

Love Local

Partner toolkit

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Introduction to Love Local

The countywide Love Local campaign ran throughout the Covid-19 pandemic to raise awareness and encourage support of small and medium-sized businesses across the county.

We want to help Essex residents recognise the benefits of choosing local businesses. Independent businesses go a long way to capture the character, creativity and enterprise of our county. They offer residents unique and special experiences, and supporting them can bolster the local job market, keep money in the Essex economy, boost local supply chains and benefit the environment.

We have relaunched the Love Local campaign to help raise awareness of the brilliant local businesses across the county. Join the campaign and help us highlight Essex's thriving SME sector and celebrate independent businesses.

8 reasons to Love Local

Supporting local businesses comes with many benefits, both for the consumer and the business. These eight reasons form the backbone of the campaign and can help shape messaging to support local businesses.

1. Be spoilt for choice with unique products

Essex is many things and many places. It's complicated, surprising, eccentric – there's no single way to describe who we are. Locally made items and locally grown food can go a long way to capture what makes Essex unique and inspire pride in our people and our county.

2. Enjoy a unique shopping experience

The strength of Essex is its people. We're home to many tight-knit communities and small businesses are at the heart of that. It shines through in their customer service: there's nothing like buying from a friendly face.

3. Find great deals

Many local retailers, hospitality venues and attractions are offering rewards for regular customers and discounts that can't be found in major outlets and chain restaurants. They want to attract people to their shops and venues so now's the time to find a great deal from a local business near you.

4. Help businesses get back on their feet

Local businesses are the backbone of the Essex economy. We have hundreds of SMEs – more than we have in any other sector. They've suffered from the pandemic and by choosing independent businesses, we can support businesses and the local economy.

5. Grow the local economy

You don't just help one business when you shop or spend locally – you support the growth of the local economy. Your money goes directly to the shop owners, employees and suppliers, who spend their money locally as well. Research has shown that every £10 spent locally generates around £25 for the local economy. The money circulates through the area and helps everyone in the community thrive.

6. Save jobs and create more for local people

Spending money with local businesses has a positive effect on job creation. What's more, they are more likely to pay a higher average wage than their commercial chain counterparts.

7. Build a vibrant place to visit and live

Supporting businesses in your area is key to creating a thriving community and a successful high street. Local businesses tend to reinvest your spend to keep improving the experience they offer. This commitment from both customers and business owners can make an area more attractive to live and visit.

8. Do your bit for the environment

Local shops tend to source their goods locally, which means they usually don't have the carbon footprint of larger chain stores. You can reduce packaging and enjoy fresh produce that hasn't travelled halfway around the world to get to you. Plus, shopping locally often means you can reduce your car use and walk or cycle more.

Key messages

- Let's celebrate the independent businesses that make our county so special
- Supporting independent businesses helps local people, communities, economies and the environment
- **Eat and drink local:** discover quirky cafes, fantastic restaurants, lively pub gardens and bustling bars in every corner of Essex
- **Shop local:** explore the fantastic local shops, thriving markets and vibrant high streets across the county
- **Visit local:** spend the day at an independent attraction or local destination in Essex

Call to action

[Be inspired and find new ways to support local businesses](#) with Love Local from Essex County Council.

Social media

Post 1

Making summer plans with friends and family? There's a whole host of amazing independent businesses to explore in Essex, from quirky cafes and bustling high streets to visitor attractions at the seaside.

Find plenty of creative ways to get behind local businesses with #LoveLocalEssex: <https://www.essex.gov.uk/love-local>

Post 2

We might be biased, but you just can't beat a staycation in beautiful #Essex! There are unique places, open spaces and friendly faces waiting for you in every corner of the county.

Be inspired – plan a summer of discovery with #LoveLocalEssex: <https://www.essex.gov.uk/love-local>

Post 3

Small and independent businesses are a huge part of what makes #Essex so special. We're starting this 📖 so we can all help each other discover more brilliant local businesses.

So go on, spread the love – tag a local shop, café, restaurant, pub, attraction or any Essex-based business that you can't get enough of! #LoveLocalEssex

Post 4

When did you last eat, drink or shop at an independent business? They're the backbone of the local economy in #Essex, and we can make a huge difference to our communities and the environment by choosing them more often.

- ✓ Support sustainable supply chains
- ✓ Boost the local job market
- ✓ Reduce the environmental impact of long-haul transport and packaging
- ✓ Keep money in the local economy

Find inspiration and new ways to support local businesses with #LoveLocalEssex: <https://www.essex.gov.uk/love-local>

Newsletters

#LoveLocalEssex: Plan a summer of discovery

Shop, eat, drink and visit locally this summer and discover the magic of independent businesses right on your doorstep. From quirky cafes, unique dining experiences and lively pub gardens to bustling high streets and attractions at the seaside – there’s a whole host of amazing independent businesses in Essex just waiting for you to find them.

[Plan a summer that supports local businesses](#) with #LoveLocalEssex.

#LoveLocalEssex and celebrate the best of Essex

With the Queen’s Jubilee, music events, iconic local shows and RideLondon all taking place over the next few months, it’s a time for celebration in Essex. And there’s no better backdrop to a toast than an independent restaurant, pub, attraction or venue. Local businesses capture the unique charm and character of our county, and they can inject your celebration with a slice of individuality.

So join us and [#LoveLocalEssex this summer](#) – let’s picnic, party and push the boat out for the small and independent businesses that make our county so special.

#LoveLocalEssex and get involved with local events

With music festivals, foodie fairs, farmers’ markets, RideLondon and much more, this summer is set to be a memorable one here in Essex.

These local events showcase the best of local businesses, from food suppliers and shop owners to artists, performers and creatives. Come along and have a fantastic day out while getting behind the unique businesses and enterprising people that make Essex so special.

[See what’s on this summer](#) on the Visit Essex website.

#LoveLocalEssex to support our local communities

Local independent businesses go a long way to capturing the unique character, creativity and enterprise of Essex. We can all make a huge difference to our communities by choosing them more often.

Next time you’re planning a special day out or looking for that perfect gift, why not opt for an independent Essex-based business? You never know what you might find.

[Find new ways to support local businesses](#) with #LoveLocalEssex.

#LoveLocalEssex to support the environment

Are you looking for new ways to reduce your carbon footprint? Choosing local businesses might be another way you can help to tackle climate change.

By choosing independent businesses in Essex, you can cut the farm to fork journey, support sustainable supply chains and avoid mass-market consumption.

[Uncover local businesses near you](#) with #LoveLocalEssex or [find local eco-shops](#) on Love Essex.

Assets

Please find some suggested assets to use with the content supplied for social media and newsletters in this [WeTransfer link](#).