

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community		
MEETING DATE AND TIME	26th October 2023	LOCATION	Town Hall
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager and DCO		
AGENDA ITEM REPORT TITLE	Item 16. Totally Locally Congleton - for Information		
Background	<p>Totally Locally is a marketing campaign that is a celebration of independent shops and businesses. It is designed to get people enthusiastic and proud about what they have on their doorstep and shows them how easy it is to make a difference and invest in their town.</p> <p>Totally Locally is a national campaign that has been developed and given away for free by a small group of designers/marketing people. The marketing materials are eye-catching and available to download free of charge by towns that are embracing Totally Locally. It has been proven to work. It introduces new ways for local business owners to work together. Leek has embraced the Totally Locally message along with many other towns.</p> <p>At the heart of the campaign is the idea that if every Congletonian spent just £5 per week in local shops and businesses rather than online, at the supermarket or in huge multinationals it would be worth £7.38 million going directly into our town in a year. This means real jobs, a more vibrant high street and a nicer place to live.</p> <p>Congleton has considered Totally Locally previously and used the marketing materials to help promote 'Fiver Fest'. As a town-wide scheme it has not taken off in the past as we have been unable to attract local champions from local businesses to drive the project forward. The team at Congleton Market Quarter is keen to introduce the 'Totally Locally' vibe for Congleton and to make it a town-wide campaign, have already attracted some local champions and have a marketing agency willing to donate their time to creating content for Totally Locally Congleton businesses.</p> <p>Councillors were invited to a soft launch on Monday 16th October at the town hall to find out more. Four Councillors and around 30 business people attended and were keen to move the project forward. A small steering group will be set up and our Town Centre and Events Officer, Rachel McCarthy, has been put forward to be part of the steering group.</p> <p>The project will happen as there is enough of a core group of shops and businesses willing to get involved. Officers believe the Town Council can add value to the</p>		

	<p>project through its work with the shops and its communication channels with the public. We are keen to ensure the scheme is as inclusive as possible.</p> <p>Initial thoughts for campaigns are around a Totally Tenner project and a Fiver Fest next February.</p> <p>Regular reports on the progress of the Totally Locally Congleton scheme will be reported via the Congleton Town Centre Regeneration Group.</p> <p>For more on Totally Locally click on the link here.</p>
Financial Implications	The Town Council has applied to the Shared Prosperity Fund to help fund some additional events and marketing materials for the first 18 months of totally locally Congleton. The Gazer Agency has committed to giving staff time to bring this initiative into Congleton.
Environmental Implications	The heart of the campaign is about localism and local people supporting local businesses which in turn leads to better jobs and increasing wealth within the community.
Equality and Diversity Impact	Again this campaign is designed at supporting local people and the local economy.
PROPOSALS	To Note this Report