

# Choose Local. Support Everyone.

London Borough of Waltham  
Forest



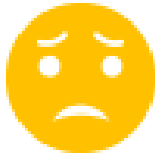
# Insight - highlights



The Bank of England estimates (in 2019) that the average UK household spends an extra £700 over December, we want a slice of that.



For every £10 spent with an independent business - £3.80 is retained locally.



Despite this support 62% of people are worried independent businesses will not survive if their local community does not back them through this time



Londoners are the most likely to shop locally, currently spending £3.05 of every £10 with local businesses near them. However, they estimate that up to £5.78 of every £10 could be spent locally if they made the choice to further support businesses in their area.

# Local insights - highlights



Most residents (79%) trust their family, friends and neighbours, and community leaders (60%) as sources of news and information, and there are relatively high levels of trust in council channels such as the council's website (65%), e-newsletters (58%) and Waltham Forest News (58%).



Older residents, White British Irish residents and residents in higher social grades are more likely to use council channels to find out about council activities and services than other residents.



Council channels such as the website (23%), e-newsletters (10%) and Waltham Forest News (10%) are the main sources of finding out about council activities or services.



Half of residents use Facebook regularly, followed by 45% who use WhatsApp groups, 34% Instagram and 16% Twitter – only 16% do not use any social media. Older and White British Irish residents are less likely to use social media and messaging apps than other residents.



The council's website is the most common communication channel accessed by residents (57%), followed by e-newsletters (37%), with Twitter (11%) and Instagram (7%) the least used, although in most cases only a minority of residents are using the channels.



**CHOOSE LOCAL  
SUPPORT  
EVERYONE**

#ChooseLocalWF

1. It made a difference to our local businesses.
2. It is a campaign with legacy: it's growing, we've optimised and it had a much broader impact than anticipated
3. It changed and challenged how we communicate with businesses and local residents.

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## Why should we win?



**HERE'S MANZOOR**  
PROBLEM FIXER  
PLUMBER  
WALTHAM FOREST

**FIND.  
HIRE.  
REVIEW.  
REPEAT.**

**CHOOSE LOCAL. SUPPORT EVERYONE.**

**#ChooseLocalWF**  
[walthamforest.gov.uk/chooselocalwf](http://walthamforest.gov.uk/chooselocalwf)

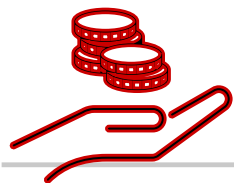
Waltham Forest Council  
Waltham Forest  
Waltham Forest



95% of people who saw the campaign were **persuaded to choose local** (post campaign survey Sept 2020)



49%, an increase of 8% of households, said they have **used local businesses more** often (post campaign survey Sept 2020)



**Return on Investment:** 8,800 households across campaign spend of £50,000 = £5.68 cost per household invested to get them to spend more locally.



If each of those 8,800 households spent £100 that's an extra **one million pound** injection into the local economy

missmoomoo Love this! is it going to be on billboards, posters in shops, cafes?? Collectively we could really make a difference and help save these businesses, stop shopping on amazon and go down the High Street.. Start the Christmas shopping now! Loads of bargains out there!





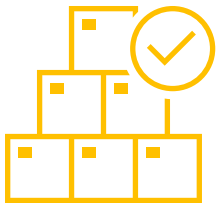
Promoting the local community and growing civic pride – uniquely Waltham Forest



Revitalising our high streets and town centres



Connecting people with jobs



Choose Local grew the council's reputation, with local champions posting and thanking Council for their support *"So proud to have a council that supports and champions local business"*. Authentic and trustworthy.



S Rampersad  
@SeemaRampersad

Choose Local, Support Everyone. Local business campaign by @wfcouncil at local bus stop. The Rhythm Kitchen restaurant founder is also one of several local heroes. #chooselocalWF



10:45 PM · Sep 7, 2020 · Twitter for iPhone





Strapline creates a sense of unity and commonality



Clear link between local action and wider impact.



Championing local businesses and creating human connection

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## Creating a campaign legacy





In post campaign surveys and focus groups, 90% of local businesses said they wanted the campaign to be expanded, and localised.



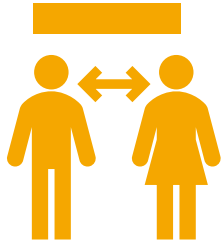
Residents told us they were more likely to choose local if it was localised to their area (65% of people feel connected to their local area)



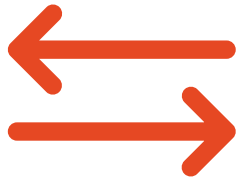
Used insight from phase 1 to evolve phase 2 - #ChooseDayTuesday, target advertising and refined messaging linked to milestones







Changed how we communicated with our businesses and local residents – we did all we could to get people spending locally



It was two way and participatory, meaningful engagement, residents and business co-created phase 2 and 3



Building it out across other council priorities and using milestones to create content

## Challenging and changing



Did you know that if every household in Waltham Forest spent a tenner at a local business in the borough that's just over an extra £1 million that would be put straight back into our local economy? We know though not everyone has money to spare at the moment; your insider knowledge, recommendations and sharing the love on social media are really valuable too.

\*\*\*\*\*

Like and follow your favourite shops on social media, engage with their posts and share stories	£0.00
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Leave online reviews of your experience	£0.00
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Sign up to their mailing list to continue your support	£0.00
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Spread the word by telling your neighbours about good experiences!	£0.00
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<b>Total Cost</b>	<b>£0.00</b>
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Share your recommendations on social media, and let us know your Waltham Forest favourites.



@wfcouncil



@walthamforestcouncil



@walthamforestcouncil

[walthamforest.gov.uk/ChooseLocalWF](https://walthamforest.gov.uk/ChooseLocalWF)

**#ChooseLocalWF**

# Carrying on the legacy



## 10 of the best places to get your caffeine fix in the borough

**Published:** 25 November 2021

**Filed under:** Choose Local

We've collated the best coffee spots as nominated by you. Remember to bring your reusable keep cup or mug. Nectar of the Gods, especially on those early morning school runs, on the way to work, or meeting a friend to stroll through one of the local markets. Is there ever a time where coffee, tea or hot chocolate doesn't work?

### 1. Chocolatine Bakery in Wood Street, E17



## More stories filed under Choose Local



### High Five Highams Park!

A new mural has landed in Highams Park!

**Published:** 10 May 2022



### Choose Local Lea Bridge: Lewis, Turning Earth

Hear from Lewis, managing director of Turning Earth, a brilliant and creative ceramics studio.

**Published:** 9 May 2022



Choose Local is now part of our evergreen content and on going narrative



We switch it up and adapt the messaging into other campaigns (climate, culture offer, job recruitment)



Generate resident led content through Instagram, which forms content such as our top 10 listicles of people's favourite spots



## Spearheading regeneration



Using Choose Local as a vehicle to amplifying the voices of our business owners, promote community benefits of regeneration, whilst promoting community benefits of regeneration



# #ChooseDayTuesday

- Resident led content celebrating various cohorts of our local economy
- Allows us to celebrate local/national awareness days and the great ways businesses are supporting these
- Amplifies resident stories in an organic way



# Taking it hyper-local

- Neighbourhood focused campaigns, that speak to the residents directly about their local businesses
- Raises the profile of lesser known high streets, boosting the economy and creating a sense of belonging







sartiranalee Great campaign! We are an events caterer based in Leytonstone and have been hit hard by the government restrictions on gatherings and fear we will be for a long time. Hopefully this will help us get the word out there to #supportlocal.



London Borough of Waltham Forest  
July 27 · 🌐  
Wife and husband team Adrienne and Oken run Leytonstone Mini Market, which is marked out by a passion for local produce, a focus on sustainability and strong customer relations.  
Watch our interview with Adrienne and read more about this lovely shop here <http://orlo.uk/d189d>  
Comment below, telling us about any local businesses you're loving and why it's important to do so 🙌  
#ChooseLocalWF

S Rampersad @SeemaRampersad  
Choose Local. Support Everyone. Local business campaign by @wfcouncil at local bus stop. The Rhythm Kitchen restaurant founder is also one of several local heroes. #chooselocalWF



Support from our local residents and businesses

Roselind Dore @DoreRoselind  
We picked up flowers from Karen Jane Florist's, takeaway beers from The Stag and Lantern and enjoyed a socially distanced lemonade @YazRestaurant. Great to be back out and about in #HighamsPark this afternoon 🙌🙌🙌 #E4 #ChooseLocalWF



7:25 PM · 16 10 2020 · Twitter for iPhone  
1 Retweet · 14 Likes

Orford House @OrfordHouse17  
We're proud to support local breweries by stocking @EastLondonBrew @PillarsBrewery & @WildCardBrewery 🍷🍷🍷. You can #ChooseLocalWF too by joining #E17s best social club: Orford House! <http://orfordhouse.org/join>

Questions?



9:40 AM · Aug 25, 2020 · Twitter for Android  
6 Retweets · 11 Likes

deekinstow Loving this campaign.  
4w 1 like Reply

London Borough of Waltham Forest  
Published by Chris J., August 6, 2020  
Beautiful gift shop Grace and Albert is a Highams Park highlight, but what are the other shops in the area that make it a diverse and bustling high street?  
We asked Albi, the owner of Grace and Albert for his view of why local businesses need support and for his view 🙌  
Read Albi's story <http://orlo.uk/d189d> · See More



5,455 People Reached · 213 Engagements · [Show Again](#)

missmoomoo Love this! is it going to be on billboards, posters in shops, cafes?? Collectively we could really make a difference and help save these businesses, stop shopping on amazon and go down the High Street.. Start the Christmas shopping now! Loads of bargains out there!

I have seen the choose local campaign which is a fantastic campaign for the borough, Waltham Forest is an inspiring area for local businesses and to see such strong support from the council to encourage the residents to support local is incredibly appreciated at this time.

daybyday designs Nicely designed .gif 🙌 Support local business and local freelancers too 🙌🙌