

Belafafel

★★★★★

MELTING POT FUDGE

★★★★★

Parkgate Crafts

★★★★★

THE BELFAST SCULPTORS

★★★★★

CANDLE ROOMS

★★★★★

SCAN TO SHOP

# BUY BOOK HIRE

Initiative of UK Government

Find top rated businesses across BELFAST

**voiceforlocals.shop**

voiceforlocals.shop/stor

All over Northern Ireland

St George's Market

NOW ONLINE

Top Rated Businesses

View All >

Café Piazza

★★★★★ 5/5

158 reviews

Enquire

Hive to Handmade

Bee Haven

★★★★★ 5/5

139 reviews

Visit Website

15:35

Know your customers

Happiness Index

Feedback

Reviews

Product Review

Preferences

Reports

Retain your customers

Loyalty

Award

Reward

Announcements

Redemptions



YOUR XMAS GIFT

IFICATE

This is to certify that

**Adele Wallace**

has successfully completed the CXpert course requirements and is recognised as a

**CXpert: Customer Experience Expert**

Course Assured by City & Guilds

ASSURED



# Evidence Report

## UKCRF 2021-2022



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# Introduction

**There is a lot of promising pieces of evidence identified from our project rolled out in Northern Ireland in 2022. In summary, the giant spirit is well there under thick clouds of fears, uncertainty, suspicion, cost of living crisis, competition from enterprise giants, skill gap & reluctance to change.**

Voice For Locals is a levelling-up initiative fully funded by the UK Government through the UK Community Renewal Fund. The Voice For Locals won the **largest grant of £1.822 Mn in Northern Ireland**. It is also the **fifth-largest grant** offered in the **whole of the UK**.

The not-so-good news first. Having worked closely on the ground with thousands of local businesses, their employees & their consumers, we registered many layers of fears that fuel their reluctance to change:

- Fear of change
- Fear of new changes
- Fear of conflicting messages
- Fear of rumours about risks of change
- Fear of upskilling
- Fear of being charged
- Fear of continued support
- Fear of abrupt discontinuity
- Fear of data privacy & confidentiality
- Fear of commitments
- Fear of missing out

It has been an extremely daunting & difficult mission to win the trust of local businesses to signup for the change initiative. It was equally difficult to encourage the local consumers to support the local businesses demonstrating innovation and change. We had to put twice the effort to meet our commitment to the UK Government.

Now, the good news. We were able to get the right breakthrough with **digital adoption, diffusing innovation, upskilling and measuring success in Northern Ireland**.

In the last 12 months, we engaged 3000+ micro & small businesses across Northern Ireland and managed to level up 1600+ of them with state-of-art technology & digital tools for their business. Of these, 800+ businesses are now innovating new processes in their business.

We engaged & empowered 2000+ local workforce on-the-job in Northern Ireland. We managed to certify 500+ people which included students from Further Education Colleges, business owners that used our technology, their members of staff, new entrepreneurs and even job seekers. We introduced remote cloud-based learning management systems accessible through any device i.e. smartphones, tablets, laptops & desktops with internet connectivity. The training content, experience & assessment methods were assured by City & Guilds.

This achievement perfectly aligns with the 10X vision plan of the Department for the Economy in Northern Ireland. But, to transfer the 10X vision to the local businesses & local consumers in Northern Ireland, some ground reality challenges need to be fixed.

We hope you find this evidence report convincing, insightful, realistic and actionable. I will be available if you need to seek clarification on any aspect of this document.



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# Output evidences

## Output 1

# of people supported to participate in education.



**Supported 2491 people employed in 1609 businesses spread across Northern Ireland.**

## Output 2:

# of businesses receiving non-financial support.



**1609 businesses received non-financial support across Northern Ireland.**

## Output 3:

# of organisations receiving non-financial support.



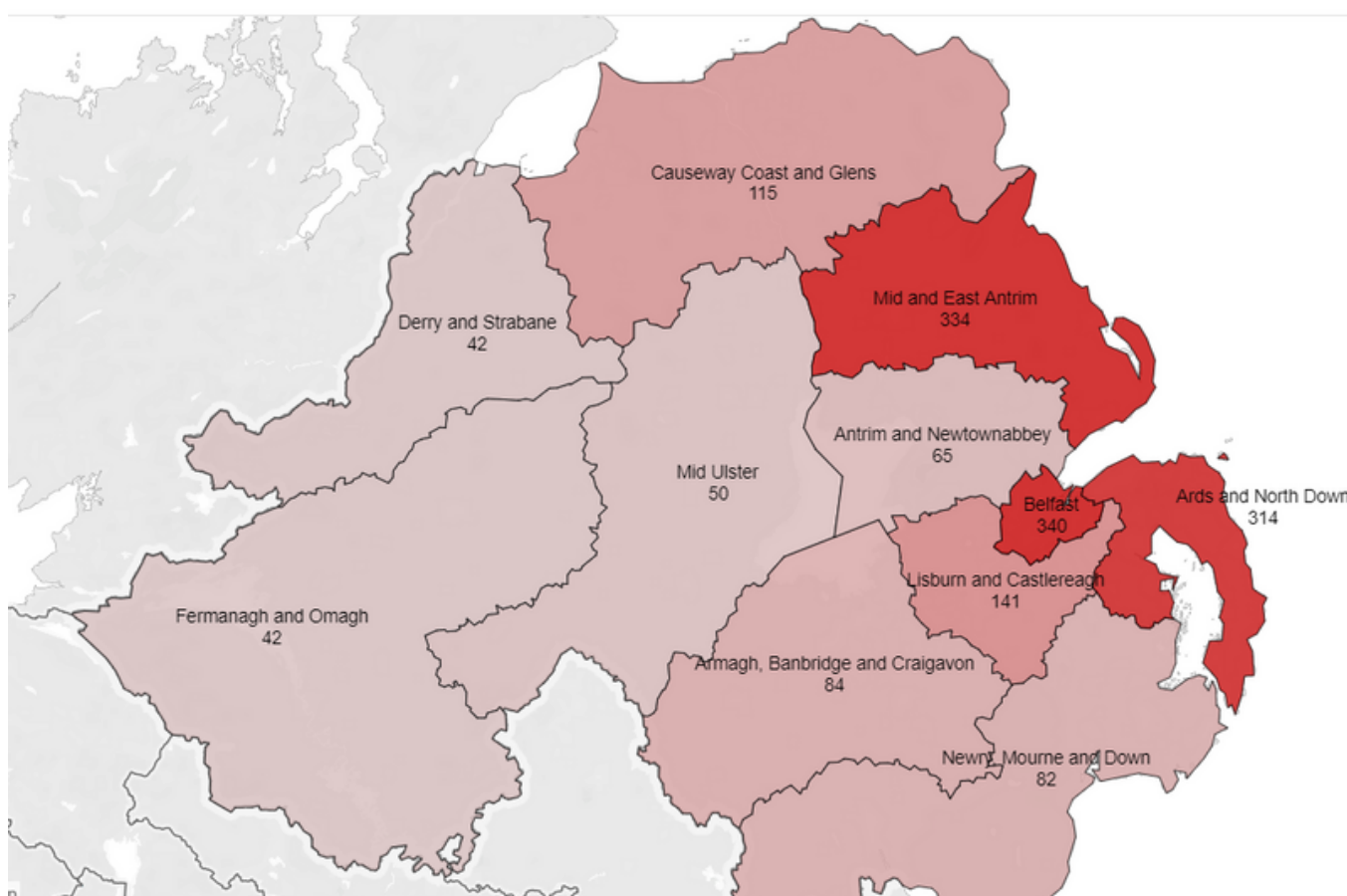
**20+ organisations received non-financial support across Northern Ireland.**

## Output 1 : # of people supported to participate in education

Local business owners had various reasons to de-prioritise upskilling, reskilling, cross-training & retraining themselves & their staff on the job. Some of which were: cannot afford to pay for training, shortage of staff, not being able to take time off, having done many courses during the pandemic but they have not shown direct business benefits, do not have a laptop, do not understand the jargon, do not have a pre-qualification in technology or business or marketing or sales or finance or innovation.

Voice For Locals took an innovative method of offering an all-in-business app and trained 2491 people to participate in on-the-job training & life-long learning with the app.

“ **Supported 2491 people employed in 1609 businesses spread across Northern Ireland.**



Map shows spread of businesses by councils across NI.

**2491** people were engaged in training on the job from across **1609** businesses in Northern Ireland.

**727** people were business owners in **self-employment**.

**986** people were employed in businesses with **1-9 employees**.

**778** people were employed in businesses with **10-250 employees**.

Contd.. more detail on evidence is provided below

## Gender Statistics



**Female**



**Male**



**Others**



**Preferred Not To Say**

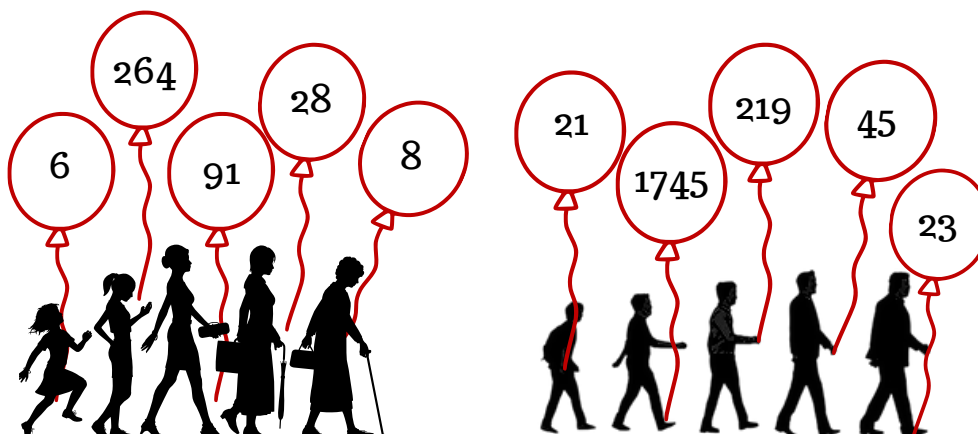
410 female employees were supported of which 228 were business owners.

2067 male employees were supported of which 493 were business owners.

2 employees registered themselves in other gender categories & were both business owners.

12 employees did not reveal their gender of which 4 were business owners.

## Age Statistics



Employees in the age group of 24–43 were the majority trained in digital skills

Employees in the age group of 43–58 were identified as business owners themselves with no employees.

31 people over 65 still were keen to go digital and demonstrated great interest.

Contd.. more detail on evidence is provided below

## Disability Statistics



Prefer Not To Say

Employees working in businesses with **1-9 & 10-250** employees did not report disability.

However, **7 business owners** with **no employees** declared disability.

While **physical, developmental and sensory disability** was declared by **2 business owners each (with no employees)**, **1 business owner** with no employees had declared **emotional disability**.

**60 employees** preferred not to disclose their disability status.

## Ethnicity Statistics



While most of the **employees** supported were Northern Irish, **business owners** were from various ethnic groups.

**1454** business owners were Northern Irish, **89** were British, **41** were of a mixed background and **11** were Asian. **3** business owners were the Caribbean

**11** business owners preferred not to report their ethnicity



**Contd.. more detail on evidence is provided below**

## Support Type - Mixed Support



**8 channels** were used to engage with people to educate & train them on the job.

**Face-face support on-premise** of business turned out to be the most effective method.

**e-Learning** was received very well with 500+ spending 70 minutes on average to upskill themselves.

**Whatsapp groups** worked very well with instant engagement from local businesses.

**Call Centre** was effective in signing up employees and businesses to avail the benefits but was **not adequate to introduce innovation**.

**The email** was not effective in Northern Ireland. The open rate was 20% but the click-through rates were less than 10% which did not solve the purpose.

**Facebook groups, Instagram, LinkedIn and Twitter** were not effective enough in Northern Ireland to influence any employee or a business owner.

## Support Intensity - Dedicated 1-1 Support



**5400 Hrs**



**4800 Hrs**



**58.3 Hrs**



**140 Hrs**

**10923 hours of 1-1 support** was given to **1609 businesses** through all channels put together at an average of **6.78 Hours per business over 10 months**.

**5400 hours** of support was given through a **contact centre** team of **5 agents** over a period of **6 months**

**4800 hours of 1 to 1 face-to-face** was given by **6 local champions** over a period of **6 months**

**70 minutes of self-learning** by 500+ learners on the online learning management system.

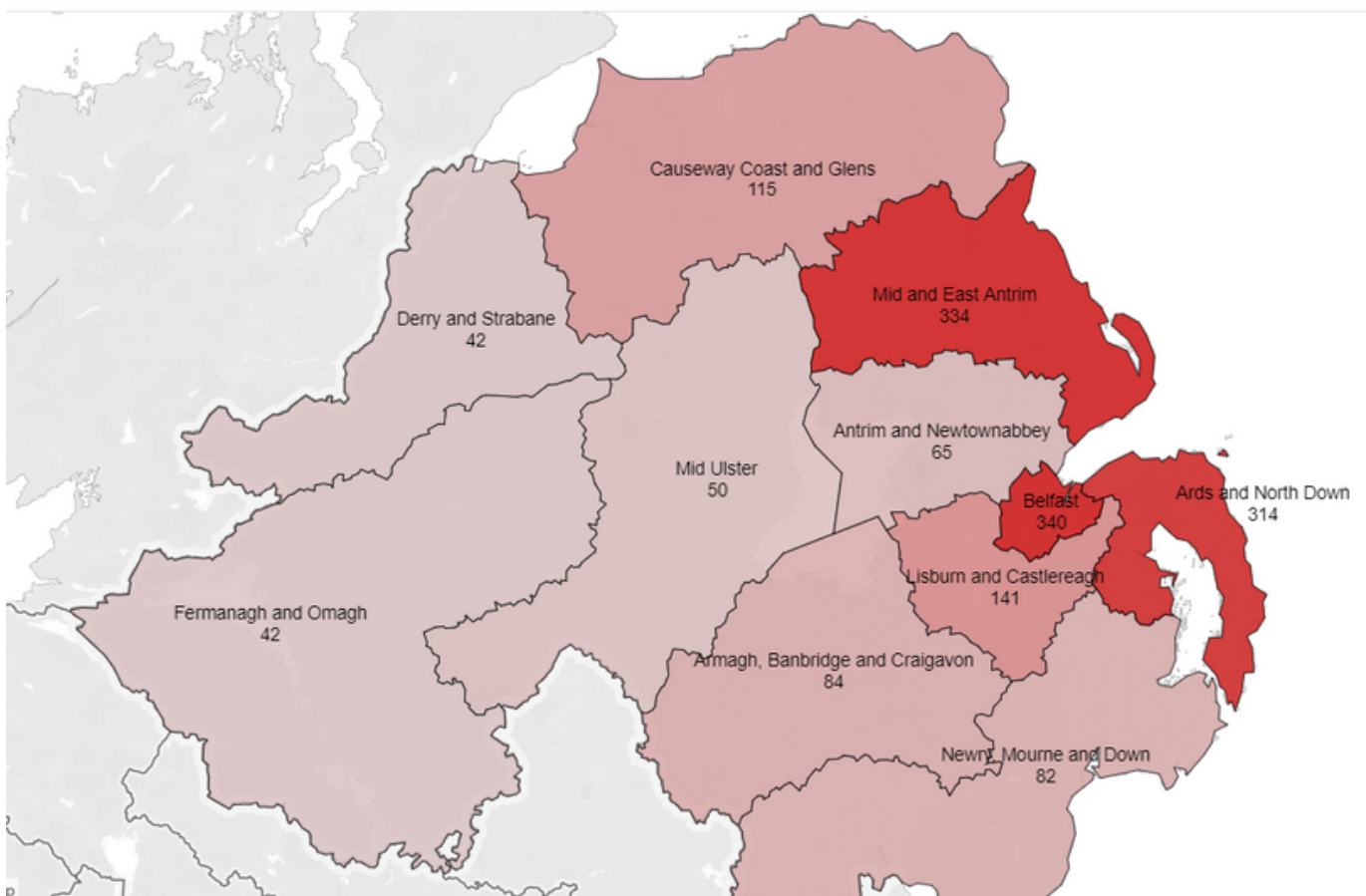
**30 minutes of 1-Many** engaged socially every day for **10 months**



## Output 2: # of businesses receiving non-financial support

Local businesses in the retail & service sector were open to exploring technology that directly helps them grow their business saving their time, effort & money. They were not ready to adopt a change that involved software jargon, prerequisites of digital skills, the need to hire developers, spending on hosting applications or paying for maintenance. They wanted tools that worked for them with minimum intervention and handholding to use technology on their smartphones. We built them tools where they need to download an app personalised for their business & manage their business in clicks.

“**Digitised 1609 businesses spread across Northern Ireland with technology enabling on-the-job lifelong training with real-time monitoring.**”



Map shows spread of businesses by councils across NI.

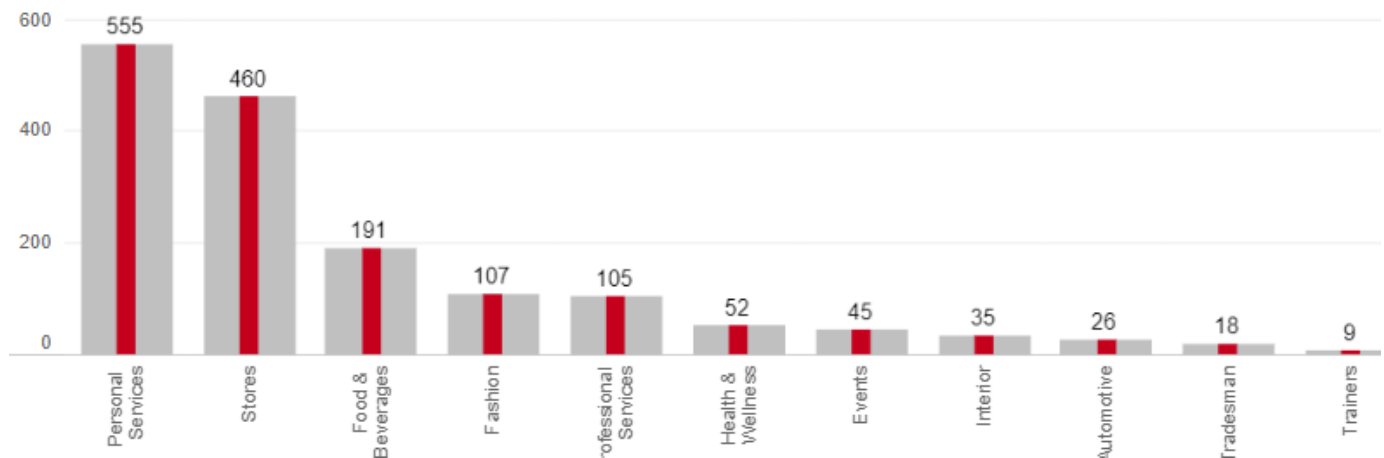
Local businesses in **Mid & East Antrim, Ards & North Down** councils showed equal interest in digital adoption as businesses in **Belfast**.

However, **more efforts** were needed to convince businesses in **Derry & Strabane, Fermanagh & Omagh, Antrim & Newtownabbey** councils to adopt new digital technologies.

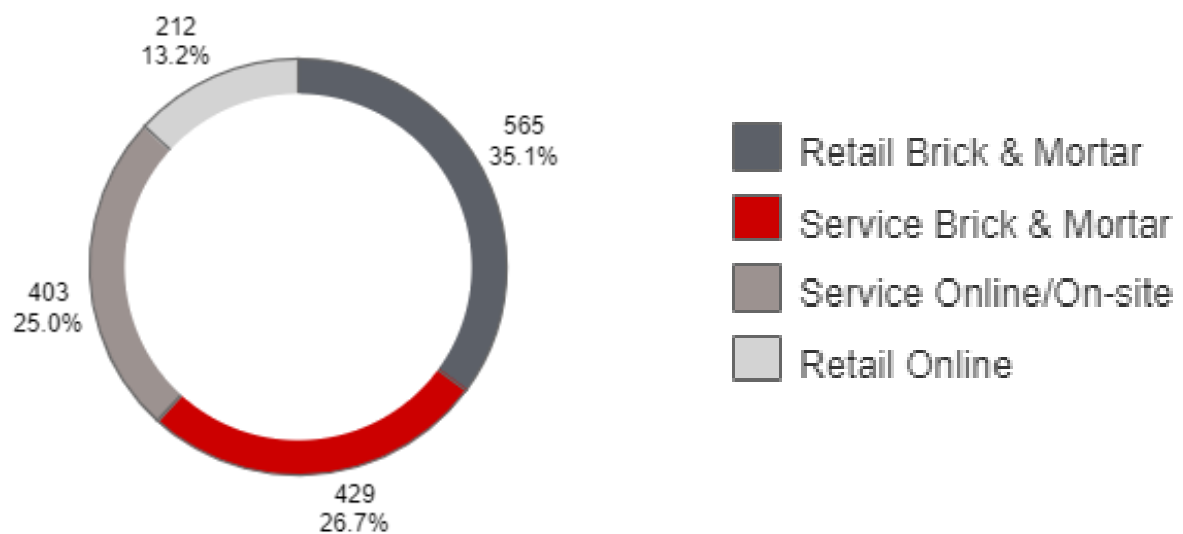
**75%** of the businesses that came forward to digitise had **business owners with essential digital skills**.

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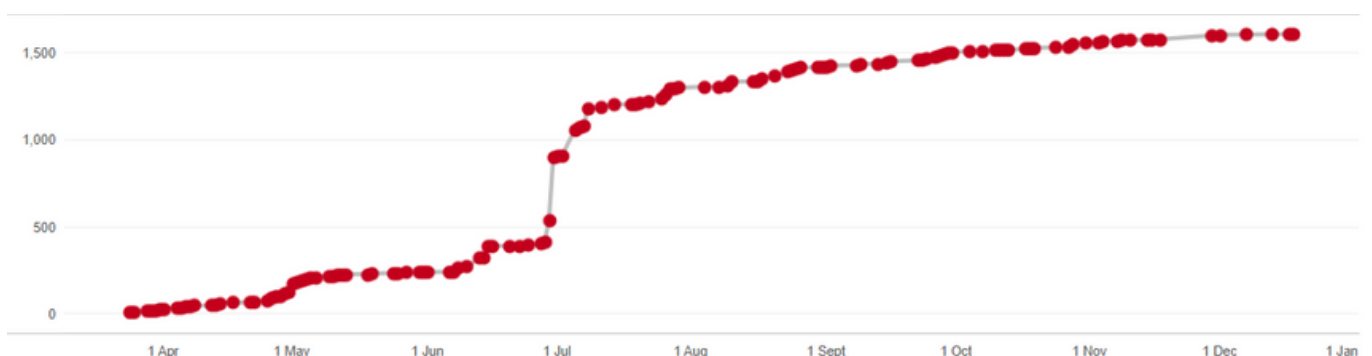
## Digital Adoption By Industry Type



## Digital Adoption By Vertical Type

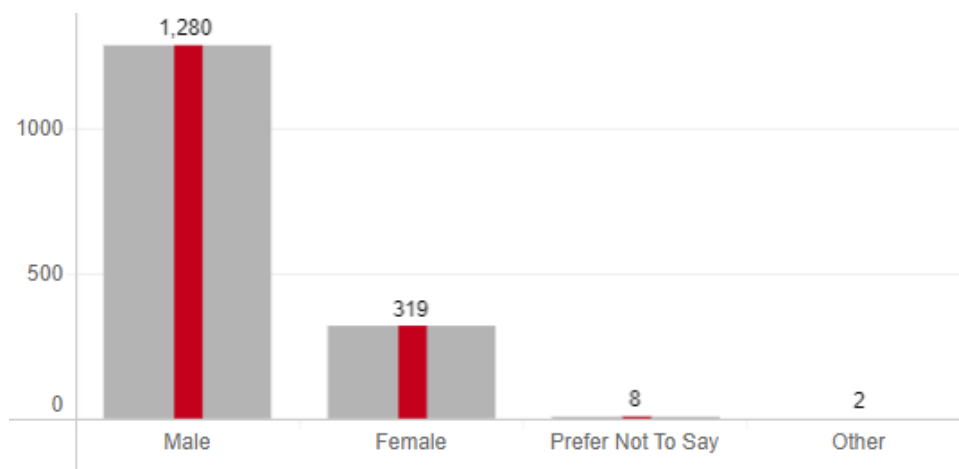


## Digital Adoption Trend (April 22-Dec 22)

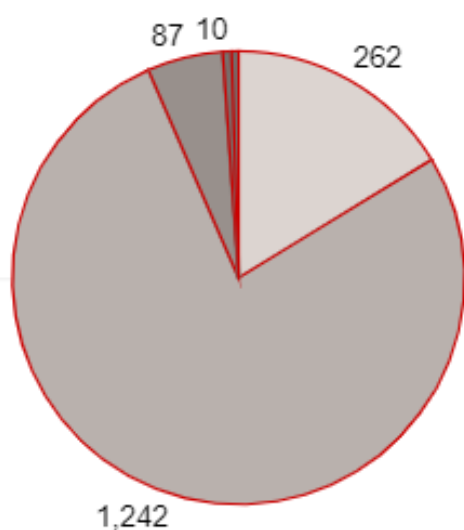


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## Digital Adoption By Gender

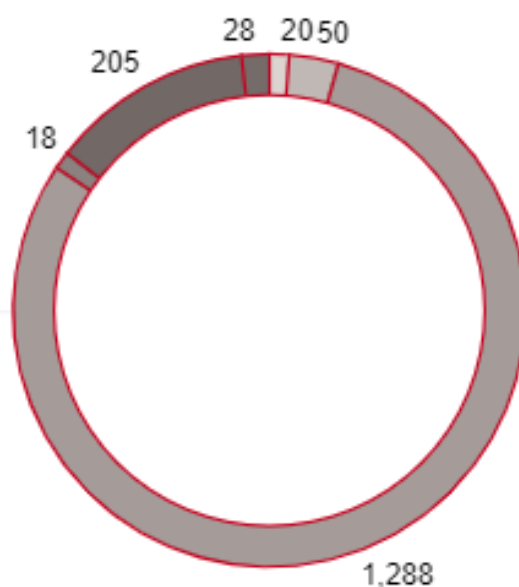


## Digital Adoption By Digital Skill Level



Digital Skills	
Basic Digital Skills	1,242
Average Digital Skills	262
Expert Digital Skills	87
No Digital Skills	10
Prefer Not To Say	8
Grand Total	1,609

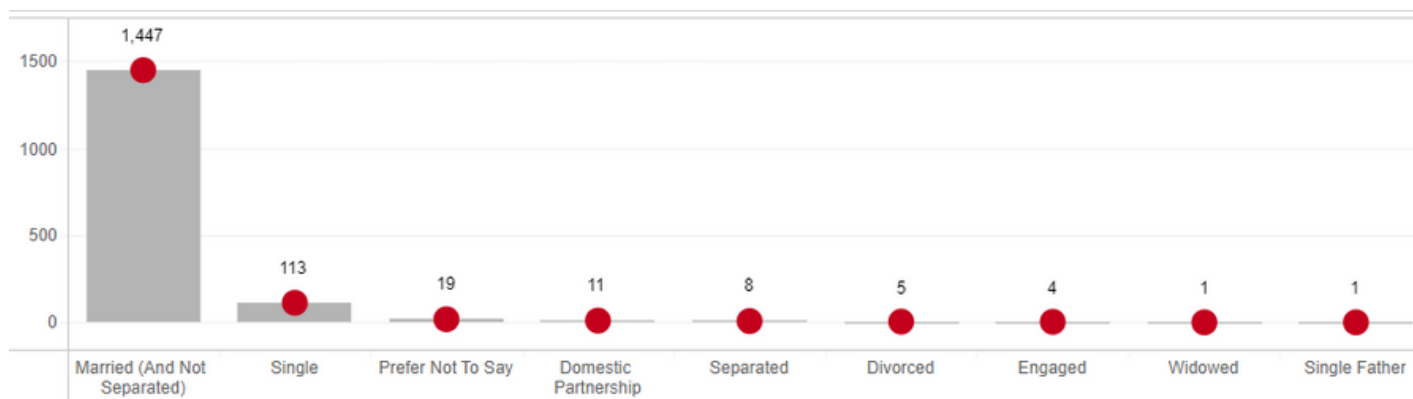
## Digital Adoption By Age



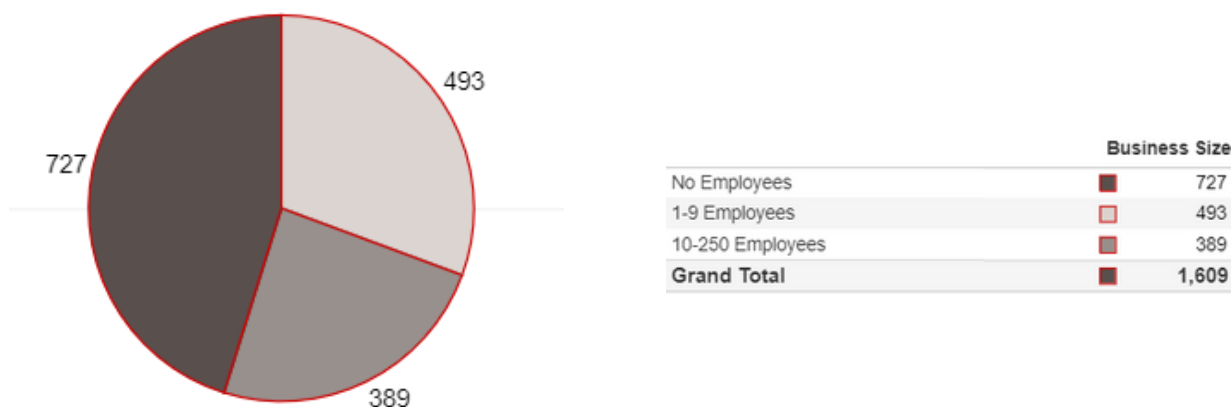
Age	
Gen X (1965 - 1980)	1,288
Millennials (1981 - 1996)	205
Boomers II (1955 - 1964)	50
Prefer not to say	28
Boomers I (1946 - 1954)	20
Gen Z (1997 - 2021)	18
Grand Total	1,609

Contd.. more detail on evidence is provided below

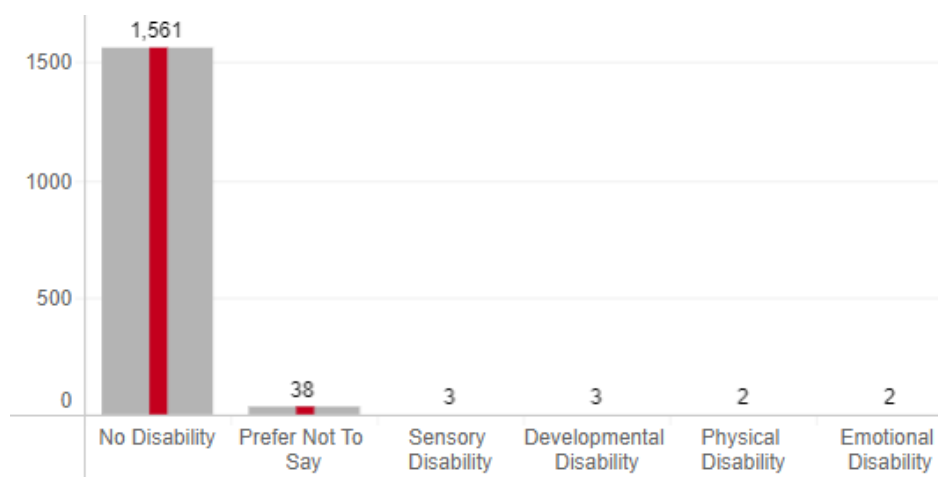
## Digital Adoption By Marital Status



## Digital Adoption By Business Size



## Digital Adoption By Disability



## Output 3: # of organisations receiving non-financial support

It has been a timely and productive engagement with 20+ public sector organisations that share a similar vision, mission and values like Voice For Locals to help the local businesses, local workforce and the local economy. The organisations were engaged in extending the non-financial benefits of our project to their registered members as a value addition to their existing interventions. While the councils were keen on the entire gamut of benefits extended by Voice For Locals, the educational institutions like Universities and Further Education Colleges were keen on certifying their students for assured recognition from City & Guilds.

### Councils



**Belfast**  
City Council



**Mid & East  
Antrim**  
Borough Council



**Causeway  
Coast & Glens**  
Borough Council



**Antrim and  
Newtownabbey**  
BOROUGH COUNCIL



Comhairle Ceantair  
**Lár Uladh  
Mid Ulster**  
District Council



**Fermanagh & Omagh**  
District Council  
Comhairle Ceantair  
Fhear Manach agus na hÓmaí



**Ards and  
North Down**  
Borough Council



**Armagh City  
Banbridge  
& Craigavon**  
Borough Council



Comhairle Ceantair  
**an Iúir, Mhúrn agus an Dúin**  
**Newry, Mourne and Down**  
District Council



**Derry City & Strabane**  
District Council

### Government Departments



Department for the  
**Economy**



Department of  
**Finance**  
An Roinn  
**Airgeadais**



Department for Levelling Up,  
Housing & Communities



**Cities & Local  
Growth Unit**

### Universities & Further Education Colleges



**NORTHERN**  
Regional College



### Other Public Bodies



**tourism  
northernireland**

Invest  
**Northern  
Ireland**

## Contd ..# of organisations receiving non-financial support

Apart from the contracted output of engaging with public sector organisations, we also identified many more focus groups which will benefit from last mile insights with respect to customer experience and expectations, demography, skill gaps and various other parameters.

These included Chambers of Commerce, Business Improvement Districts, markets, small business groups and networks

### Chambers of Commerce & Business Improvement Districts



### Small Business Networks & Markets



# Outcome evidences

## Outcome 1:

People in education/training following support



**506 people certified as local customer experience experts (Assured by City & Guilds)**

## Outcome 2:

Businesses introducing new products to the market as a result of support



**819 local business introduced a combination of 8 new processes to their firm to level up their digital innovations.**

## Outcome 3:

Organisations engaged in knowledge transfer activity following support



**10 organisations signed up partnership to level up their local businesses & promote business growth.**

## Outcome 4:

Innovation plans developed as a result of support



**4 innovation plans developed. 2 of which are already live and ready to be rolled out.**



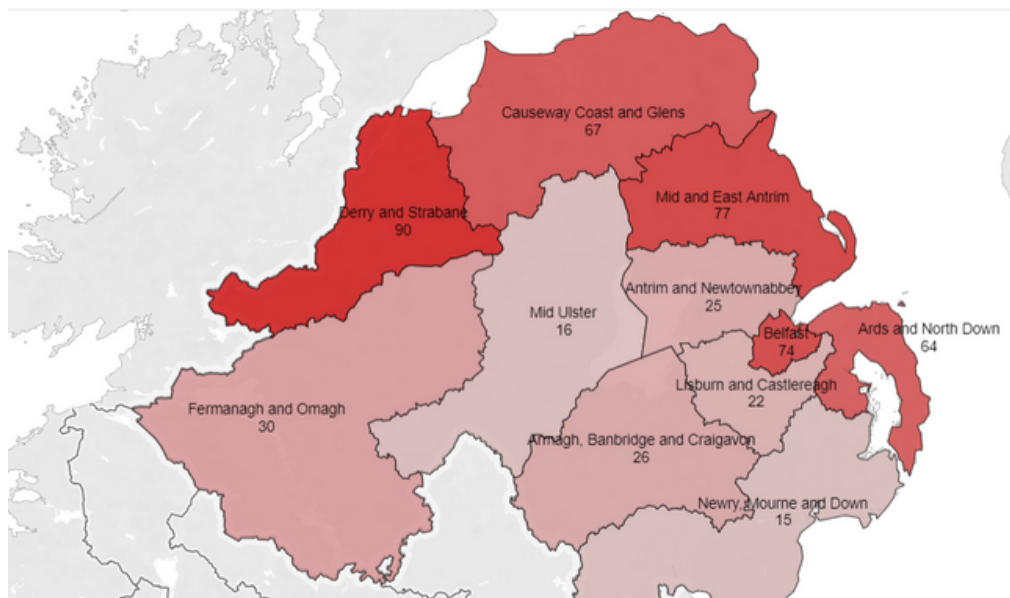
## Outcome 1: People in education/training following support

Post-pandemic, what differentiates local businesses from enterprise giants is not their price, product or promotion. Local people develop brand loyalty through their personal experiences with brands. As small businesses are both technically challenged & have a shortage of skills to dedicate time, money & effort to creating, managing & measuring customer experiences to delight customers. This was a critical skill gap identified in Northern Ireland.

Voice For Locals created a unique on-the-job training course that anybody via their smartphone could complete in under 90 minutes to get certified as a CXpert i.e Customer Experience Expert.



**Certified 506 local people in a mix of employees, business owners, students from further education colleges & local universities in Northern Ireland**



Map shows spread of learners by councils across NI.

**506 learners got certified. The majority are from Derry & Strabane.**

**120+ enrolments came from students pursuing business, marketing, sales and innovation courses in Further Education Colleges & Ulster University.**

**97% of Gen Z learners i.e young people born after 1997 that enrolled got certified.**

**66% of learners that got certified are women.**

**24% of learners who got certified have fundamental digital skills.**

**37% of learners who completed the course are over 40.**

**Associations like Retail NI, Enterprise NI, Invest NI & Pharmacy Association promoted the course to their members. The uptake was slow but steady.**

# Certificates Issued - Assured Recognition From City & Guilds

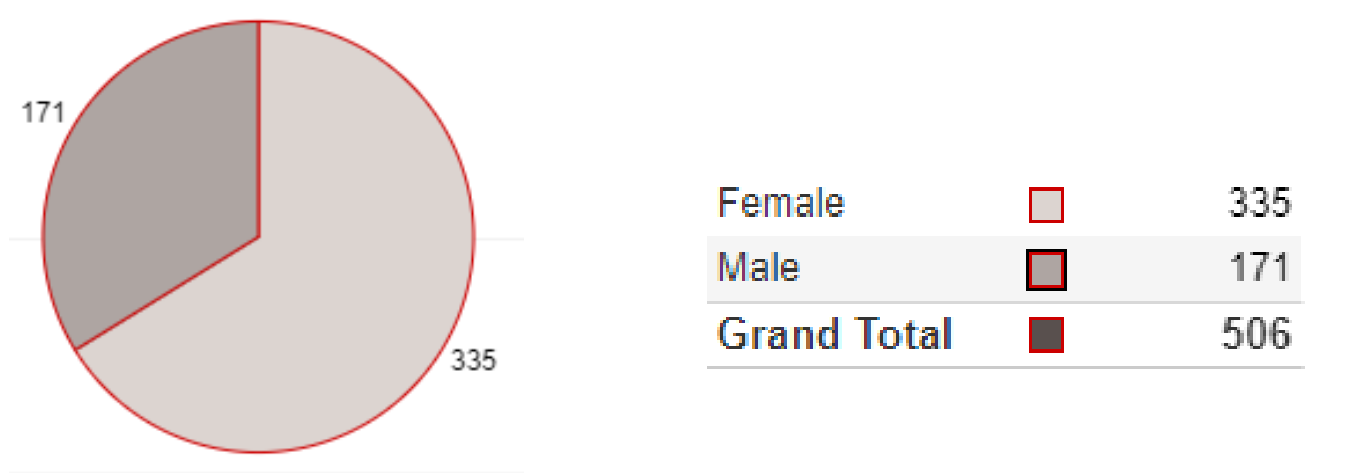
The course was assured by City & Guilds & endorsed by the UK Government. The course content was fully animated and used simple language with useful content that the learners could connect with their business or employment or job that they are applying for or course that they are pursuing. It was a self-paced course with mandatory learning, assessments & assignments to complete.

Two levels, of course, were designed. CXpert i.e Customer Experience Expert for learners who were keen to master all the concepts of customer experience. CXpert Plus i.e Customer Experience Professional, for learners who were keen to implement the concepts in their business & train other businesses too.

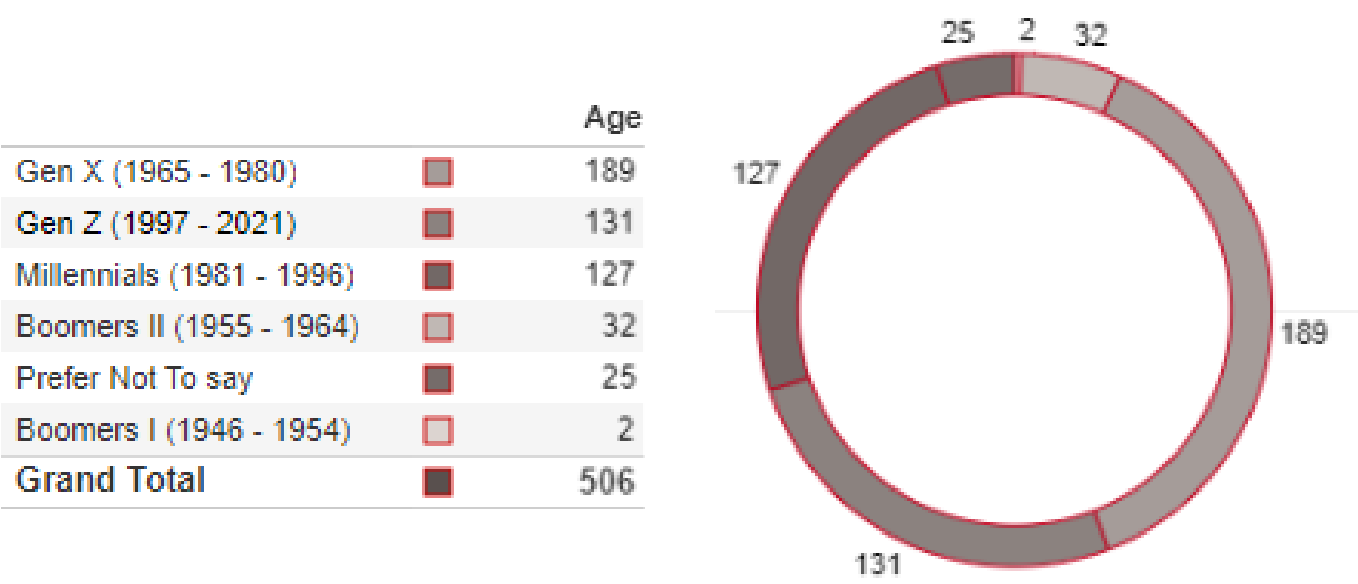


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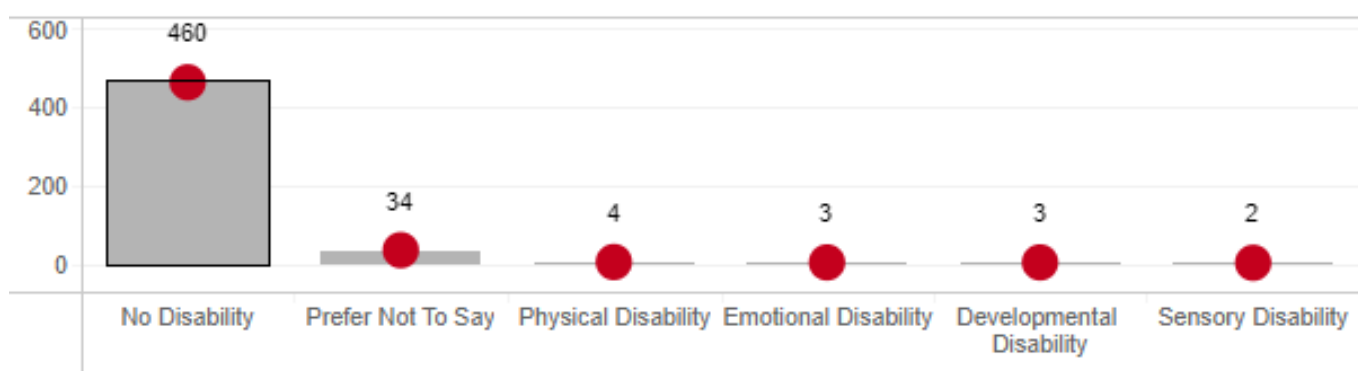
Learners By Gender



Learners By Age Group

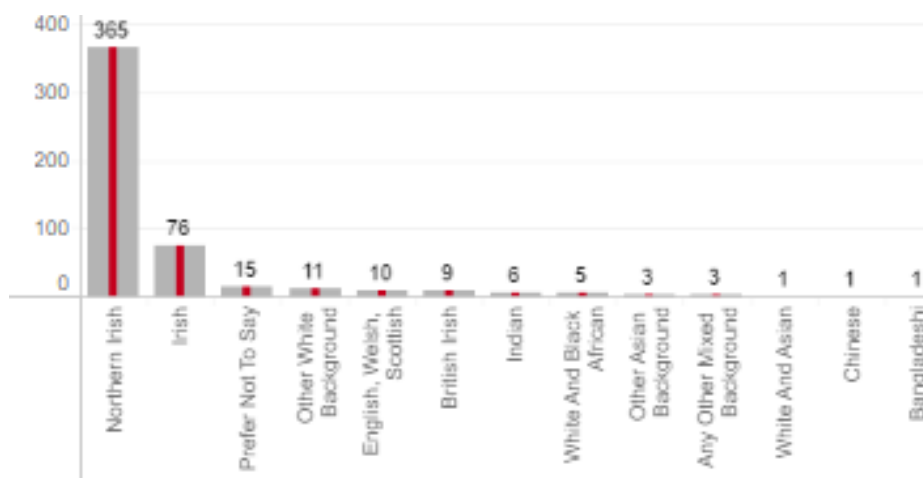


Learners By Disability



**Contd.. more detail on evidence is provided below**

## Learners By Ethnicity



## Learner Support Type - Mixed Support



**4 channels** were used to teach people to get certified.

**e-Learning was received very well** with 500+ spending 70 minutes on average to upskill themselves.

**Face-face support on-premise** was used to assess if learners could apply their skills on the job.

**Whatsapp groups worked very well** for learning-related support to avoid time delays in response.

**Email was an effective way of sending login credentials** and the open rates were 60%+

## Learner Support Intensity - Dedicated 1-1 Support



**4800 Hours**



**583.3 Hrs**

**4800 hours of 1 to 1 face-to-face support** was given by **6 local champions** over a period of **6 months**

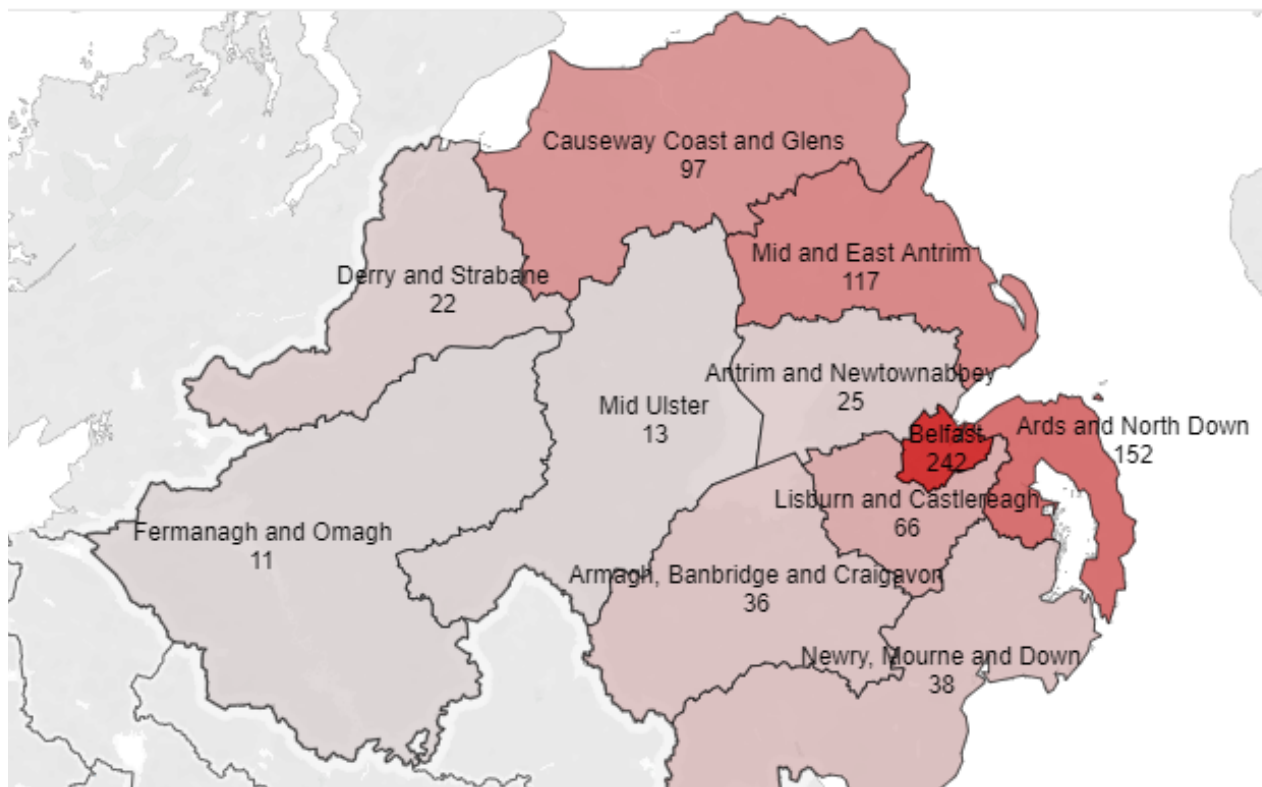
**70 minutes of self-learning** by 500+ learners on the online learning management system.

## Outcome 2: Businesses introducing new products to the market as a result of support

Whilst every business we approach is keen to innovate, they seek guidance on where to start. They are keener on innovating new processes to increase the sales of their current product line to meet the current cost of living and doing business. Upon that profitability, they are keen to innovate new product lines or service offerings.

Voice For Locals helped them introduce new processes to improve customer retention, upselling, cross-selling, cross-promoting & referral marketing to grow their profitability.

**819 businesses introduced new processes to the market to generate more interest in their current products/services.**



Map shows spread of businesses innovating by councils across NI.

About **50%** of businesses introduced new processes in their companies.

**79%** of women-led businesses **innovate** compared to 43% of men-led companies.

**Personal services, stores, food & beverages** emerged as pioneers in innovation.

**Belfast-based businesses** are more forthcoming to innovation.

**Retail Brick & Mortar** stores i.e mainly small, independent, high street retailers, are **open to exploring innovations** to drive traffic into stores and create competitive differentiation with online businesses.

# Contd.. Self declaration by businesses in Northern Ireland



”

Julie Brolly  
Cafe Piazza

Voice for Locals came as a boon just when we were in need



”

Simon Lennox  
Pavilion Home & Lifestyle

Voice for Locals helped small businesses level up in more ways than one



”

Tim McKane  
NI Business Facebook Group

The Voice for Locals directory is a huge support for the shop local culture of NI



4 Antrim Street  
BT28 1AU Lisburn  
02892100006



”

Thomas  
Deep Roots

We are truly excited to have collected all the genuine feedback from our customers



”

Cathy McLaverty  
St George's Market

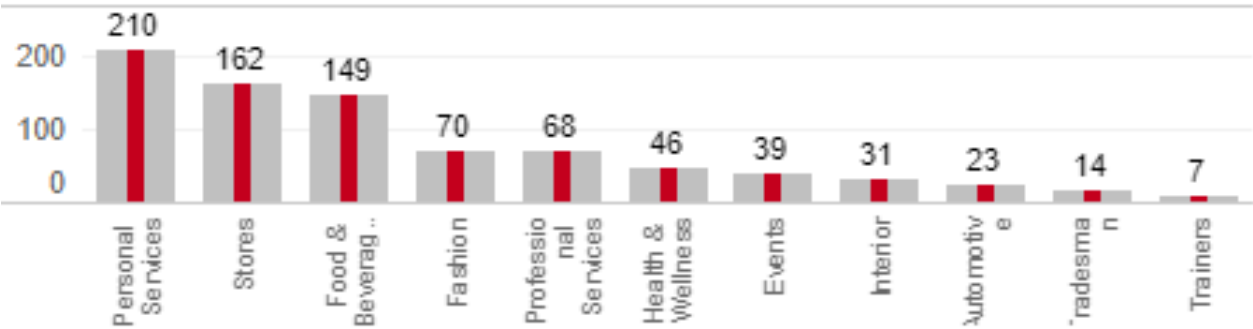
Voice for Locals has empowered 100s of our traders digitally and we look forward to more



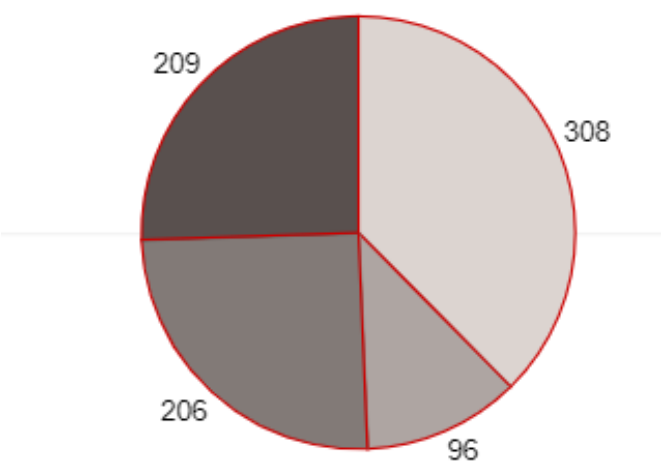
[Click here for PR article](#)

Contd.. more detail on evidence is provided below

## Innovation By Industry Type

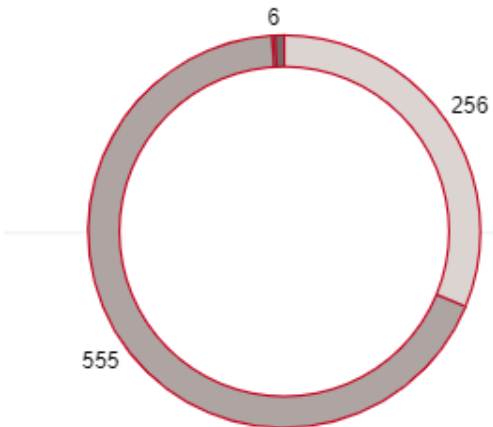


## Innovation By Vertical Type



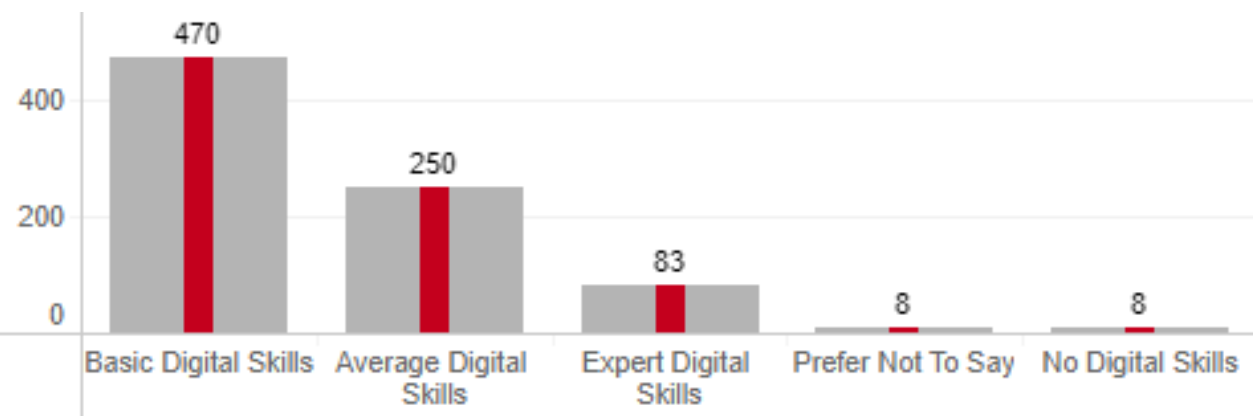
Vertical		
Retail Brick & Mortar		308
Service Online/On-site		209
Service Brick & Mortar		206
Retail Online		96
Grand Total		819

## Innovation By Gender



Gender		
Male		555
Female		256
Prefer Not To Say		6
Other		2
Grand Total		819

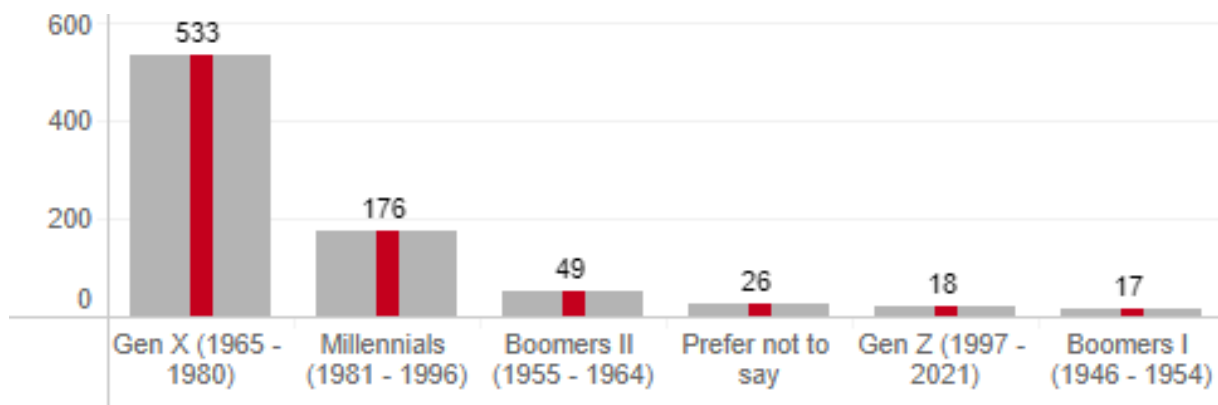
## Innovation By Digital Skill Level



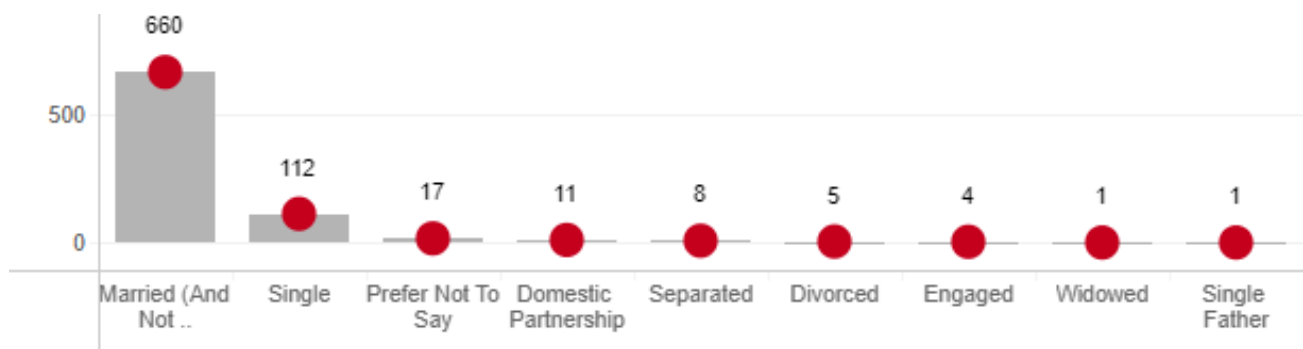


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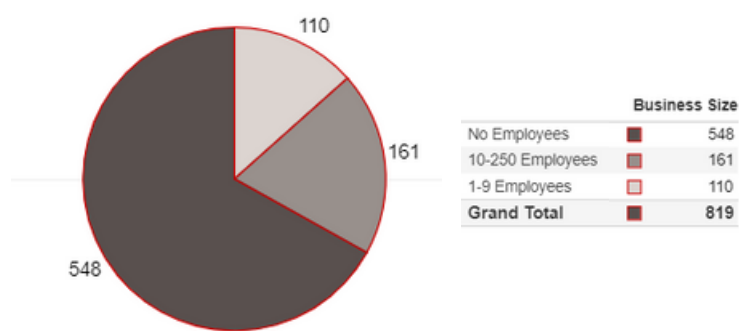
### Innovation By Age



### Innovation By Marital Status



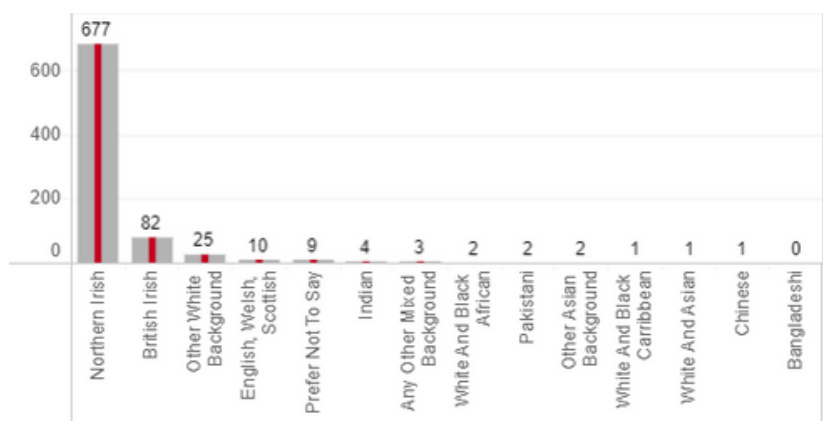
### Innovation By Business Size



### Innovation By Disability



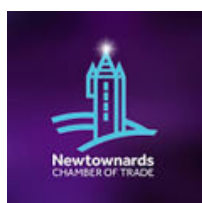
### Innovation By Ethnicity



## Outcome 3: Organisations engaged in knowledge transfer activity following support

Of the 20+ organisations engaged, about 10. organisations signed up for a collaboration or a partnership to use the insights collected by our project to help them make more data-driven policy advocates and interventions in their local economy. The collaborations were formalised in terms of a public press release and shared online via social media and as an email to all the members of the organisations. The members then engage with Voice For Locals directly to level up.

**“ 10+ organisations partnered/collaborated with us to level up their local businesses and build innovation plans.**



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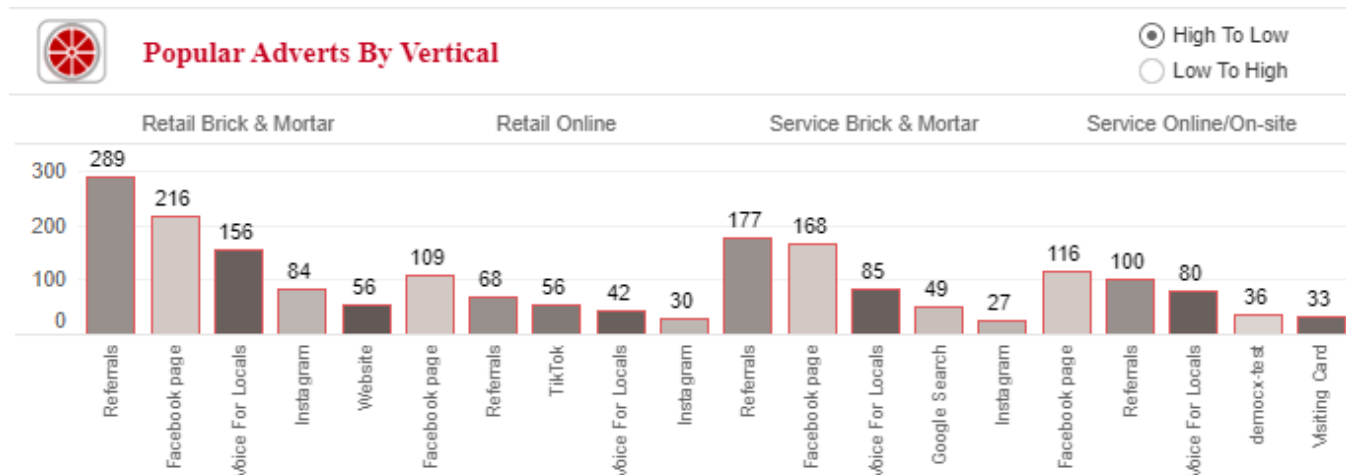


St George's Market

[Click here for PR article](#)

## Contd.. Knowledge Transferred To Organisations..

The data collected through our interventions around local customer experience, customer expectation, skill gap, skill demand, customer loyalty towards local businesses, reward and recognition ideas to accelerate shop local initiatives have been shared with the organisations that have partnered with us. Further, data with respect to advertisements that convert to revenue, rate of digital adoption, innovation, and skill development by age, gender, digital skill, ethnicity, marital status, disability, vertical and business type have also been shared with these organisations to plan the leveling up of their respective local economies in a better way.



**Word of mouth marketing (in person or through Facebook) is where businesses get most referrals from.**

**Popular advertisement for online businesses is Facebook & for Offline businesses, it is word of mouth.**

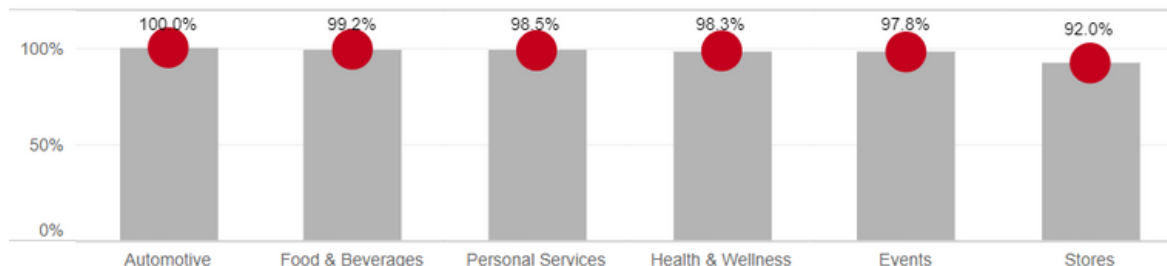
**Retail stores realise that they are struggling with repeat & referral business despite digital adoption.**

**Rewards, Finding a business online, Collecting Feedback & Loyalty Points are identified as key skill gaps.**



## Happiness Index By Business Category

● High To Low  
○ Low To High



Defining success was the key challenge. Success for the UK Government needed alignment with the measurable success as perceived by local businesses and local consumers. Local businesses valued interventions that directly increased their revenue & profitability. They were ready to upskill if the knowledge they gained could be put into driving profitability. They preferred courses that gave tools to implement their theoretical learning. Local consumers engaged better when they were rewarded for their engagement through discounts, vouchers, freebies or priority access.

Voice For Locals followed these success factors aligning the vision of the UK Government with the local businesses & consumers by creating an ecosystem where every stakeholder took away what they valued as success.

**Customer Experience:** Automotive, Personal Services, Food & Beverages are businesses with essential digital skills that levelled up their customer experience post-digital intervention.

**More than 50% of businesses that innovated are with basic or no digital skills. They now know their customers, their contact details and their customer satisfaction.**

**Retention:** About 50% of businesses are ready to adopt innovation to retain customers. Trainers, Tradesmen & Fashion have the best customer retention after the intervention.

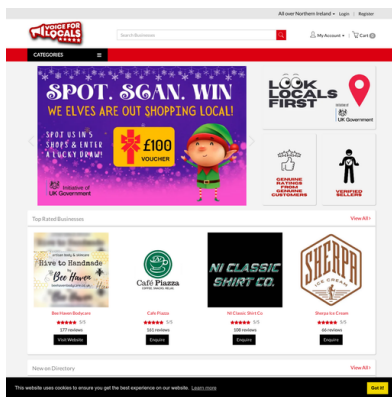
**Digital adopted readily to upskill:** Only 18% of those who want to adopt digital technologies wish to upskill themselves.

# Outcome 4: Innovation plans developed as a result of support

**A higher cost of living lowers consumer confidence to shop locally. As a result, micro & small businesses need 10X sales growth to meet their operational expenses & make profits for sustainability.**

Voice For Locals proudly presents the following innovation plans leveraging the existing investment made by the UK Community Renewal Fund to 10X the growth of the local economy in Northern Ireland. The primary focus is on increasing sales & revenue measured through actual sales & redemptions.

## Innovation Plan 1



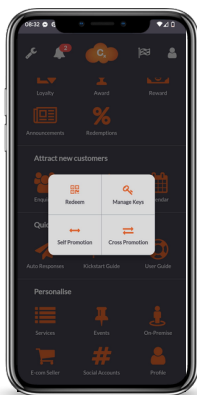
**e-Commerce For  
Micro & Small  
Businesses**

## Innovation Plan 2



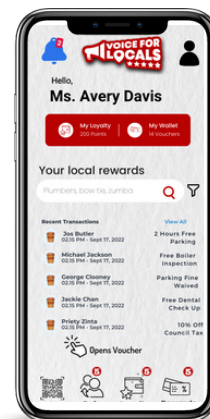
**Vending machine  
exclusively for products  
made in Northern Ireland**

## Innovation Plan 3



**Community selling by  
cross promotions  
within Micro & Small  
Businesses**

## Innovation Plan 4

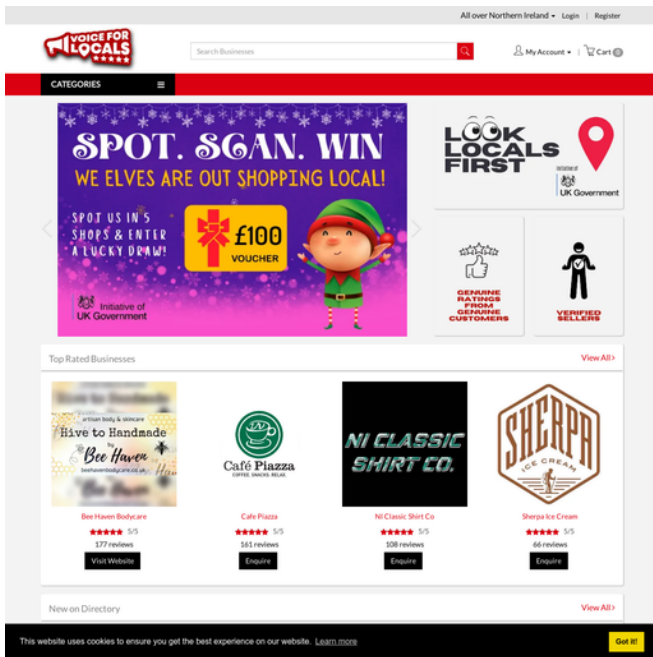


**Reduce cost of living  
through rewards for  
responsible citizens  
that drive the local  
economy**

# Innovation Plan 1

## Centralised e-Commerce For Micro & Small Businesses

Visit [www.voiceforlocals.shop](http://www.voiceforlocals.shop)



### How does it work?

- Products, Services, and Events from local businesses are listed on the portal.
- The portal is marketed to local consumers encouraging them to shop locally.
- Local consumers can now buy products, hire services & even book events with clicks from local sellers.

### What are the benefits for sellers?

- Fully managed e-Commerce i.e. listing, warehousing, stock management, delivery & fulfillment managed by Voice For Locals.
- No commission is charged from local businesses

### What are the benefits for buyers?

- Buy, book or hire in one place from rated locals. Saves time.
- Loyalty points are awarded for purchase, feedback, and social engagement.
- Rewards can be redeemed for loyalty points collected.
- Continuous engagement with local brands receiving valuable tips and festive discounts to continue shopping locally.

### Key Risks identified:

- Guaranteed availability of stock from small businesses to be sold online.

### Mitigation:

- Maintaining central warehouses stocking products from local businesses to avoid stock unavailability challenges.

Status : **LIVE**

**1500+ businesses across Northern Ireland selling products, services or events are already listed in a nationwide e-Commerce portal funded by the UK Community Renewal Fund.**

### Opportunity:

Sell more local products, services & events  
Online presence for the digitally excluded  
Drive online customers to retail stores  
Drive retail store customers to shop online  
In line with the 10X vision plan of DfE  
Expand sales to the rest of the UK  
Expand sales to Europe & globally too  
Cross-sell internationally



# Innovation Plan 2

## Centralised Nationwide Vending Machines



Status :

**IN PROGRESS**

**100+ Vending Machines installed across Northern Ireland selling products made locally to 10X the sales of local businesses.**

### **Locations Of Installation:**

Schools, Colleges, Govt. Office Buildings, Parliament, Railway Stations, Bus Stations, Airports, Tourism places, High Streets, and Malls.

### **Opportunity:**

Sell more local products, services & events.  
Retail presence for the digitally excluded  
In line with the 10X vision plan of DfE  
Expand sales to the rest of NI

### **How does it work?**

- Products from local businesses are filled in the vending machines.
- The vending machines will be distributed all over Northern Ireland.
- The vending machine locations will be marketed to local consumers encouraging them to shop locally.
- Local consumers can now buy products that they never knew were made & available locally.

### **What are the benefits for sellers?**

- Fully managed vending machines i.e. filling, warehousing, stock management, delivery & fulfillment managed by Voice For Locals.
- No commission is charged from local business

### **What are the benefits for buyers?**

- Buy from rated locals all over NI.
- Loyalty points are awarded for purchase, feedback, and social engagement.
- Rewards can be redeemed for loyalty points collected.
- Continuous engagement with local brands receiving valuable tips and festive discounts to continue shopping locally.

### **Key Risk 1**

- Low commitment on stock availability from small businesses

### **Mitigation:**

- Maintaining central warehouses stocking products from local businesses to avoid stock unavailability challenges.

### **Key Risk 2:**

- Vandalising vending machines

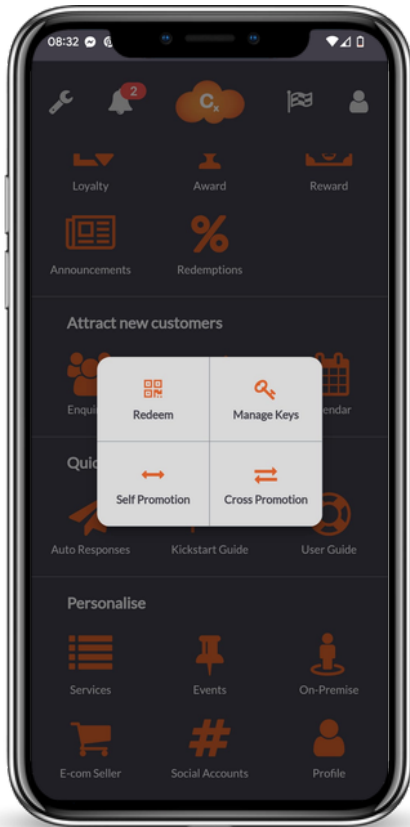
### **Mitigation**

- Insurance cover, machines in managed buildings with CCTV coverage.



# Innovation Plan 3

## Community Selling – Local Cross Promotions



Status :



**819 businesses can now start cross-promoting their products with other services or events on the high street.**

### Opportunity:

Nearly 100 new jobs will be created to recruit local business advisors to support their respective local economies.

### How does it work?

- Complementing local businesses can form a group and agree on a common redemption code.
- They exchange their offers and send them to their respective customers in clicks through the app given to them.
- Customers claim the rewards & businesses redeem with the agreed code.
- The cross-promotion sales are tracked for profitability.

### What are the benefits for sellers?

- Zero-cost customer acquisition
- Targeting most prospective customers
- Higher conversion due to trusted referral.
- Win-Win for all businesses involved
- Money stays with the local economy

### What are the benefits for buyers?

- Buy from rated trusted locals.
- Collect loyalty points for every purchase, feedback & social engagement.
- Rewards can be redeemed for loyalty points collected.
- Continuous engagement with local brands receiving useful tips and festive discounts to continue shopping locally.

### Key Risk 1

- Awareness of cross-promotions

### Mitigation:

- Spread the word through leaflets, posters, local word of mouth & through local business advisors.

### Key Risk 2:

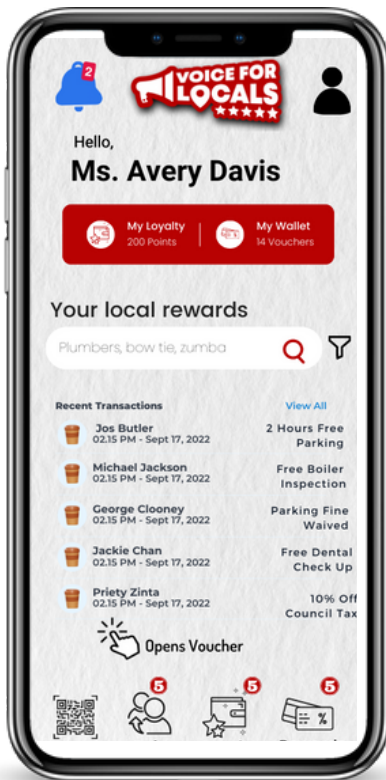
- Handholding rollout of cross-promotions

### Mitigation

- Regular cross-promotion clinics to be conducted by nominated local business advisors

# Innovation Plan 4

## Rewards for responsible citizens that drive local economy



Status :  Design Stage

Increasing consumer confidence when they shop local by offering them rewards that directly reduce their cost of living.

### Opportunity:

A win-win ecosystem for all sizes of businesses & consumers to get benefitted that grows the local and national economy.

### How does it work?

- A new app will be developed for local consumers to download.
- They can shop local, collect loyalty points, rewards, redemptions & more in simple clicks.
- Offers & notifications can be sent to them directly by local businesses, government, utility companies, parking companies etc.

### What are the benefits for sellers?

- Unlimited leads, no commissions
- Genuine ratings & reviews
- Loyal customers that repeat business
- Rewards & referrals to get new customers

### What are the benefits for buyers?

- Reduce the cost of living
- Thinking local made simple
- Shop in confidence from rated locals
- Get personalised local deals

### Key Risk 1

- Awareness of rewards for responsible citizenship

### Mitigation:

- Spread the word through PR, radio, television, outdoor ads, council websites, leaflets, posters, local word of mouth & through local business advisors.

### Key Risk 2:

- **Creating a partner list**

### Mitigation

- It is recruiting a new partnership management team in Northern Ireland to create location-specific partners and meaningful rewards that directly reduce the cost of living.

**Together we can.  
Together we should.  
Voice For Locals  
For the 10X Vision.**

## **Acknowledgements**

We thank all the councils, chambers, BIDs and organisations like Retail NI, Further Education Colleges, St George's market, Ulster Chemist Association, NIB Facebook Group, Women In Enterprise, Sonya Cassidy PR for their support & collaboration in achieving the results of the Voice For Locals initiative.

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