TOTALLY LOCALLY



A QUICK OVERVIEW



WHAT IS TOTALLY LOCALLY?

Totally Locally is a marketing campaign that is a celebration of independent shops and businesses in your town. It is designed to get people enthusiastic and proud about what they have got on their doorstep and shows them how easy it is to make a difference and invest in your town and in your future. Totally Locally has been set up and shared by a tiny group of designer/marketing people. It works - it's been proven over and over again. Most of all it introduces new ways of your town people working together - fun ways!

DOING YOUR TOTALLY LOCALLY SHOP

If every adult in your area spent £5 each week with their local independent shops and businesses instead of on-line out of the area or with the big supermarkets, it will be worth a big amount going into the local economy. In Moffat, that would mean over £500,000 extra going into our local economy each year.

This means more jobs, better facilities and a nicer place to live for us all. Makes you think doesn't it?

THE MAGIC TENNER

There's a bit of maths that says if you spend £10 in a local shop that sells stuff from local producers the amount of money that goes back into your town's economy can be over £50!

Well if you imagine that when you buy a locally made pie from a local shop, a big part of your money is passed on to the local pie maker.

The shop then employs a local accountant or even a decorator.

In turn the pie maker who sources his meat from a local farm spends a big percentage of his money with the farmer. The farmer then spends some of his money at his local garage, the garage owner, etc. etc.....

FOR INDEPENDENT BUSINESSES?

Totally Locally is a showcase for great independent businesses and shops, it gives people a reason to spend in their towns and reminds them of all the great things that they have and may have forgotten.

It changes public perception and shopping habits so that people look to spend money in their local shops instead of just at supermarkets, on-line and chain stores. It improves the general feeling of how good your town is and what it has got to offer. It is about giving a local choice back to the town.

Totally Locally is not just about individual shops or businesses though, it is about working together to lift a whole town. It is a long term campaign that can be run on a shoestring, but one that has successfully changed both the bottom lines of shops and businesses and the way people choose to shop.

WHAT'S IT GOING TO COST?

Very little, but mostly a bit of time, planning and effort. **There are no membership or participation fees.** You may have some costs for printing or preparing materials for Fiver Fest or Magic Tenner, plus beer or coffee for our meetings!

The Totally Locally team have provided a kit that has been used to successfully launch in towns up and down the country. It includes instructions for setting everything up – website, Facebook page, marketing material and plans – and launching and running the scheme.

The organising team will provide promotional material for the launch and there is free support through a closed Facebook group, which you can find at:

facebook.com/groups/totallylocallymoffatbusinesses

Check out www.totallylocally.org to see how it's benefitting other towns.