

We're Going

**Totally
Locally**

Chapel-en-le-Frith

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.

Doing your Totally Locally Shop

If every adult in the Chapel-en-le-Frith area spent £5 each week with their local independent shops and businesses instead of online out of the area or with the big supermarkets, it will be worth an extra £2.1m into the local economy. 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 Chapel-en-le-Frith's economy can be over £50!

Well if you imagine that when you buy a Chapel-en-le-Frith-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.....

So what are the benefits for local independent businesses?

Totally Locally is a showcase for great independent businesses and shops, it gives people a reason to shop 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, online 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. The Totally Locally team have provided a free kit that has been used to successfully launch in towns up and down the country and it will help us to set everything up (website, facebook page, marketing material, plans, etc) and then help us to launch the scheme.

Check out www.totallychapel.co.uk for more information