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Sent: 15 February 2021 14:28

To

Subject: East Staffordshire #StayLocal Campaign - Business Toolkit

Hello,

I hope you are keeping safe and well in these difficult times.

As you may have seen, East Staffordshire Borough Council has recently launched a new 'Stay Local' campaign, designed to raise awareness of supporting local businesses across the borough, whilst promoting safe shopping. We have a number of areas of the campaign that businesses in your local area may be able to get involved in and we would appreciate your support to reach out to businesses across the borough.

1. The campaign is being advertised across a range of media including outdoor, social media and online. In addition, local businesses can access a range of downloadable assets via a new campaign tool kit; to promote their business, demonstrate how they are (will be) adhering to safety guidance and encourage residents to shop safely and locally. We would like to ask for your help in encouraging businesses across the borough to support the campaign (in readiness for when all businesses are permitted to re-open). I have attached a pdf with an outline of the campaign - please send to any businesses in your area that you think would benefit or want to take part (either now or in the future). Full details of the campaign and the online toolkit is available via www.eaststaffsbc.gov.uk/coronavirus/stay-local
2. We are also looking for businesses to distribute promotional #StayLocal face coverings and jute bags, please let me know if you are aware of any businesses that may want to distribute these, once they are open or if they are providing a click and collect or delivery service.
3. In addition we are also looking for a number of 'Local Business Champions' to support the Campaign - by providing a short film of themselves (they would need to be able to film this themselves) for our social media aspect of the campaign. If you know of a Local Business Champion you would like to nominate; someone that supports local businesses in some way or a local business owner who has worked tirelessly or innovatively throughout the Pandemic, then please do let me know or ask them to get in touch with me directly and I can provide further details to them.

Any questions or if you require further information please do let me know.

Many thanks in anticipation of your support in sharing this information,

(The Stay Local campaign is part-funded by the European Regional Development Fund as part of the Re-Opening high Streets Safely initiative.)

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Re-Opening High Streets Safely Project

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