

Giants!

Giants are everywhere. We get our food from Food Giants , buy goods from Retail Giants, energy from Energy Giants , our culture and news from Media Giants and borrow money from Banking Giants.

Giants can serve a need but they seem to be taking over. Small shops, farms and businesses are going to the wall, and our freedom of choice is being eroded. The choice of where to buy things and the choice of places to work.

With a small enterprise the individual customer or employee has significance. Their voice and their welfare counts for something. But an individual to a Giant is like an Ant to a Man – one of millions, small and easily squashed.

The Heathen Way

Heathens are people who want to shape their own lives. They want some say in what kind of food they eat, what they spend their day doing, what kinds of activities they are engaged in, what kind of social opportunities are open to them, what kind of challenges and adventures they face. Heathens know they can't achieve this alone as individuals – but only by associating with others and building up strong communities which can organise themselves collectively to gain influence over their surroundings.

Don't Feed The Giants!

The MORE you feed them - The BIGGER they grow - and the HARDER they clobber you!

Heathens work to build up the Smalls - feeding them with their time, energy, expertise and money – and not the Giants if they can help it.

Be a Heathen Shopper!

Support your local small farmers, independent shops and businesses.

Buy from small shops not big ones. Buy locally grown food.

Support local craftspeople not corporate brands.

Don't borrow more from Big Banks than you have to.

