

 **be local**.buzz™
The UK's first eco-local reward card



The UK's first *ever* eco-local reward card

A big deal for local business

Great deals for local customers

A fairer deal for nature

Supporting the



Launching in June 2020

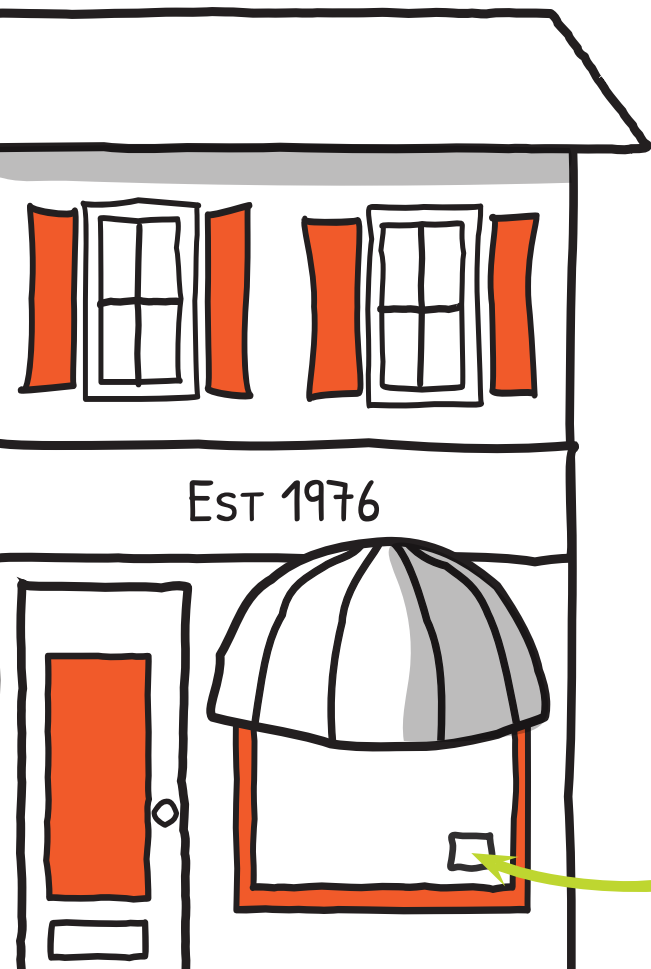
Be Local is a brand-new initiative designed to:

- provide free* advertising for local business
- reward local households with a variety of deals and discounts
- support good causes and the environment.

We all know that life after Brexit and lockdown is going to be different for everyone. Leaving the EU and Covid-19 will continue to impact and reshape the world we live in. Never has it been so important to support one another, our residents, local organisations and traders, so that our community and economy can revive.

Many individuals will need help in their daily lives, while businesses (whether on the high street, surrounding areas or operating from home) will need to redefine their offering and find ways of collaborating with others, so that enterprise can thrive once again. In addition, supporting local is a great way of reducing our carbon footprint and 'doing our bit' for the environment.

*all not-for-profit organisations and businesses qualify for continued free web listings and promotion as part of the scheme, see pages 4 and 5 for further details.



Launching June 2020

Born from a passion to support all things local, The Hive in Cranbrook serves as a community and coworking hub. Open to everyone it holds regular social and networking events, alongside its coffee lounge, Greek kitchen, licensed bar, meeting and hotdesking spaces, that are open daily. It also supports local enterprise through workshops, advice and access to funding.

And now, with financial support from sponsors and patrons, as well as investing part of its Covid-19 grant, The Hive is proud to be launching www.belocal.buzz, to help the community as we emerge from lockdown and look forward to building a brighter future together. **Be Local** will enable residents and organisations to mutually benefit from supporting one another, while also contributing to a more sustainable environment in the long term.

What's it all about?

To encourage more customers to support local more often, particularly following a long period of convenient online shopping during the lockdown, it is critical for local organisations and businesses to be able to highlight the personal service or special deals they offer to local customers.

To 'be local' in nature requires a conscious decision based on reasons such as customer service, quality, environmental impact and realising the value that can be added to the lives of those who live nearby. Anyone can order the cheapest products to be delivered from the other side of the world, but as we become increasingly concerned about the damage this does to the planet and our neighbourhood, more of us are choosing to **Be Local**, spend local and ultimately, love local.

Be Local is a reward scheme that offers local residents special deals to encourage loyalty, as well as shorter supply chains for the benefit of the environment and the local economy; whilst at the same time offering online advertising and promotional support to help local organisations and businesses increase their footfall. But much more than that, it also enables the promotion of a number of environmental causes, such as **Be Local's** chosen charity, the **Bumblebee Conservation Trust**, making it the first **Eco-local** Reward Scheme in the UK.



Go to **be local**.buzz to join this new initiative to support local business and charities.

Claim great deals and discounts wherever you see Be local window stickers and signs.



What is eco-localism?

In a nutshell, eco-localism refers to the economic sustainability that we achieve when we create a locally more self-reliant community. Focussing on the positives of self-reliance and the negatives of long-distance trade, eco-localism draws upon locally oriented collaboration, experience, knowledge, skills and compassion to enable our community – and environment – to flourish.



How does the scheme work?

A big deal for local business

Would you like to claim a **FREE** page on Be Local to promote your goods and services?

Simply go to www.belocal.buzz and click on 'Add listing to map'. If you have a website and social media pages, you can add these, as well as selecting special features to highlight, such as how long you have been established, or whether you are a family business, not-for-profit or voluntary organisation. You can also highlight additional user-friendly services such as 'call and collect', 'click and collect' or home delivery via telephone or email, as well as adding direct links to your listing that enable you to provide these or other booking services.

Benefits of a business listing:

- Inclusion in the Be Local directory, on the Be Local Google map on the home page and via the website's search tools.
- Inclusion in a prominent area on the Be Local home page and promoted on social media when a special offer or free service is provided.
- Opportunity to promote your own 'green beliefs' and link to your own chosen charity

- A chance to showcase your organisation on the *Shop Front and Personal blog*, as well as via the dedicated news section.
- Each business will receive a **Be Local** window sticker (free) – or flowerbed sign (£25.00), for businesses without a shopfront – and a notepad and pen to record the effectiveness of their promotions and drive the customer relationship.

By the end of June 2020, a brand-new built-in ‘Eco-barometer’ will highlight how close to home members shop or consume services. To help businesses monitor and understand the effectiveness of the scheme, as well as where their customers are coming from, each reward card will carry a **Be Local** code indicating the year and month the member joined, how many joined that month, and which village or town the card holder is from.

All organisations in the Weald of Kent and Sussex can claim a FREE web listing during 2020. From 1st January 2021, it costs just £8.40 per month to sustain the **Be Local** listing, £2 of which will go directly to our chosen charity, the **Bumblebee Conservation Trust**, with the remainder of the fee going towards maintaining, advertising and promoting the scheme to the local community and across the region.

Great deals for local customers

Are you keen to support the local economy, build relationships with the people that supply your goods and services, and help protect the environment? Do you take notice of local deals such as: *‘buy two plants, get one free’*, *‘free beauty consultation for local residents’* or *‘free delivery within a five-mile radius’*?

If these types of offer appeal to you, and you would like a **Be Local Eco-local Reward Card**, simply apply via the website at www.belocal.buzz or call us on 01580 715772 to receive a card* through the post.

You will be able to browse the **Be Local** website for special deals and services, and receive a weekly newsletter promoting what’s on offer, as well as information about events taking place across the Weald and South East.

Participating organisations will also have a window sticker – although as this scheme also applies to the growing army of home workers – please do keep your eyes peeled as you may discover great local businesses you never knew were there. When you spot a **Be Local** sticker, you will be able to check them out on the interactive **Be Local** map and directory on the website.

To claim a special offer, simply present your **Be Local** card in store, or quote your **Be Local** membership number in your email or over the phone when you place an order and/or make a purchase.

*Please note, if there is more than one of you in your household and you would like one each, you will need to make separate applications to comply with GDPR. (Following the lockdown, you will also be able to pop in to The Hive and request one or call us on freephone 0800 0219 555).



A fairer deal for nature

Our actions during the lockdown have certainly had a positive impact on the environment, both locally and globally. But will we go back to our old habits post-lockdown, or will we give nature a fighting chance?

As food pollinators, bumblebees and other insects play a vital role in the food chain, pollinating many crops such as tomatoes, peas, apples and strawberries, and therefore contributing an estimated £600m each year to the UK economy. However, over time, we have greatly reduced the nationwide density of the flowering plants that bumblebees feed on, through the mechanisation of agriculture, public demand for cheap food and increasing reluctance to purchase 'wonky' fruit and vegetables, and the need for ever-greater quantities of food and crops.

The Bumblebee Conservation Trust is committed to giving bumblebees the best chance possible – helping communities to create more bee-friendly forage by planting a range of flowers with different petal structures. Kent and Sussex are incredibly special and important as strongholds for those species.

Be Local has chosen to support this great cause as the Trust works hard to protect bumblebees for centuries to come. You can discover more information about bumblebees and the valuable work of the trust at: www.bumblebeeconservation.org



Supporting the



Registered Charity Number
1115634 (England & Wales);
SC042830 (Scotland)

How will we promote Be Local and your organisation?

With more than 30 years' experience in the media industry, we have many effective ways of promoting Be Local, including:

- To the hundreds of customers that usually come into The Hive each month
- On The Hive website and Be Local website
- Through our established partner network including the Bumblebee Conservation Trust
- To more than 50,000 subscribers in our group's e-newsletter database
- On social media and with Google Ads
- In our own digital and print magazine delivered to 20,000 homes
- Using press releases to secure features with local and regional press
- Door-to-door leaflet distribution
- Radio interviews (and advertising if budget permits)
- TV publicity

Can you help Be Local grow?

Become a patron or sponsor of Be Local

The Be Local **Eco-local** Reward Scheme is being funded by part of the Hive's Covid-19 grant funding, in the hope that by collaborating and working together, we can make a difference locally. If you are in the position to support us with a financial contribution as **patron or sponsor**, so that we can grow the initiative, please do get in touch.

The name of each Wealden resident who makes a donation will be published on our Patrons list. For organisations operating in the Weald, logos with website links will feature on our website, as well as offline and online co-branding opportunities and social media campaigns. All patrons and sponsors will be invited to our post-lockdown local events and parties.





For further information on the Be Local **Eco-local** Reward Card, please contact Emma at emma.smith@hivehubs.buzz or phone 01580 715772 (during lockdown) or 0800 0219 555 (following lockdown).

Be Local is a community support initiative developed by The Hive, Cranbrook, and supported by sponsors and patrons, and covers the Weald of Kent and Sussex. For more information, visit www.belocal.buzz.



be local at **thehive**

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@belocaldeals

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