

I  LOCAL

STAY SAFE | SUPPORT LOCAL

Bath & North East
Somerset Council
Improving People's Lives



HM Government



EUROPEAN
REGIONAL
DEVELOPMENT
FUND
EUROPEAN UNION

CAMPAIGN OBJECTIVES

Say it's safe to go back to our high streets

Support public health messaging & the preventative measures set out in the outbreak management plan.

Increase awareness of the great businesses on
each local high street

Show Council are here to
support local retail

Improve morale & maintain the community spirit
in local centres

Far reaching across B&NES

CAMPAIGN MESSAGING

Love your local area

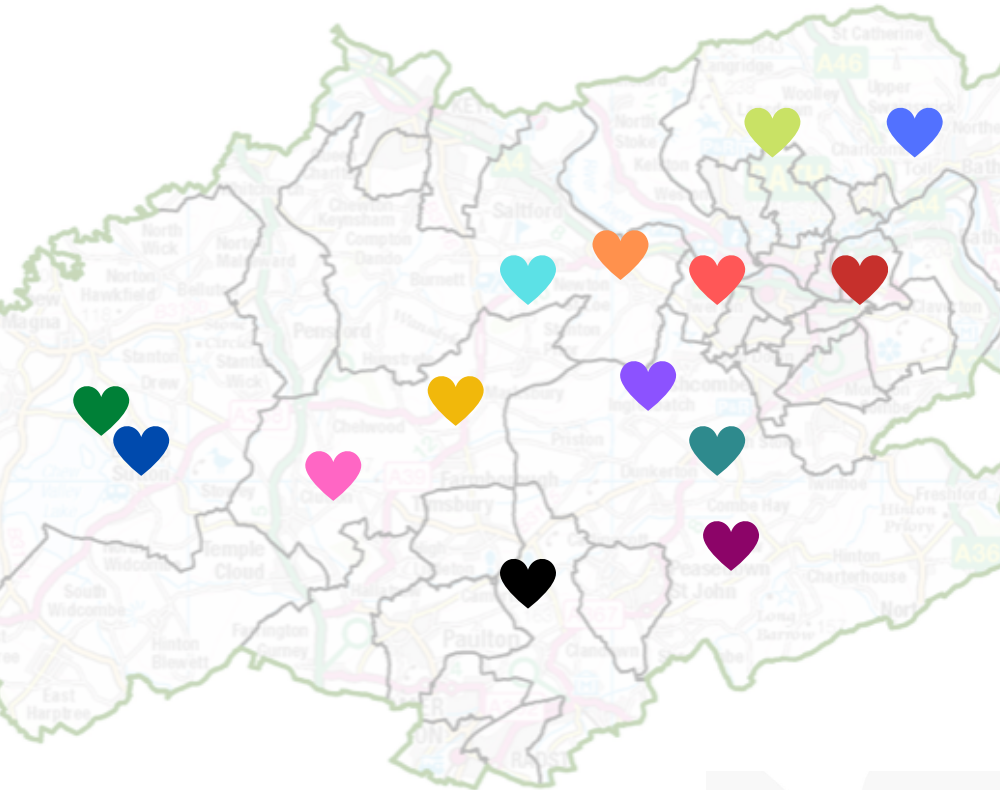
Its safe to return

Be safe

Support local business

Travel local

Be proud of your community



I ♥ LOCAL
STAY SAFE | SUPPORT LOCAL

CAMPAIGN PROCESS

STEP 1

Contact Us

We develop a campaign guide & assets for your area

STEP 2

Local set up of pod group

Identify Stakeholders & Create local pod team in each locality

STEP 3

Local pod team co-ordinate traders, set up social media channels and organise physical assets

STEP 4

Area launch and ongoing pod marketing, events and offers go live

Digital assets to be provided:

I Love local templates:
Gif & posts
e-flyer
social headers and icons

Physical asset designs to be provided:

Face masks
Date capture forms for track & trace
Flags
Stickers
Safety poster
Flyer template
Tote bag guidelines

SOCIAL TAGS

#ilovelocal

#lovewherewelive

#staysafesupportlocal

AREA SOCIAL TAG

EXAMPLES

#ilovewidcombe

#ilovelarkhall

#ilovemilsomstreet