and women, fabulous statement jewellery and great present ideas.

#### [Les Sardines](#)

*63 Abbeville Road, SW4 9JW*

10% off goods on production of loyalty card

Stockists of French and Swedish 19th Century antique furniture, home accessories and exclusive gifts.

#### [Macfarlanes Delicatessen](#)

*48 Abbeville Road, SW4 9NF*

Free coffee with purchase on production of loyalty card

Macfarlane's serves hot food as well as a selection of savoury items and fine foods.

#### [Manor Aquatics](#)

*96 Clapham High Street, SW4 7UL*

10% everything except edible goods on production of loyalty card

Pet shop and garden supplies

#### [Nardulli ice-cream](#)

*29 The Pavement, SW4 0JE*

Small container (500ml) from £8.50 to £7.00 - savings of £1.50 Medium container (750ml) from £12.00 to £10.00 - savings of £2.00 Large container (1000ml) from £15.00 to £12.00 - savings of £3.00 on production of loyalty card

The Nardulli ice-cream parlour, supported by skilful master ice-cream makers, allows you to enjoy genuine Italian ice-cream in the beauty of the park or in your own home.

#### [Pioneers](#)

34 Old Town, SW4 0LB

10% off total spend on production of loyalty card

Looking for new shoes? Using Video analysis, Pioneers will make sure you leave with the correct pair every time, whether its road, track or trail. Looking for running apparel? They've got you covered.

#### [Places and Spaces](#)

30 Old Town, SW4 0LB

10% off total spend on production of loyalty card

Places and Spaces source interior products according to your specific requirements.

#### Treohans

56-58 Abbeville Road, SW4 9NF

10% on hardware and 5% on food over £50 spend on production of loyalty card

DIY and convenience store

### **Useful links**

Be our friend on Facebook – search Lambeth Sustainabletravel

Follow us on Twitter - @lambethsustrans

**Lambeth Cyclists**

**London Cycling Campaign**

**Cycling routes, maps and guides (Transport for London)**

**Transport for London - walking pages**

**Living Streets**

### ***Terms and conditions for the prize draw and reward***

1. Open to all holders of a Walk Cycle Reward - Shop Local Clapham loyalty card that has been stamped 3 times, filled out correctly and sent to the address on the card by 30 December 2011.
2. The promoter is not responsible for any entries lost or damaged in any way whatsoever. Photocopies are not accepted.
3. There is 1 prize available to be won of a £100 voucher. Every correctly completed card is entitled to a pair of emergency lights or a pedometer.
4. The promoter reserves the right to provide alternative prizes of equal or greater value in the event of circumstances outside of its control.
5. There is no cash alternative for the prize.
6. The winner will be drawn at random by an independent adjudicator
7. Winners will be informed via email within one month of the closing date (30.12.11).
8. If the winner does not respond within 10 working days of receiving the email the prize will be forfeited.
9. Winners may be expected to have their photograph taken for press or promotion purposes.
10. Entry into the prize draw constitutes acceptance of these terms and conditions.

## ***Terms and conditions for Walk Cycle Reward***

1. Available at participating shops only in the Clapham area between 1 and 24 December 2011.
2. Discounts and incentives given at the shopkeepers' discretion.
3. Receive one stamp per visit per shop.
4. Reward cards must be legibly filled out in order to receive prize.
5. Lambeth Council will use your personal information for the purpose of administering the Walk Cycle Reward prize draw, informing you if you have won the draw and if so issuing you your prize. Your personal information will be properly safeguarded and processed in accordance with the requirements of the Data Protection Act 1998. Lambeth sustainable travel team may use your email address to send you information from which you can unsubscribe at any time.