

Register
your
business for
FREE



Locally

UK

Whatever you're looking for, find it locally...

Locally UK © 2020

Proud sponsors of



What is Locally UK?



A unique online marketplace for small independent businesses. We combine local business on a single trading platform, adding convenience and increased access for the community.

Locally UK enables your local business to trade successfully online, and get the exposure you deserve.

Featured on



Exposure



Our website receives:

(Every 30 days)



72,000
page views



14,106
online sessions



4m 9s
session duration

Our businesses receive:

(Average statistics from 3 local businesses, January-March 2020)



6,503
store visits



183
orders



632
items sold



£6,451
sales

The problem



Small independent businesses often struggle with online presence, and are unable to match the variety and convenience offered by large enterprises.

Websites and online sales can be expensive and require a certain skill set. Small businesses often have limited ability to offer fast and effective means of supply.

3 in 4
Independent
business owners
struggle to get
online visibility

High street
visitors drop
10%
in 7 years

UK Retail loses
106k
jobs in 2019

8,000
store closures
Nationwide
in 2019

Vacant stores at
highest levels since
2015

The problem (Continued)



Views of the Consumer

- Shopping locally is often presumed expensive
- Time and access restraints on visiting small businesses
- The inability to acquire everything in one place
- No/infrequent method of delivery
- Inability to purchase online
- Unaware of local offerings

Views of Small Business Owners

- Difficulty in building a website
- Costs of selling online
- Unable to maximise exposure with SEO
- Inability to offer/manage delivery
- Large online enterprises hinder growth
- Expense of showcasing businesses locally

The solution



An online marketplace to enable small independent businesses, from any sector, to trade and advertise on a single platform.

Locally UK offers small business owners a fast and effective route to online sales, exposure and much more:

- Connect local businesses to their community
- Provide a cost effective e-commerce solution
- Offer 24/7 support for all businesses
- Allow businesses to easily load profiles and content
- Enable and manage logistics for delivery
- Use wholesale B2B purchasing options
- Equip Service Providers with an online booking calendar
- Encourage purchases and bookings from multiple businesses
- Add convenience and accessibility for the consumer



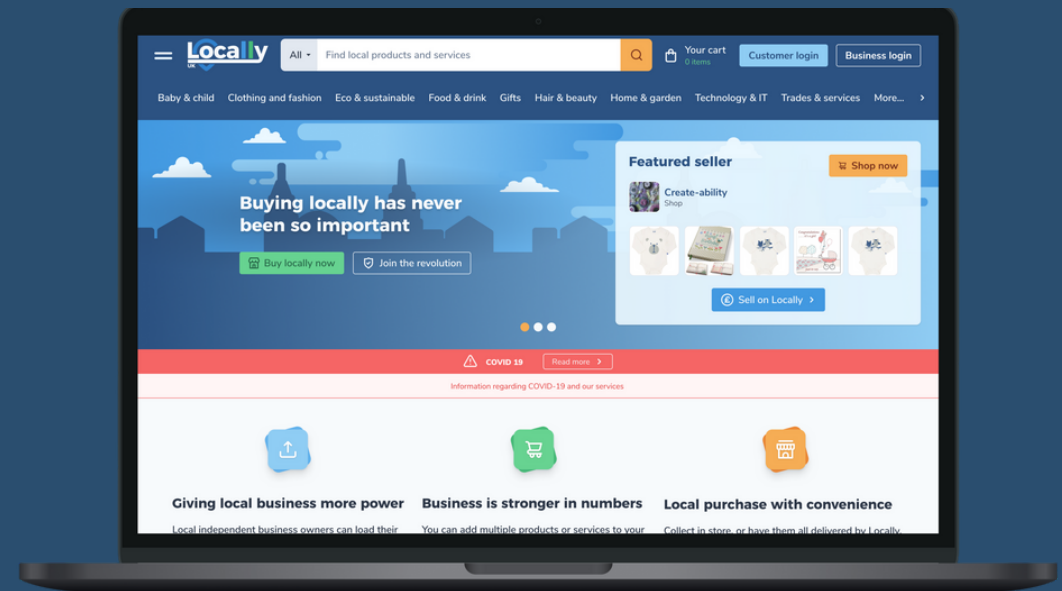
The website



Adaptive. Intuitive. Flexible.

A "Multi-Vendor" platform designed to engage the consumer with their local businesses.

Our platform enables customers to buy goods or services from multiple local businesses, in one simple transaction, for collection or delivery.



The website (Continued)



- Buy from multiple businesses in one simple transaction
- No e-commerce or online experience required
- Online booking service with integrated calendar
- Simple user interface
- Immediate access to online sales
- Delivery can be managed by us
- Quick and simple set up



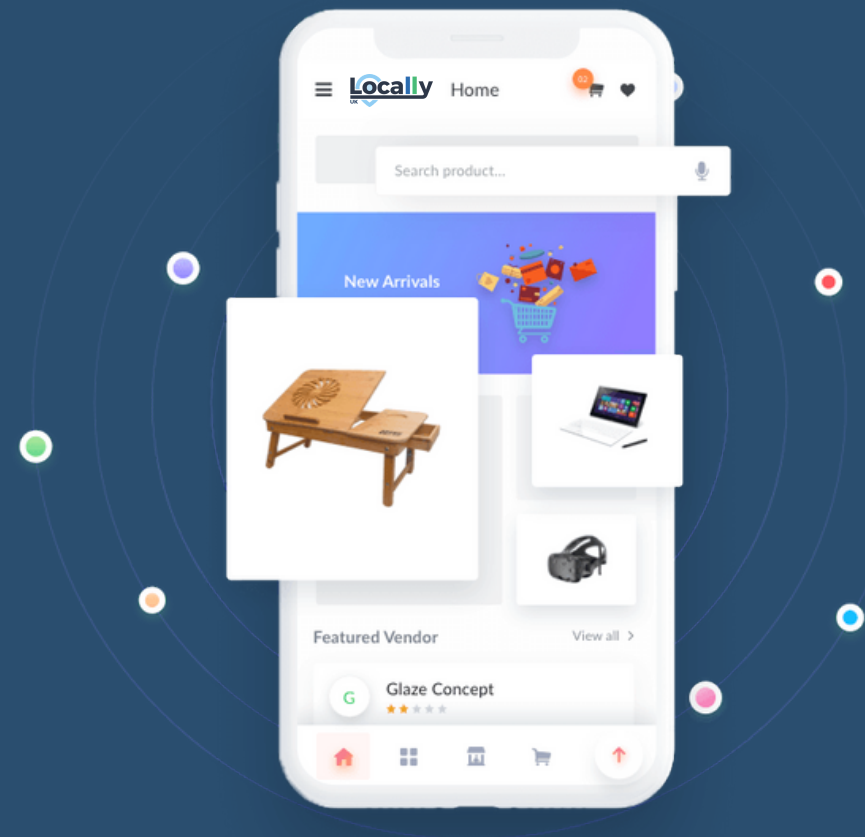
The app



A unique platform requires a unique app. We are launching the Locally UK app, to further streamline the connection of local businesses to their community.

This enables every user the benefit of featuring their business on the app, and creates an extended online community.

- 90% of mobile usage is spent on apps
- 53% of all online purchases are made on apps
- Conversion rates are **3x more** in mobile apps, than on mobile sites



The platform



Over 36% of the web runs on WordPress. WordPress.com is home to everyone from brand new bloggers and entrepreneurs, to major brands like TIME, TED, and Spotify.



Test, learn, adapt.

Security and hosting



Real-time IP Blacklist

Blocks all requests from IP addresses that are actively attacking WordPress sites protected by Wordfence. Improves protection while improving site performance.

Real-time Firewall Rule Updates

The Wordfence firewall leverages firewall rules to identify and block malicious traffic to our website, protecting you from the latest WordPress attacks and security vulnerabilities.

Real-time Malware Signature Updates

The Wordfence security scanner and firewall rely on thousands of malware signatures to help identify malware on our website and to block malicious uploads.

Hosting

Hosting includes a powerful dedicated setup, account manager, 24/7 10 minute industry leading SLA, pro-active security, monitoring and PCI compliance.



Managed updates



Security monitoring



24/7 engineer support



Multiple daily updates



Revisions, tasks & fixes



Performance optimisation

Payment processing



Stripe: On a mission to increase the GDP of the internet

Stripe is a technology company that builds economic infrastructure for the internet. Businesses of every size — from new start-ups to public companies — use Stripe's software to accept payments and manage their businesses online.

From startups to the world's largest companies:

amazon

Google



shopify

Uber

DiDi

deliveroo

Grab

slack

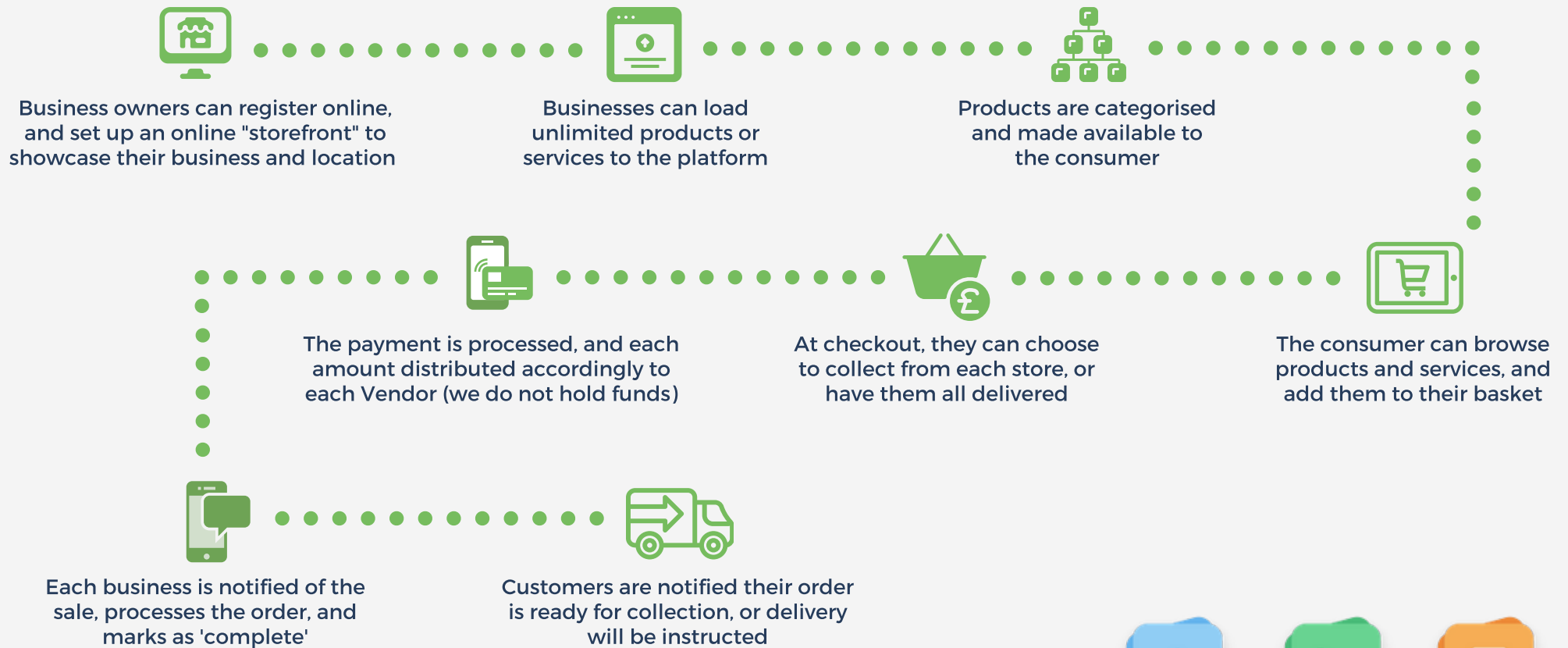
Microsoft

Booking.com

Zillow



How it works



Delivery

Many small businesses are restricted by the costs and logistics of offering delivery. With our help, we enable them to deliver their goods to customers far and wide, at minimal expense to the business.

Each order enables the vendor to offer a delivery service, which can be managed and processed by us. All we ask is that the items are packaged accordingly and labelled clearly.

When a customer buys from multiple businesses, they can choose a method of shipping from each Vendor, and will be charged accordingly.



Benefit for small businesses



Locally UK was created to give small independent businesses the exposure and accessibility they deserve.

- Showcase your business, with over **70,000** page views each month
- Immediate route to online sales
- Simple, streamlined order processing
- Online bookings with integrated calendar
- Access to Local and Nationwide delivery service
- No online experience required
- Free to join
- Assisted order management and customer liaison
- 24/7 support
- Full store performance and data analysis



Everyone's included

Our platform helps to connect all small businesses from a variety of sectors.

By including an integrated booking calendar, we enable Tradespeople and Service Providers to offset their schedule management.

Not only does this increase otherwise vacant website traffic, it further enhances our platform as the "Hub" of the community.

Our software can be utilised for order processing and management, contact free ordering, ticket sales and so much more. We aim to support all small businesses.



More than just a "website"

Not only does Locally UK enable local businesses to trade in unison, it also creates an online extension of the community.

Local Schools, Nurseries and Charities can advertise for free, and process ticketed events with no commission. Local event organisers can use our platform to advertise upcoming events. Future developments will include a 'local news' section to include key information for the area and enable a local 'blog'.

This is not just a website, this is e-commerce that enhances communities.



Social responsibility



There are numerous benefits of simply "shopping local".

Reduced Carbon Footprint being a key factor. Items from local producers, rather than flown from across the seas.

Our Villages, Towns and Cities have always thrived on the **diversity and uniqueness** of small independent businesses. This could be replaced with empty stores and a very "beige" high street if the natural online progression doesn't include these businesses.

Our platform wasn't set up on a whim, or to solve a short term problem. It was created to enable diverse, small businesses a way to "fight back". We call it the **#shoppingrevolution**.

We find ourselves at a critical point, where habits and purchases made now will decide the future of our high streets, and the businesses available to people.



The pilot



Test

Locally UK launched as "The Big Small Shop" with a pilot scheme in Wallingford, Oxfordshire. The Town epitomised the struggling small business culture. It was an ideal setting to prove the business philosophy, and to test the mechanics of the website before scaling the model.

Learn

We listen. By listening to small business owners during the pilot scheme, we were able to collect valuable insight from businesses and users alike. This enabled us to identify any changes required.

Adapt

We have made continual improvements to the website, in line with the data received in our pilot scheme. This has lent itself to improved user experience, for both business owners and the consumer. This is what motivated us to launch the app, to streamline online purchases, benefiting all parties.



Stats from the pilot



246

orders processed

£10,000 in
direct sales



£15,000 of in-direct sales
from quotations



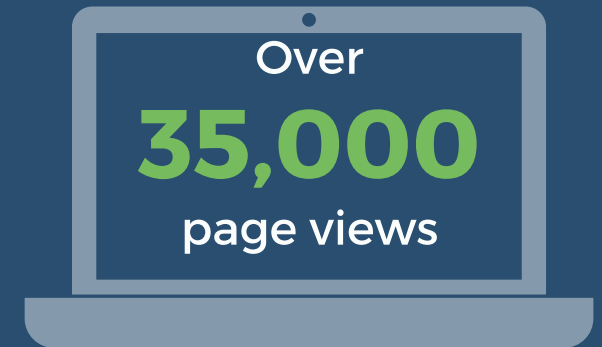
£3,000

in charitable
donations and
local events



112

local
deliveries



Over

35,000

page views



76

vendors receiving
sales or increased
exposure

Stats to date

September 2020



3,007

orders processed

Over **£54,000**
in direct sales



from bookings and quotations

£48,000



local deliveries to
the vulnerable

Approach to COVID-19



We enable safe, secure and contact free supply from small businesses to those in need. Increased business presence and offerings on the website will improve the user experience, and maintain the crucial supply of goods to all.

The fact that our business was launched before the outbreak, shows its sustainability for the future. We can make meaningful connections between businesses and consumers, and also have a wholesale option for B2B transactions. This will enable local businesses to also support one another not only now, but as restrictions are lifted.

In these unprecedented times, we have seen an immediate unity of communities. Small businesses have proven their worth, demonstrated robust supply chains due to great working relationships, and shown their ability to adapt. Shopping habits have changed, and for the better. Let's embrace that!

Together, we are stronger

Case study



We first found out about The Big Small Shop as they were preparing for their pilot scheme in Wallingford. We always wanted to break into the online market, but knew we couldn't compete with the big online enterprises so it made us nervous.

The Big Small Shop offered a unique approach, combining us with other local businesses to help us reach more customers locally.

We decided to join them for their trial period and it was evident from the offset we had made the right decision. Not only were we selling produce online, but the support with the delivery (which we had no time to manage ourselves) as well as the guidance for processing orders was incredible. We couldn't be more thankful.

We immediately opened discussions regarding Christmas, as we had previously used standard email forms to take orders on our website. The Big Small Shop enabled us to load our Christmas stock, and start taking orders online. It streamlined our process and made a very busy time more manageable. The payment processing obviously helped with our cash flow as orders were paid for in advance. We were also able to offer delivery.

The result - our best and most profitable Christmas to date.

We really can't thank Darren and all the team enough. Their effort to support our business, from online exposure through to delivery is truly admirable.

The Big Small Shop - thank you!



3,762
store visits



172
orders



331
items sold



Simple and transparent pricing



7% + 20p

per transaction

(includes payment processing)

- ✓ No monthly fee
- ✓ No additional charges
- ✓ No sale. No fee

Free to join and list with
Locally UK

List as many products or
services as you like, and only
pay when you make a sale

Set-up fees

Self set-up (Free)

Local businesses can load a storefront and list unlimited products or services for free using our online tutorials and 24/7 support.

Assisted set-up (£99)

Our team will load a full store and 25 products for any business, enabling a fast route to trading, with no experience necessary.

Cost effective advertising



£10
per month

- ✓ Visible Storefront
- ✓ Up to 10 listings
- ✓ Online Booking facility

Fully visible advertising
option.

Unique advertising allows you
to connect with customers,
but process transactions
externally

Enhanced Advertising

Featured Business (£50pm)

Have your business logo and link displayed on our Homepage, and across multiple pages on the site. Feature at the top of our store list.

Category Advertising (£30pm)

If your business specialises in a certain category, display your logo and link at the top of our chosen category page.

Testimonials



” As a self-employed Gardener, taking time out from earnings to book in future jobs was difficult. Now I take bookings 24/7 using my online calendar.

DJA Garden Maintenance

” Being a new brand, we understood the vision, but didn't think people were that invested in supporting local business. How wrong were we!

The New Driveway Company, Abingdon

” With very little online experience, Locally UK gave us the confidence to start trading online. We really feel like part of the community!

D'Oyleys Farm, Stadhampton

” Being an independent Sports Store with reducing footfall, we knew we needed to adapt. Locally UK gave us the perfect opportunity to showcase our products, and create new “virtual” footfall. Fantastic value too.

Sportswize, Wallingford

” Any small business, I cannot recommend Locally UK enough. If you are struggling, this is a great way to gain local exposure, and start selling again.

Winterbrook Garden Nurseries, Brightwell

” Locally UK really helped us to increase our online presence and sales, at far less cost than our own website. We now deliver Nationwide.

The Keep, Wallingford

Thank you



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