



HOUSE RULES

SOME STEPS TO GET A SUCCESSFUL TOTALLY LOCALLY HIGH STREET GOING



**EASY STUFF, JUST FOLLOW THESE SIMPLE RULES AND THINGS WILL WORK JUST FINE.
LEAVE YOUR EGO & SELF INTEREST AT THE DOOR, WORK TOGETHER, HAVE FUN. BISH, BASH, BOSH.**

We're not big on rules. They tend to be there to stop things happening. They usually start with the word 'No'. No running, no noise, no talking, you get the picture. We like to break rules - as long as no one gets hurt and no one gets any grief. So here are our rules - trying to avoid the word No (apart from number 5, but that's us breaking the rules. See what we did there?).

1. BE NICE

It gets things done. Being nasty stops things happening.
END OF!

2. IT'S NOT ABOUT YOU!

It's about everyone. Don't insist your picture is on something - it will only make you look silly. The old way of doing things is all me, me, me. Totally Locally is all about **US, US, US**, (or dare we say a **You, You, You** culture). Don't shout about yourself - shout about the shop down the road. Think how grateful they'll be. It'll make them want to shout about someone too - possibly you.

3. THINK BIG.

Don't just think of what you've done before. Think crazy, huge ideas. They will probably get watered down but what will be left will still be awesome, and not the same old same old, so people will get excited.

4. THINK SMALL! little things matter. Try to include everyone around you, friends, colleagues, all the businesses in your town or high street - even that person you've not got on with over the years. Invite them in. It's a small step to making big things happen.

5. NO ADVERTISING

Save that for your local magazines, papers and your own social media (not the Totally locally ones). This is about a 'Big Picture'. If more people choose to shop in your town, your business will automatically get busier. It's that obvious. (see rule 2.)

6. ASK NOT WHAT YOUR TOWN CAN DO FOR YOU...

Get off your bum, see what needs doing. From delivering flyers, a bit of Twitter action, or lending someone your gazebo. You get the picture. Ask your town champion what needs doing. They will probably hug you (hugs optional).

7. INDEPENDENT BUSINESSES ONLY.

This is a campaign to help independent businesses to compete with the big guys. Those that have a huge marketing budget, and a recognised brand. Unfortunately

this means no franchises. We know they are often locally owned, but as we say - people already know what Specsavers stand for - they probably don't know what that small family run optician is all about. Franchises have a collective marketing budget, small indies don't. Having franchises would confuse the messages too - (Totally Locally Mc Donalds anyone?... Thought not). Keep it easy for people to understand.

8. SPREAD THE LOVE

Talk to your friends, family, neighbours. If you are spending your **Totally Locally £5**, tell the shopkeeper why you're doing it. Tell them all about Totally Locally. Tell them its about making the place you live better. Everybody wants that, don't they?

9. SHARE:

Share with your neighbouring businesses. If you are a pub, share what the pub down the road is doing. Ask them to share your stuff too (social media, posters etc). It may sound crazy, but it works - we've seen it over & over. Because it shows that you are in it together, but most of all, your town is worth visiting.

Same with any type of business. The more you share other people's posts and events, the more people see the vibrancy of your town & high street. Your competition isn't the shop down the road - it's Amazon, Tesco, Starbucks etc. And they don't care about you! Start a community of people who do care about each other.

10. SUPPORT YOUR TOWN CHAMPIONS

These are people running Totally Locally in your town. They will be doing it all for nothing. They usually run their own business so they are as busy as you are - so think how hard it is doing Totally Locally on top! They'll make mistakes. Instead of pulling them up on the mistake, ask if you can help them so it doesn't happen again. (hugs probable again).

10A. BE NICE (SEE NUMBER 1).

(We just thought it was worth repeating).

NOTE: If you decide to run Totally Locally in your town, please see our Ts&Cs at www.totallylocally.org

HAVE FUN - THE TOTALLY LOCALLY TEAM. FOR MORE INFO VISIT WWW.TOTALLYLOCALLY.ORG