



Campaign ideas

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- the most extensive environmental network in the world, with almost one million supporters across five continents and over 60 national organisations worldwide
- a unique network of campaigning local groups, working in over 200 communities throughout England, Wales and Northern Ireland
- dependent on individuals for over 90 per cent of its income.

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What can local groups do? Campaign Ideas

Timing your local campaign

The timing for your campaign is flexible – but ideally we'd like to see campaigns running all over the country during spring and summer 2006 and beyond. If you want to highlight issues about local sourcing though you may want to wait until there is more UK produce in season in the late summer or autumn.

Please try to avoid holding any events or launching your campaign on 1 June as this is when the Federation of Wholesale Distributors will be running their annual 'My Shop is your shop' day. If you are planning to do anything in May be aware that some shopkeepers will already be involved in this campaign – talk to them about how you can ensure the two events reinforce each other and don't clash in terms of getting media coverage.

First steps

- Look through the campaign ideas below and get planning your campaign – if you don't have much time check out the 'If you only do one thing' idea below
- Check who your local allies may be – these could include people that you don't normally work with such as the Chamber of Commerce or Town Centre Managers (see list at the end of this section for ideas)
- Check what's already happening in your area – there may already be a similar campaign so it would make sense to join forces rather than compete with each other
- Check out your local shops and decide which area to run the campaign in e.g. you may want to focus on a particular town centre or a great street of neighbourhood shops competing with a nearby supermarket
- Order our exciting new leaflets and posters (see below for how to order these)
- Approach your local media at an early stage – they may even want to be involved in the campaign

If you only do one thing...do this

Order our great new poster and leaflets which urge people to '**Shop Local First**' – the leaflets have a space for you to add your local group's details. Ask local shops and market stalls to display the poster and put some leaflets in their shops. Ask other public places to take the leaflets e.g. libraries, tourist information offices, and community centres.

We'd like to see these materials getting into all kinds of independent shops. Our main focus is on food but if you've got a great local bookshop or hardware shop or even a café please include them if they are interested.

We want to promote independent shops rather than big corporations – but some local shops may be part of a local or regional chain – we think its fine to include these but this is about your local area so the judgement on this has to be down to each local group (for help on understanding when an independent shop is independent see the background information in



this pack). Don't forget to include street markets and farmers markets if you have them. Even if you live in a city you can promote independent shops in the city centre. Or you may prefer to focus on promoting neighbourhood shops in residential areas – either parades of shops in district centres or traditional corner stores in residential areas. If you live in a rural area you may choose to promote shops in a market town or focus on village shops which may be threatened by people driving to the nearest supermarket.

Don't forget to send a **press release** to your local media telling them why you are urging shoppers to support their local shops. There is a draft version for you to adapt in this pack and you can download it from the Community Website at http://community@foe.co.uk/campaigns/real_food/supermarkets/index.html. Let your local media know well in advance about the campaign because they may want to get involved (see below) in a bigger way.

You could also write to the editor of your local paper to try to spark a debate about the value of local shops and the threat posed by the big supermarkets (For more tips on getting the most local media coverage see below).

Want to do more?

If you want to draw more attention to what you are doing you could consider any of the following ideas. Some of these could be part of a 'one off' campaign in 2006 but many of these ideas could form an ongoing 'Shop Local First' campaign.

1) Campaign Stall – You could set up a stall in the High Street/town centre or somewhere inside like your local library to:

- display the posters and give out the leaflets
- talk to shoppers about the value of local independent shops
- list local independent shops to show that there is a valid alternative to the big supermarkets and chain stores
- If you've carried out a survey (see below) this would be another way to get the results to local people

You may think that by setting up in the high street you are preaching to the converted but there may be shoppers who are only occasional visitors to their local shops or may be in town for another reason. You may feel that it would be even more effective to set up your stall outside a supermarket so that you are potentially reaching people that don't already use the local shops. If you do this make sure your stall isn't on supermarket owned land – or they can legitimately throw you off – so set up on the pavement rather than the car park.

Think about how to entice people to your stall. When Darlington Friends of the Earth set up a display on the Big Ask Climate Change campaign at Darlington Library they publicised it in the press and around town beforehand and visitors to the library were given tea and coffee as well as leaflets and postcards to find out more and take action. You could think about setting up a display featuring local shops or even have a map available to prompt people to think about the journey to their nearest shops compared to the trip to the supermarket – it may help to get them thinking that shopping locally would be a more pleasant experience.

2) Carry out a survey to show why shopping local is better

Local surveys always go down well with the media as well as providing valuable information on why people should Shop Local First.

A. Compare **prices** of fresh seasonal food in your local shops and street markets and big supermarkets in the run up to launching the campaign. Several surveys have found that whilst processed foods are cheaper in the supermarkets, fresh fruit and vegetables are not. Our own apple sourcing survey in 2003, carried out by local groups, found that apples were cheaper in greengrocers and markets (including farmers' markets) than in Tesco and that street markets beat Asda on price (see background information for more details).

B. Carry out a **sourcing** survey to show that there is more British/local food in local shops and street markets. For several years our apple surveys have shown that there were more British apples in greengrocers and at market stalls than in the big supermarkets (see background information for more details). In 2005 only about a third of apples in supermarkets were from the UK compared to nearly half in local greengrocers (if you took part in the apple survey in 2005 you could use your own local results). But be aware that if you are doing this in Spring there will be less British produce around in all the shops simply because there is less in season.

C. Carry out a survey of **jobs** in local shops compared to a nearby big supermarket. Try to match the retail sales floorspace of the supermarket with several local shops e.g. greengrocer, baker, butcher, (include non-food shops if the supermarket sells non-food goods e.g. books, CDs, clothes) and compare the number of jobs provided by each. Make sure you find out whether the jobs are full time or part time and add all the part time jobs up to "full time equivalent".

D. If members of your group are happy interviewing people in the street you could carry out a **shopper survey** – find out what people value about their local shops and markets and how they would feel if they closed down. This could show that people don't want to lose their local shops as well as how often they use them, which are their favourite shops and why they value them – all this would be great material for a feature in your local paper. In Middleton Tyas in Yorkshire a survey of local residents got so much support for a local shop a new shop was funded and opened (see case studies)!

3) Start up a local shop promotion scheme

You could link up with local shops and other interested groups (see ideas below for who to contact) to run a '**Shop Local Day**' or '**Shop Local Week**'.

A promotion day or week could focus on highlighting the special services provided by local shops for example it could involve **tastings** of special products (whether its traditional local cheeses, homemade samosas, or bizarre eastern European biscuits). You may want to think of a creative way of launching the promotion. It's worth taking a look at the case study of Utah where the campaign got off to a great start with a big **launch** event (but don't be daunted – a launch can work at lower key level too!) In Birmingham 59 balloons were released, one for each of the participating shops and each containing a shopping voucher (see case studies). Discounts or **vouchers** can really help to attract shoppers. But at this



stage unless you've already got a good relationship with local traders it's probably best not to suggest to them directly that they should run discounts – for us it's an important campaign but to them it's their livelihoods and they may not appreciate a Friends of the Earth member telling them to cut their prices or give something away!. You could add a seasonal twist to your campaign (see Christmas promotions in the Case Studies). The Caerphilly Independent Retail Partnership links local shop promotions with **events** being run by the council such as their flower festival.

If the traders are interested in doing something like this **make sure you tell the local media well in advance** so that they can promote it to local people. Local papers are often keen to run features and promotions about local shops and some even support shop local campaigns – so try to get them on board. Radio Suffolk were involved in running a **local shop competition** - there were over 100 nominations from all over Suffolk and the competition highlighted many of the special services that local shops provide including dog walking for their customers!

4) Change shopping habits with a loyalty scheme

If you want to run a longer term campaign you could consider a loyalty scheme which involves discounts. Loyalty schemes where shoppers get a discount for shopping regularly at independent shops can provide a good incentive for people to change their shopping habits as well as raising awareness about local shops via the media and window posters/stickers. But this may be something that needs time to build up to – traders may be wary of talking about discount schemes with Friends of the Earth before you've built up a relationship with them. It will also take time to set up such a scheme. If traders are not happy with offering discounts you could suggest handing out cards with a thank you and a positive message about shopping locally – this could thank shoppers for supporting local jobs for example.

You could work directly with local traders but you may want to think about working with your local chamber of commerce and/or the council if they are supportive. There may be an existing network of local traders facilitated by the chamber of commerce and they may prefer to be contacted this way. The chamber of commerce of the council may also be prepared to provide funding for extra materials such as window stickers for participating shops or shopping bags with the campaign logo – although don't despair if they won't – you may be able to get some money through the local groups support fund (see below for details). The Forest of Dean loyalty scheme (see case studies) is co-ordinated by the council with local shops, and in Brentwood the Town Centre Manager rolled out a loyalty card scheme. For inspiration take a look at the Gran Centre Granollers case study – where a customer loyalty scheme has now got 15,000 users! It may be that your role in such a scheme will be mainly focussed on promotion – consider whether other groups like the WI may want to get involved too.

5) Produce a directory or map of local shops

You could produce a directory of local shops telling shoppers what's special about them. Many local groups have already produced **local food guides** e.g. Leeds Friends of the Earth produced a booklet, Real Food in Leeds, which tells you where you can get organic and fair trade food in Leeds, in cafes, shops, farms and veggie boxes, and where to get advice on growing your own. This has been widely distributed free, and a copy can be

downloaded on their website <http://www.leedsfoe.demon.co.uk/>. You could produce something similar to this including a wider range of shops such as greengrocers and bakers – this could be a next step after you’ve carried out a survey of British and local sourcing in local shops. And why not personalise it with a few quotes from local people – these could be local group members. It helps to make shopping local sound more enticing.

Include descriptions of your shops or high street to make them sound more enticing...here’s some Friends of the Earth staff enthusing about their local shops...

The Bondgate Bakery is an absolutely fantastic bakery selling fresh bread and cakes (try their Yorkshire Curd tart) - they won the Radio 4 Food Programme Award last year and it is a thriving locally owned business. However, there are proposals for a Sainsbury's supermarket to be built about 50 yards away from the shop which would certainly detract from the shop's custom, potentially critically”.

Streatham High Road in South London boasts a Polish shop with lots of imported sausages, liqueurs, cakes chocolates etc, a French baker that specialises in birthday and wedding cakes and French pastries, a Kurdish shop with fresh Middle Eastern bread and cakes as well as olives, cheeses and more Turkish delight than I knew existed.

The York Beer & Wine Shop stocks a huge range of different types of ale from Yorkshire. It also stocks a huge range of cheeses, many of them from Yorkshire & the staff is very knowledgeable about what they're like. They stock wine from little-known vineyards, many organic types too.

I would like to nominate a fantastic local Portuguese shop (in Cardiff) - they make their own breads, have lovely Portuguese cheeses, wines and olives. They also have GM free soya milk etc and are willing to listen to what you want as a customer

We've got a great shop called Maumoniats International Supermarket (Leeds) - it sells pretty much every international food you can think of, stays open late, 7 days a week, but also has all the essentials like toilet roll and teabags. It's great to know that if you desperately need stuffed vine leaves, fresh ginger, organic soya milk and bizarre eastern European biscuits at 9pm, you can get em!

You could also consider providing a **map** instead of a directory – this has been done in Old Trafford, Manchester featured in the case studies. You could also consider setting up a **website** to tell people about local shops in your area– think about who may be interested in helping with this such as the Women’s Institute. Also consider who can help you to promote it e.g. by linking from other sites such as the tourist information board or local council.

6. Get local policies in place to support local shops

Local shops also need supportive planning policies. It’s a crucial time for local planning policies as planning authorities are being required to draw up new local planning documents which will shape development in their area for the next few years. We want local authorities to introduce a retail floorspace cap to restrict the size of new retail developments and to put in place pro-active policies to encourage smaller independent shops.



In **England** local authorities are producing **Local Development Frameworks**. They should be doing this by summer 2006 - if your local authority has been quick off the mark and you've already missed the crucial time for getting involved don't despair – the plans will be reviewed annually so put this in your campaign diary for next year! Friends of the Earth has written to local authorities in England urging them to adopt policies that support a diverse retail provision and restrain new supermarket development but campaigning directly at the local level will be more effective.

We have produced a briefing which explains how you can get involved in this process to influence retail policies in your area (see further reading list in background information for details).

In **Wales** local authorities are producing new plans called **Local Development Plans** and so far 9 out of 22 local planning authorities in Wales have transferred to the new system. We have produced a briefing about Planning and Retail Development in Wales but it's also worth looking at the briefing on Local Development Frameworks to get ideas for the sort of policies we want to see including in local plans (see further reading list in background information for details of these).

In **Northern Ireland** planning is currently the responsibility of the Planning Service (an agency of the Department of Environment) but new local authorities will take on planning functions in 2009. Until then Area plans are being drawn up by the Planning Service and you will need to contact them via a Divisional Office. You can find out where your area plan has got to at: http://www.planningni.gov.uk/AreaPlans_Policy/Plans/Planshome.htm

We'd like to see policies in Area Plans which restrict major new out of town and edge of town supermarket development - including a floorspace cap for new stores. But we also want policies which proactively support existing and new local shops.

To get some ideas for wording particularly for the floorspace cap have a look at the briefing on retail policies in Local Development Plans. And for more information about the planning system in Northern Ireland take a look at the new briefing 'Planning for the 'Environment in Northern Ireland' (for details on both see further reading list in background information).

If you are based in a market town in England it is worth contacting the **Regional Development Agency** which is now responsible for **Market Town Initiatives**. These initiatives were set up partly in recognition of the importance of market towns in sustaining the wider rural community including their role in selling local food. So it's worth making sure that the RDA is committed to supporting existing local shops which are crucial to the character of market towns but also that they are offering support to new innovative retail outlets e.g. dedicated to selling local food from the surrounding countryside. In the Forest of Dean 'First Stop Local Shop' aims to provide a range of measures to support the retailers in the four market towns; Cinderford, Newent, Coleford & Lydney (see case studies). In Bridport the **Countryside Agency** focussed on local food as a way of reviving this market town as a 'beacon town' project (see case studies).

For information on other market town projects including Wales and Northern Ireland you could contact Action for Market Towns <http://www.towns.org.uk/index.php> although you have to be a member to access all the information.

7) Home Town or Clone Town?

The New Economics Foundation (NEF) has produced a survey which you can use to assess whether your town is a 'Home Town' with plenty of thriving independent shops or a 'Clone Town' where the bland chain stores are predominant. You could carry out the NEF survey and use the results to kick off your campaign. For example, if you live in a "Home Town" the communication of your campaign could focus on keeping it that way but if you find you are in a "Clone Town" your campaign could be focussed on protecting the surviving independent shops plus being the start of action to reverse that trend – for example you may want to use your survey to help convince the council of the need for local planning policies or grant schemes that will encourage new independent retailers instead of yet more chain stores. Liverpool Friends of the Earth are using their clone town survey to urge the council to do more to protect and support small independent retailers in the City Centre.

Some councils may be prepared to offer **grants** to help set up new independent stores to reverse the clone town trend. In Coventry city centre 8 new independent shops opened as a result of a scheme involving Coventry City Council, Government Office West Midlands, Coventry and Warwickshire Business Link and CVOne which offered rent discounts and capital grants.

The New Economics Foundation has also developed tools to help people survey and strengthen their local economies. **Plugging the Leaks** explores how money enters an area, how it leaks out, and what action will plug those leaks.

<http://www.pluggingtheleaks.org/>

8) Already fighting a battle against a proposed new supermarket?

You probably have your hands full already but if you have willing volunteers or any time on your hands tying in any of the above actions with your campaign against the new supermarket could really help get public support and raise awareness about what the local community is set to lose if the supermarket gets built. Research shows that people are more likely to support their local shops if they think they are under threat (see Introduction).

Of course we hope you win the battle but in case you don't then it may be even more important to support your local shops when the new supermarket opens – to try to keep shopper's loyalty – you could consider combining support for local shops with a boycott of the new supermarket.

Potential Allies & key people to contact

Local authority

It's worth contacting your local council for several reasons. First of all you should find out whether they are already doing anything to promote or support local shops and if not, whether they would consider supporting a Shop Local First initiative. If you don't have much time available you may want to concentrate your efforts on persuading them to set up a scheme supporting local shops rather than try to run it yourselves – in the Forest of Dean for example the council runs a 'First Stop Local Shop' campaign (see case studies). You may also want to contact your local authority about planning policies to support local shops.



Chamber of Commerce

At the national level we may not find much in common with the British Chambers of Commerce, although during the parliamentary inquiry into small shops they did acknowledge the importance of local sourcing. But at the local level your Chamber of Commerce may be involved in initiatives to support local businesses including retailers so it's worth getting in touch with them. Many local shops will be members of their local Chamber of Commerce so they are useful contacts. And if they are not already supporting local shops they should be – so try to get them on board.

Town Centre Managers

Town Centre Managers are usually based at the council. Some of these are already pretty committed to promoting local shops recognising that they are essential for the local economy and the attractiveness of the town. We have been sent details of some great initiatives initiated or run by town centre managers including loyalty schemes, promotional events and materials. Other town centre managers have specifically asked for details of Shop Local First and said they'd like to be involved. However some are less enlightened e.g. we found one Town Centre manager website welcoming a Tesco development! If yours seems uninterested at first they may get more inspired when they see what is happening in towns around the country (see case studies).

Women's Institutes

Nationally the WI has been a key partner in the campaign for a new supermarkets Code of Practice and a new inquiry into the big four supermarkets (see background). It also encourages people to change their shopping habits and buy more at local shops. We know that some local federations have been particularly active in promoting local shops and conducting surveys of supermarkets vs local shops so it's worth contacting your nearest federation to see if they are interested in getting involved.

Tourist Information Centre

If you live in an area which is trying to attract tourists you may also interest your local tourist information centre in helping to promote local shops as part of the unique character of your town and area.

Local media

See below for more on getting local media partners.

Taking it further – locally produced food

The initial aim of this campaign is simply to support local shops as an alternative to the big supermarkets. But we also think that there is a lot of potential for local shops to get more sustainable in their sourcing of food which is the longer term aim of this campaign. Our vision is that in addition to all the existing advantages of local shops they are also the best place to find genuine local produce.

Having got to know local traders by running a Shop Local First campaign we think that local groups will be in a good position to start to talk to them about sourcing more local food – with a view to promoting these at a future time. This may be a year on from the start of your campaign but it could be much sooner if you already have links with your local traders or if you live somewhere that already has a good network of shops sourcing locally and it's a case of extending that rather than starting from scratch.

Why should local shops be interested?

There are already many great examples of local shops sourcing local. For shops in market towns or rural areas it's likely that there are already long established links with local producers. But there are also many local shops that are a very long way off selling any sustainable products. Generally we think that specialist shops like greengrocers and butchers are more likely to be sourcing locally already or be receptive to the idea, and that convenience stores are less likely to be doing so – although there are some great exceptions to this. And we know that convenience stores are getting increasingly aware of the need to differentiate themselves from the big supermarkets and sourcing local is one way they could do this. We think it's worth putting our efforts into encouraging this trend as it could be a great way of bringing local food to a lot more people and providing an alternative market to farmers.

The Head of Policy for the British Chambers of Commerce told the All Party Parliamentary Group on Small Shops that local sourcing is a key way for smaller shops to compete with large supermarkets because these shops are then offering a different product. And the Association of Convenience Stores has told Friends of the Earth that it is talking to its members about local sourcing although it also says that local sourcing is a real challenge for many of their members.

The dominance of the supermarkets is the reason that convenience stores are looking to local sourcing to make them stand out but it may also be a barrier to more local sourcing in these shops. But many small shops will be extra wary of taking the risk of experimenting with new product lines or trying to attract a different customer base. They will be worried about the loss of income from wastage that may happen before the new product is established. Small family businesses cannot absorb losses from products that don't sell well in the same way that big supermarkets can. However the feedback that the ACS has been given is that those that have taken the plunge have in the main benefited from it. Convenience stores will need a lot of encouragement and convincing that there is a market making local campaigns even more important.

More and more independents are affiliating to a symbol group (like SPAR) to help them compete with the supermarkets so they will be stocking a nationally recognised brand. But



that doesn't exclude them also stocking local products – and in fact SPAR is very positive about local food on its website saying that “SPAR also supports its local businesses by ensuring that locally produced products are stocked in many of its 2,700 UK stores.

Friends of the Earth aims to continue to have discussions with national organisations representing smaller retailers and we've part funded some research looking into the practicalities of making local sourcing work for convenience stores. But we think that local retailers will respond to a more local approach especially if it follows on from a joint campaign to promote local shops. Here are a few ideas:

- Carry out a shopper survey asking people if they'd like to be able to buy more local food in their local shops – this would really help to convince shop keepers that it's worth taking the plunge and sourcing locally.
- Produce pledges for local shops to sign to commit to sourcing more local products – you can get media interest in the fact that x number of local shops have made the pledge.
- Once you feel that there are enough outlets selling local food to promote you could produce a local food guide (lots of groups have done this so plenty of help available – look at the Community website for some examples http://www.foe.co.uk/campaigns/local_groups_and_campaigns/community.html).
- If you have plenty of outlets selling local food you could seek partners to promote your town as a 'local food town' – this has helped businesses in towns like Castle Douglas (see link below)
- Help to organise and promote a Local Food Festival involving local shopkeepers, cafes and restaurants. You can get inspiration from other festivals e.g. Bridport <http://www.bridportfoodfestival.org.uk/> and Castle Douglas <http://www.cd-foodtown.org/index.asp>. This is a major undertaking but it's something that you could do with other partners.
- Produce a website or a campaign with your local paper getting pledges from local people that they will eat local food – you could do this for a week that you designate “local food week” - see <http://www.locavores.com/>
- Get your local school involved – get young people enthusiastic about local food – you may even be able to get them working on local food projects such as hunting for local food in local shops if it fits the national curriculum. For tips on working with young people see: http://community.foe.co.uk/resource/how_tos/work_with_young_people.pdf

Selling Real Food should make good business sense for small businesses and you may also want to consider encouraging your local shops to stock organic and fair trade products. Organic sales are increasing faster in direct sales and independent shops than in supermarkets. Fair trade products also boast impressive sales growth but can be hard to find in local shops (unless it's a specialist health food shop) – shopkeepers interviewed in the Grocer magazine either didn't know much about fair trade or said there was a lack of customer demand so there's scope to raise awareness amongst shopkeepers and shoppers.

Get noticed – Get a media strategy

Your local media is likely to be very interested in your Shop Local First campaign so it's worth spending some time planning what you will do to get the most coverage.

Here are a few things you may want to do in a group meeting at an early stage:

- Make sure you've got up to date contacts in your various local media – local radio, local papers etc.
- Make sure you know the deadlines for your local and regional papers
- Agree some key messages that you want to get across in the media
- Get an idea of what angles different media in your area tend to go for e.g. are they more likely to be interested in farmers or shoppers?
- Talk about approaching a media partner to actually get involved in your campaign (see below)

Make sure you send out a press release to your local media well in advance to promote what you are doing – or if you know some key local journalists give them a call. You can then follow this up with a second press release with more detail just before the campaign starts. It's worth following up your press release with a phone call to make sure it has reached the right person and to give you a chance to talk them through what you are doing.

If you contact them well in advance you may even be able to interest a local paper or local radio station in getting involved in the campaign. This is an issue of increasing interest to the media. The Evening Standard has recently launched a campaign to preserve London's independent small shops. You could consider running a small shop competition like the one organised by Radio Suffolk (see above) or ask your local paper to support the campaign to Shop Local First.

If you are planning to do something with local traders ask them if they'd mind being quoted and/or interviewed for your local radio station. You could even help to put together a few case studies featuring local shopkeepers to give to your main local paper(s) – this Guardian article may provide some inspiration:

<http://www.guardian.co.uk/britain/article/0,,1684589,00.html>

Also think about other ways of keeping the issue alive in the local media – using the letters page of your local paper is an easy and effective way of keeping your story in the news – many people will read the letters even if they don't read the rest of the paper. It's also a good way to involve more members of your group – once you've got one printed letter identified as coming from your Friends of the Earth group other people can follow that up with their own letters writing as local residents rather than identifying themselves as local group members! As well as writing your own letters you could encourage local shopkeepers or campaign partners to write letters too. But remember to keep it short – no more than 200 words.



Got a great idea but need some money?

Licensed Friends of the Earth groups can apply for funding from the Local Groups Support Fund. Applying is very easy (see below) – applications have been divided into smaller (less than £150) and larger (between £150 and £1,500) grants. You can even apply over the phone if it's for a small grant. And don't be put off by thinking your idea won't get funding – groups have got support for all kinds of campaigns and equipment. For example you could use a small grant for hiring space to set up a stall or for providing refreshments or a display to help entice people to your stall – you may want to buy food from local shops to give as tasters. You could also use a grant towards printing publicity materials - how about getting the Shop Local First logo printed on cotton shopping bags, or printing posters to promote a special Shop Local First day or week. A grant could also help you to print a guide or map of local shops, pay someone to design some webpages for you, or even buy a prize for a local shop competition.

How to Apply:

You can download forms from the Community website at:

http://community.foe.co.uk/local_groups/running_your_own/resource/fundraising/index.html

or request a form from our Activist Information Officer t: 0207 566 1677 or

email:localgroups@foe.co.uk.

How to order your Shop Local First Leaflets and Posters

To order more leaflets and posters or if you need another copy of the full pack or any of the briefings in it please contact Richard Hines: richh@foe.co.uk tel: 0113 242 8153.

Share your experience – Fill in the Response form

We want 'Shop Local First' to be an ongoing campaign so we'd love to hear about what your group does – your ideas may help to inspire others and we know that the media is always on the look out for examples of locally based campaigns to save local shops and stand up to the might of the supermarkets. We'd also like to hear about any great local shops you come across. So please don't forget to fill in your response form as soon as you know what you are doing.

It's also your chance to tell us what you think of the materials and briefings in this pack and we'll take these on board for future materials and campaign packs.