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UNIVERSITY

Tourism Management

An implementation and evaluation of Totally Locally Burslem

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Abstract

Social media, the influence of the supermarket and the internet all have major impacts on the retail industry at this current time. The following paper shall discuss the implementation of the internationally known marketing campaign and social media movement 'Totally Locally' and its influence on the town of Burslem, Stoke-on-Trent, the toolkit of this marketing campaign will be discussed and how it can be used in your local town. Furthermore this paper shall discuss the future of businesses in Burslem and its potential for growth using Totally Locally Burslem as its motivation.

This project met the aims intended through current literature, although difficulties were found when searching for up to date peer review journals of social media and through questionnaires filled in by the businesses of Burslem Town.

Key findings of this project:

- **After assessing the growth of the marketing campaign, Totally Locally and the implementation of Totally Locally Burslem it is found that it has brought an increase in sales for some businesses and a positive atmosphere that Burslem is benefiting from.**
- **Analysis of social media proved that Totally Locally Burslem increased awareness of independent shops and businesses in Burslem and promoted events within the town.**
- **The influence of the supermarket has made a negative impact on independent businesses and on the rapid decline of independent shops in the UK high street**
- **If businesses embrace social media and actively engage in a community and its events people will talk about this online and are more likely to 'check-in' on Facebook or Tweet a business.**

Keywords: Toolkit, Social media, marketing campaign, Totally Locally.

1 Introduction

This project aims to discuss the growth of the marketing campaign, Totally Locally and the implementation of Totally Locally Burslem. Additionally it will analyse the influence of social media that Totally Locally Burslem used to increase awareness of independent shops and businesses in Burslem and to promote events within the town. Furthermore the project aims to discuss the influence of the supermarket, provide information about the rapid decline of independent shops in the UK high street, reasons why independent retailers are important to the high street and to a community and the importance of social media in the retail industry at this current time.

1.1 Long Term Decline of Independent Shop

Independent, high street shops used to be the life of town centres, businesses used to thrive from footfall. The decline of retail started in 1960's and supermarkets started to develop. Convenience has been at the forefront for shoppers, whilst major retailers increase opening hours it is difficult for independent retailers to compete with this demand. (Smith A; Sparks L 2000). Although the high street has struggled due to various factors affecting it, in 2005 it accounted for 50 per cent of all retail sales according to Allport D (2005) which created more than £120 billion. Retailers have to take into account that consumers want the 'shopping experience'. Since the 1970's Leisure centres and shopping centres having increased and with consumers seeking restaurants, bars and a mix of other leisure facilities alongside shops and retail stores this has become more difficult for independent shops to compete with large superstores and shopping centres providing leisure and entertainment combined with shopping. (Allport, D 2005).

The 1980's and 1990's saw a growth in out-of-town or edge-of-town developments, in lots of cases these were developed to ease the level of congestion in town centres, mainly developed on wasteland or areas of no use and designed to look more attractive to the consumer to create a 'community feel' shopping experience. Although the incentives were good these are also a reason for a decline in independent shops as large retail parks would charge high rent to have a store on their land, therefore only attracting the large chain stores. These out-of-town or edge-of-town developments offered something lots of town centres cannot offer, everything being in one place and free parking in some cases.

According to (Alzubaidi et al 1997), a survey of local authority planning officers established that 15 per cent of market and 28 per cent of suburban town centres also feel they are declining. Overall, 36 per cent of respondents said that competition from an out-of-town or edge-of-town development was a major problem for their centre and 49 per cent that it was a minor problem.

1.2 Growth of the Internet

The growth of the internet has been an influence on the way retailers can communicate with their customers, the retailers who have adapted to virtual retailing have survived, and the retailers who have not have struggled to compete. Bookshops have had to adapt because of the likes of Amazon and eBay, the stores that have not will have struggled substantially. The dominant retailers such as Tesco and Next currently hold a key share of the online market, excluding the pure-play retailers, eBay and Amazon (Allport, D 2005).

Allport (2005) acknowledged that the internet has helped deflect sales away from the high street and Brynjolfsson, E and Smith, M. D. 2000 predicted that within the next decade a substantially larger fraction of the world will gain access to the internet, consequently retailers will find it more difficult to compete with online retailers. Price is also having an impact on the way consumers value a product. Brynjolfsson and Smith, 2000 also found that after researching 41 internet retail outlets, prices are 9 – 16 per cent cheaper than conventional retail outlets. These figures can vary due to taxes, shipping prices and shipping costs are involved.

1.3 Influence of the Supermarket

Independent retailers, shops and businesses have struggled since the introduction of supermarkets and shopping centres. The US styled 7 – 11 convenience store format became popular, offering extras as well as groceries. (Cocoa-Stefaniak A. G. 2005) The demand for longer opening hours and free parking is appealing for consumers and supermarkets can offer this, therefore giving them the upper hand. (Allport, D 2005).

In recent years, supermarkets have developed other products and services to increase sales and do not solely rely on sales from groceries. Extras such as clothes, electronics, music and DVD's are being sold by all the leading supermarkets, making it even more difficult for independent retailers to compete.

1.4 Introduction to Totally Locally

Totally Locally is a bottom-up campaign, run mainly by volunteers. It is an award-winning social enterprise and shop local movement. (Totally locally 2014). Totally Locally is a free, branding and marketing campaign to help support independent retailers.

Teams of volunteers use this campaign to help promote the importance and value of local shopping, celebrate the high street, create local community events and help lift the economy.

The campaign began in Calderdale by Chris Sands, who has over 10 years' experience in Marketing & Branding Strategy, specialising in projects that need to connect to communities. Also by Nigel Goddard who has worldwide travel experience finding markets for British companies and had years of mentoring and consulting (TotallyLocally 2014.)

The first town it was trailed at was Calderdale in 2009, after the success in Calderdale they decided to produce a toolkit and release it for free to the public, since then towns all over the UK and even in Australia and New Zealand have taken on the brand of becoming totally locally.

The Totally Locally Toolkit was released in 2011 to any town who wanted to bring awareness of their town using the Totally Locally Brand. Within the Toolkit are various marketing leaflets used to promote a town.

Multiple channels are used to bring awareness of Totally Locally, use of social media such as Facebook and Twitter, hardcopies of promotional material displayed in shops and around the town, various media organisations, such as radio and television interviews and newspaper articles. Burslem, also known as the 'Mother Town of Stoke-on-Trent' in Staffordshire has engaged with Staffordshire University to help generate Totally Locally Burslem. The launch of Totally Locally Burslem took place 12th October 2013.

The key message of Totally Locally is about bringing the community together to work alongside each other to help brand their area and promote their independent shops and businesses.

Other key messages are The Fiver Fest, The Magic Tenner and The Declaration of Independence. All of which are promotional materials which are displayed in shops around Burslem.

The Fiver Fest is an offer which shops sell something for five pounds for certain days around Totally Locally events. The Fiver Fest key message is that if the population of Burslem spent five pounds every week in Burslem it would generate an extra six million pounds each year. See appendix 13 for Fiver Fest example.

The Magic Tenner is a message to customers, if ten pounds is spent in a local shop that sells products from local producers the amount of money that goes back into your local economy can be over fifty pounds (Totally Locally 2014). See Appendix 14.

The Declaration of Independence is proudly displayed by shop owners to raise awareness about what makes a difference and how using independent stores contributes to the local economy. See appendix 15.

1.5 The Role of Social Media

“The Internet, including social media, is increasingly at the heart of everything people do, changing the way consumers interact with one another and the commercial world around them” (MINTEL 2013).

Social Media has been a marketing tool for Totally Locally Burslem, this report analyses the statistics and results from the start of the project to present day. Facebook and Twitter have been the main websites used to help promote Totally Locally Burslem.

Alexa (2010) the top 10 global websites in 2010 were: (1) Google; (2) Facebook; (3) YouTube; (4) Yahoo; (5) Windows Live; (6) Baidu.com; (7) Wikipedia; (8) Blogger.com; (9) Twitter; and (10) QQ.com. Two social media sites, Facebook and Twitter are in the top 10 global websites, demonstrating the importance of social media to society in this present day.

BlufferApp is a useful blog page which offers up to date information about the changes in social media sites and how and when is best to use them.

According to BlufferApp (2014) the best way to assess when your posts will reach the most people is to post the same content hourly or at different times of the day. This way you can see which post receives the most clicks.

BuddyMedia (2014) studied Facebook engagement and found that the levels tend to rise towards the end of the week, 18% higher on Thursdays and Fridays. However another study BlufferApp (2014) discovered was that the highest engagement was at the weekends, predominately on Saturdays, 32% higher.

Consumer's use social media for various reasons, according to a MINTEL report 24 per cent of Facebook users follow a Brand only when they get something back in exchange. (MINTEL 2012). Word of mouth is of great importance to retailers, therefore this should be consistent through social media. 23% of under-35s agreed that "I am more likely to buy a product or service if I see my friends have commented positively or 'liked' it on social networks," in comparison to just 9% of the over-35s." (MINTEL 2012).

2 METHODOLOGY

2.1 Research Strategy

This project concentrates on the analysis of the implementation of Totally Locally Burslem and the importance of the use of social media for this project. The methodology for this project will discuss the research methods used to analyse how successful the Totally locally Burslem launch event was. Some of the data collected will be qualitative data, According to Saunders et al (2009), qualitative data approaches are predominately used for any data collection techniques or data analysis procedure that generates or uses non-numerical data. The majority of the data collected will be quantitative data, this data can be meaningless therefore using graphs, charts and statistics allows us to make more sense of the numbers collected. Saunders et al (2009).

2.2 Data collection method

The methods used to collect evidence will be as follows:

- Questionnaires distributed between businesses engaged in Totally Locally Burslem, distributed the week after the launch event. See appendix 2.
- An analysis of engagement on the Totally Locally Burslem Facebook page through Facebook insights, post reach, shares, comments on posts, most popular posts.
- Analysis of reach through media and PR releases on the build up to the launch of Totally Locally Burslem's launch event, also shown through Facebook insights
- Observation of group meetings of a focus group between volunteers, Burslem businesses and other active organisations assisting with Totally Locally Burslem.
- The multiple channels have been taken from the Totally Locally Toolkit.

2.3 Advantages and Disadvantages of Research Methods

The Launch of Totally Locally Burslem, twenty eight businesses engaged, less than half of these were actively involved; this is explained more in the analysis section. After the launch of Totally Locally Burslem, primary data was collected through questionnaires which were handed out one week after the launch, See Appendix 2. The quantitative data collected from questionnaires is useful to see where the launch was successful for which businesses and where it was unsuccessful.

The questions were devised with the guidance of Saunders et al (2009). According to Cooper and Shindler (2008) the questions chosen for the questionnaire are investigative questions which needed to be generated with regard to the research questions.

Analysing data from Facebook insights is difficult due to the substantial amount of data supplied by Facebook. To fairly assess data from Facebook insights different types of data will be exported for example, two options when exporting data are post level data and page level data. According to socialmediatoday 2014, exporting post level data can be rendered irrelevant if your Facebook page is not posting consistently. As often Totally Locally posted consistently some weeks. Therefore analysing both page level and post level data will show which figures are most reliable and which figures are useful for presenting the success of using social media when promoting a marketing campaign such as Totally Locally Burslem.

Once a month from July 2013 to present day, meetings were held for everybody involved with Totally Locally Burslem, ranging from business owners and shop workers to volunteers, staff and students from Staffordshire University. Each meeting has had different outcomes, the agenda each time is to discuss people's role in the run up to the event, and in this case it was the launch taking place in October. Each meeting there were different attendees, but always one or two members always came and got actively involved. The focus group is popular with lots of researchers because they encompass the need for interactive discussion amongst participants according to Carson et al (2001).

2.4 Ethical Issues in Research Methods

Retrieving data from participants can be seen as a case sensitive and therefore needs to be carefully thought through before asking them to take part in projects. Some Issues are listed below:

- "The privacy of possible and actual participants;
- Voluntary nature of participation and the right to withdraw partially or completely from the process; consent and possible deception of participants;
- Maintenance of the confidentiality of data provided by individuals or identifiable participants and their anonymity;
- Reactions of participants to the way in which you seek to collect data, including embarrassment, stress, discomfort, pain and harm;

- Effects on participants in which you use, analyse and report your data, in particular the avoidance of embarrassment, stress, discomfort, pain and harm;
- Behaviour and objectivity of you as research”.

(Saunders et al, 2009, p.185-186)

All Participants involved with Totally Locally Burslem were made aware that they have the option of having their details of the business displayed on the Totally Locally Burslem Website. Also all participants filling out questionnaires were reassured that the data collected would not be named to a specific business or owner, therefore questions which were seen as sensitive such as money profited or lost from the launch day were not as difficult to fill out.

3 Results and analysis

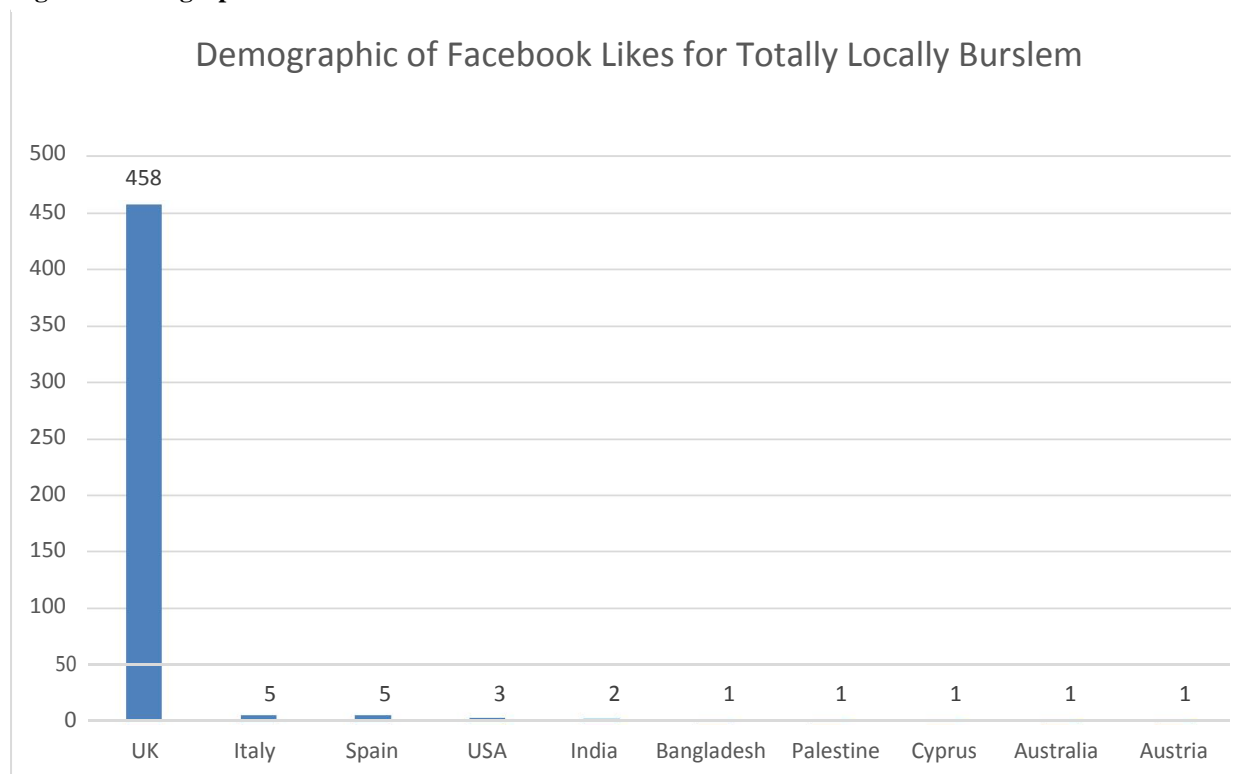
3.1 Discussion

This part of the report will discuss the findings of the launch of Totally Locally Burslem using methods previously mentioned; Analysis of social media sites used for Totally Locally Burslem such as Facebook and Twitter, questionnaires given out to businesses to follow up the launch of Totally Locally Burslem, coverage of PR releases, observation of group meetings involving Burslem Businesses. All multiple channels used from the Toolkit.

- **Facebook Analysis**

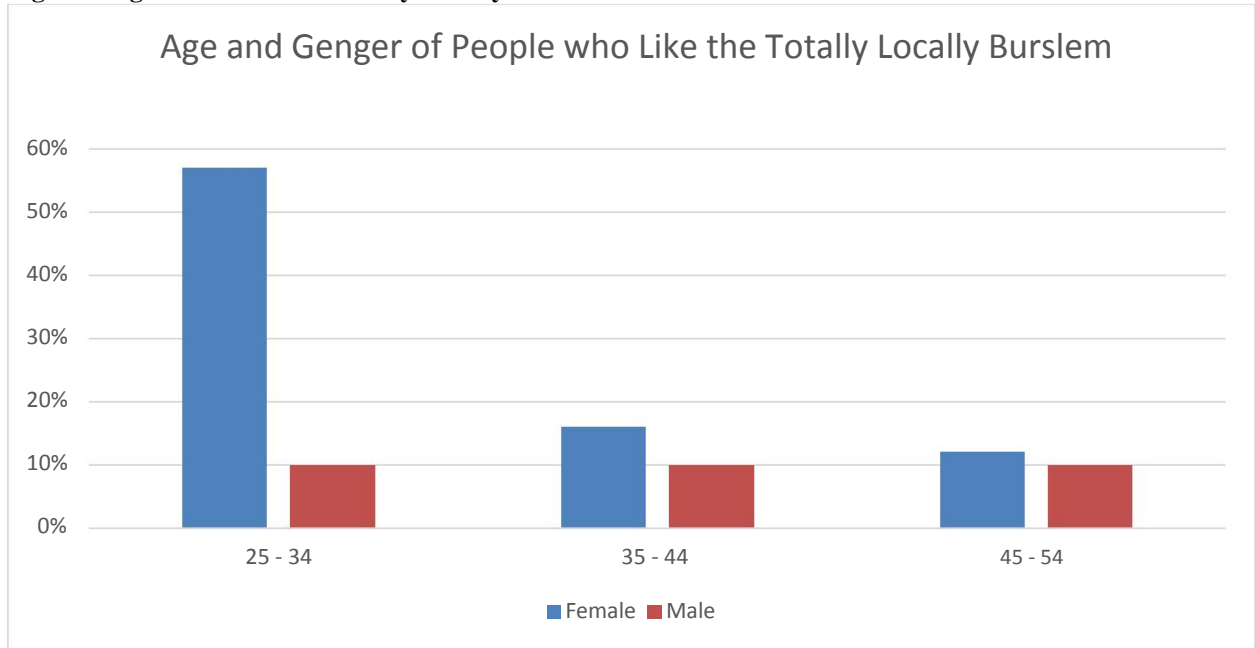
After analysing Facebook Insights for Totally Locally Burslem it was found that the Facebook page reached a total of 10,000 people from the start of the page opening to the week commencing 7th October 2013 which was the launch of Totally Locally Burslem. In this week alone 5,800 different people viewed the Facebook page. See appendix 3

Figure 1 Demographic of Facebook Fans



The Demographic of Totally Locally Burslem Facebook Likes or ‘Fans’ is mainly UK residents. However the graph, exported from Facebook insights, demonstrates the international awareness of Totally Locally Burslem page from 9 other countries.

Figure 2 Age and Gender of Totally Locally Burslem Facebook Likes



The majority of Totally Locally Burslem Facebook Likes are Females between the ages of 25 – 34. In total 57% of TLB Facebook Likes are female, the remaining 42% are male, See Figure 2.

Figure 3 Age and Gender of People who Totally Locally Burslem Facebook Page Reached

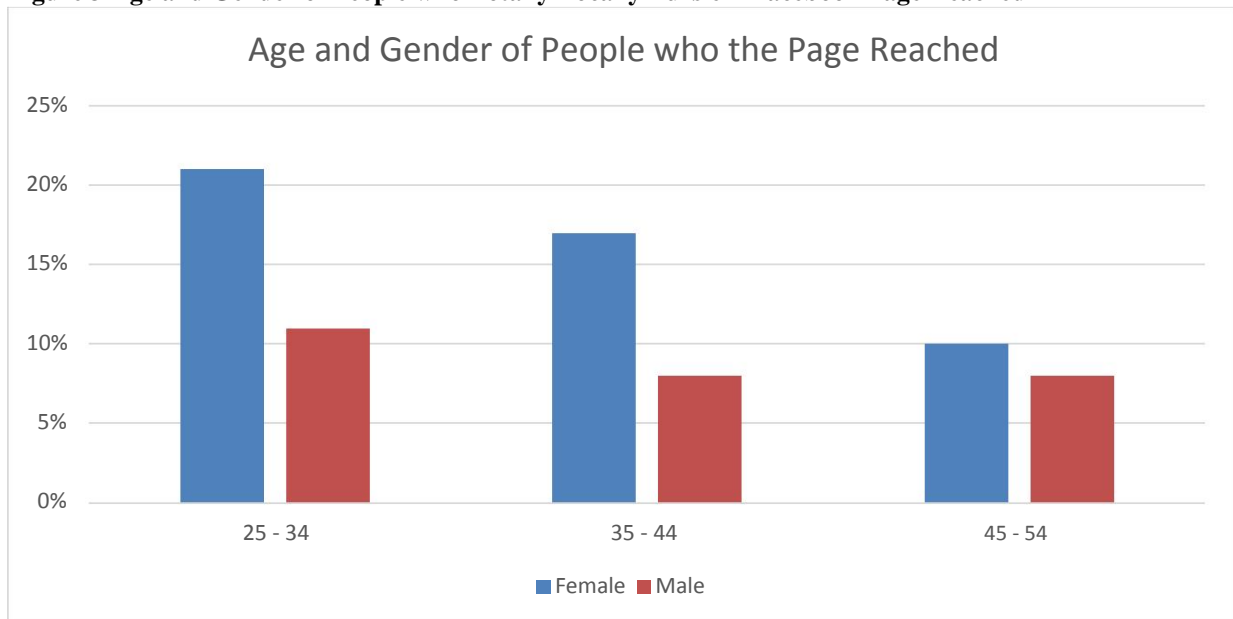
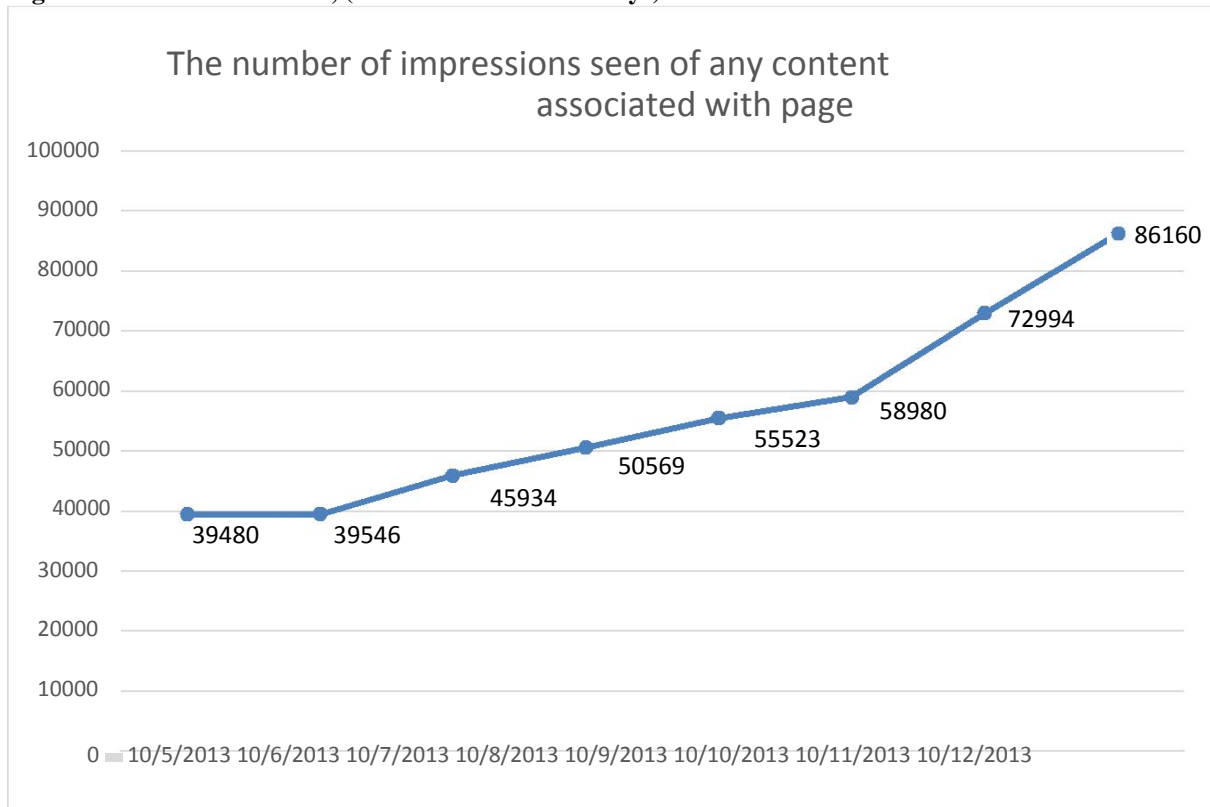


Figure 3 represents the age and gender of people who the Totally Locally Burslem Page reached, statistics show that the majority reached females aged between ages 25 – 34. The least were males aged between 45-54 years old. Figure 1, 2 and 3 all correspond when it is said that the most popular demographic of Totally Locally Burslem is Female aged between 25 – 34 and a resident of the UK.

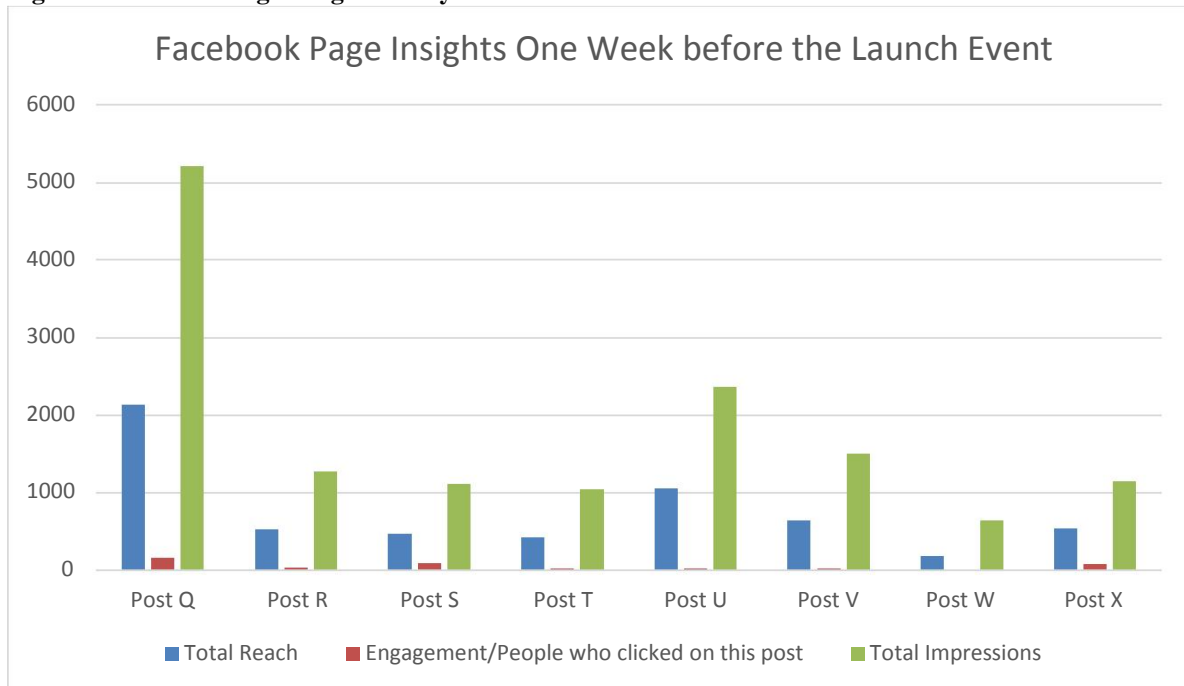
Figure 4 Launch Week Data, (Total Count Over 28 Days)



“Impressions are the number of times a post from your Page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a Page update in News Feed once, and then a second time if their friend shares it.” (Facebook, 2014)

Impressions shows us how many times a post has reached a number of people, these can sometimes be significantly large numbers. Figure 4 represents the week before the launch event of Totally Locally Burslem, the posts average at around 2 or 3 posts per day, the total reach of these posts in the beginning of the week, Saturday 5th October shows the impressions were almost 40,000 people. As the week progresses the Impressions had more than doubled to over 86,000. These are substantial figures considering the Facebook page around this time had less than 400 likes.

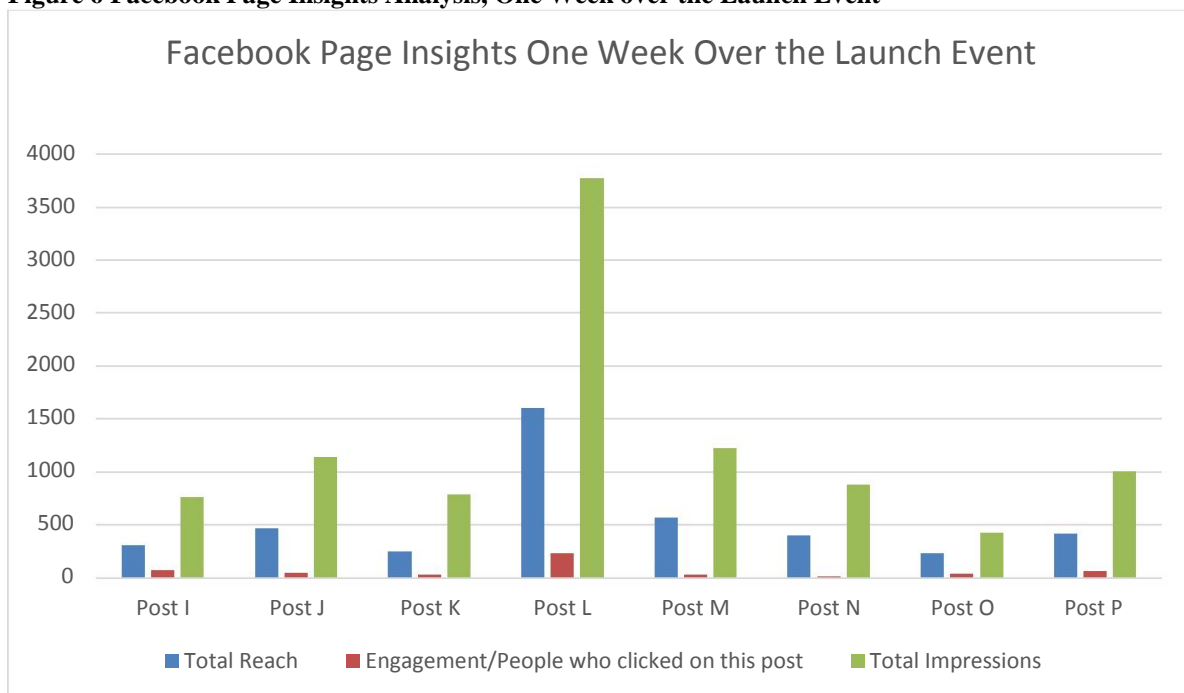
Figure 5 Facebook Page Insights Analysis One Week before the Launch Event



“Reach is the number of unique people who received impressions of a Page post. The reach number might be less than the impressions number since one person can see multiple impressions.”

(Facebook, 2014) The most successful post in the graph is Post Q which was a photo posted on Thursday, 10th October, two days before the launch event, the reach for this was up to 2131. Photos are deemed to be the best type of post to use, see appendix 6 for details.

Figure 6 Facebook Page Insights Analysis, One Week over the Launch Event



When exporting data from Facebook Insights it is stated by Facebook 2014, that the time zone it is assessing posts at, is Pacific Time Zone, (see appendix 7) which is -7:00 to the UK.(Greenwich meantime, 2014).

The reach of post L which was posted the day before the launch event, Friday 11th October at 1am, was a photo of a new business joining Totally Locally Burslem, with the caption of “Junction Barbers is now going Totally Locally”. This was shared five times (see appendix 4), therefore making the reach wider than posts which were not shared such as Post I. Appendix 8 shows the most recent post that has been shared over 30 times, making the reach stretch to over 2,000 people, the impression of this was 4,540.

Figure 7 Facebook Page Insights Analysis, One Week after Launch Event

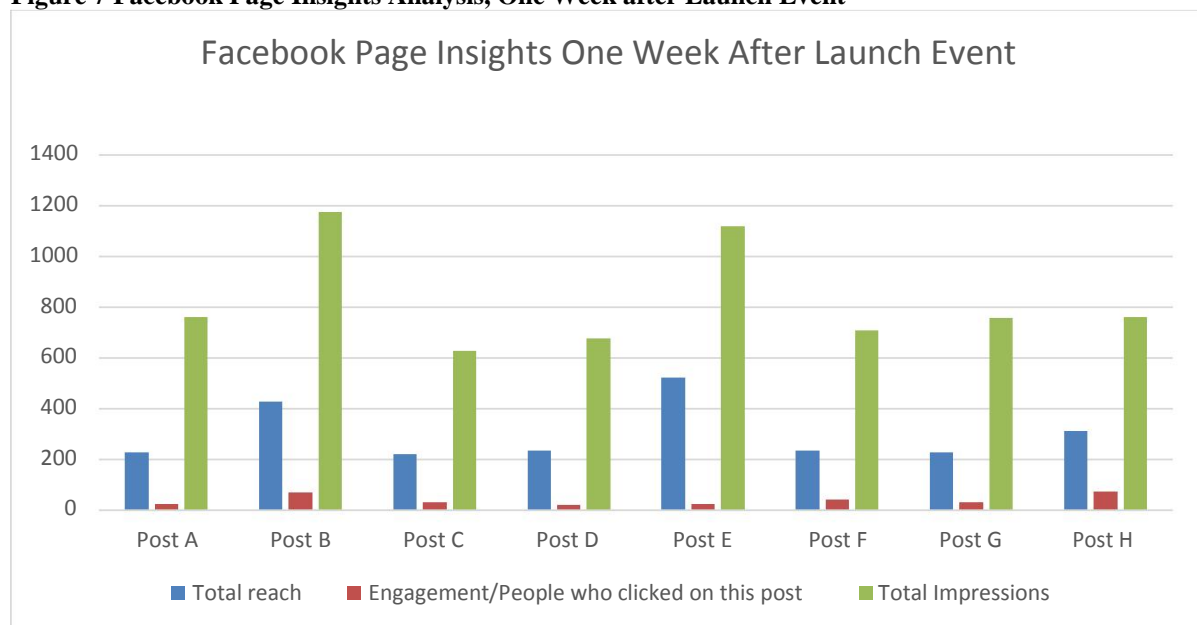


Figure 7 shows that the higher the engagement of people the higher the higher the total reach will be, which inevitably increases the impressions. Over the week there were multiple posts on different days, this selection is a mix of photos, status updates, shares and links.

When to post is important to your audience, finding the right time to post can differentiate each day, guidelines by Socialmediatoday.com suggest that the best times to post are early morning, between work and dinner and bedtime. This can be different per individual for example what is bedtime for your audience? What if your audience do not all work the typical nine until five job? As you can see from the results weekend posts worked well for Totally Locally Burslem.

Figure 8 Posts on Facebook over Three Sundays for Totally Locally Burslem

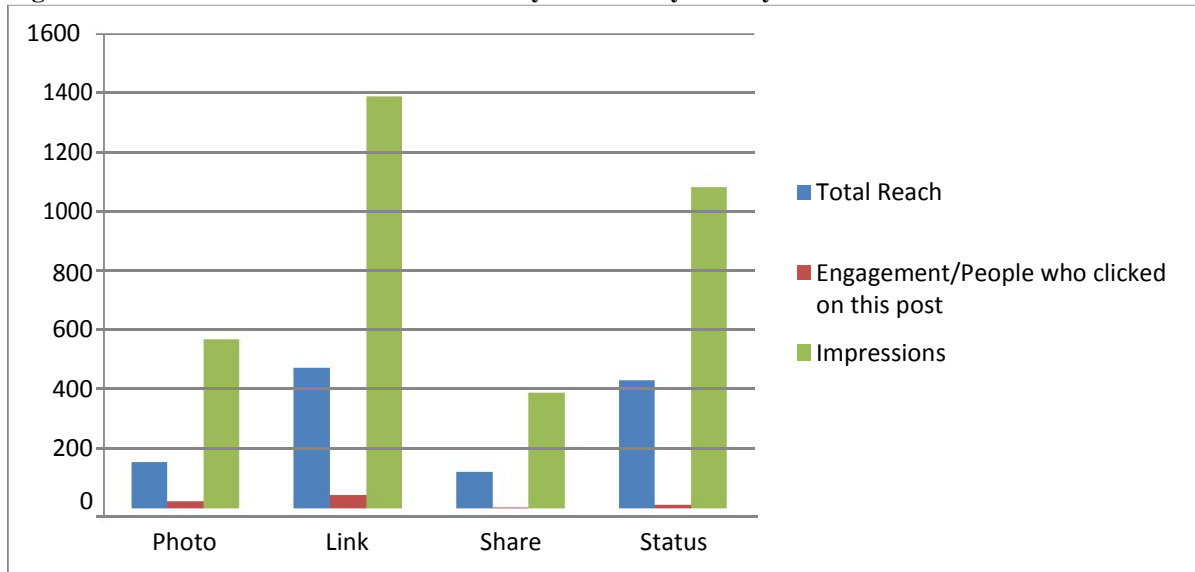


Figure 8 shows different posts on Facebook over three Sundays around the Launch event. The post of a photo was published on Sunday 21st October, the week after the launch, shows the reach was over 150 people. The Post of the link was published Sunday 23rd September, two weeks before the launch event, shows it engaged 43 people. The Share was published on 7th October, the Sunday before the launch event, shows that it reached up to 124 people and the Status update which was published on the same date reached over 1,000 impressions. All these represent the success of posts at the weekend, particularly on Sundays.

Figure 9 Post on Facebook over Three Saturdays for Totally Locally Burslem

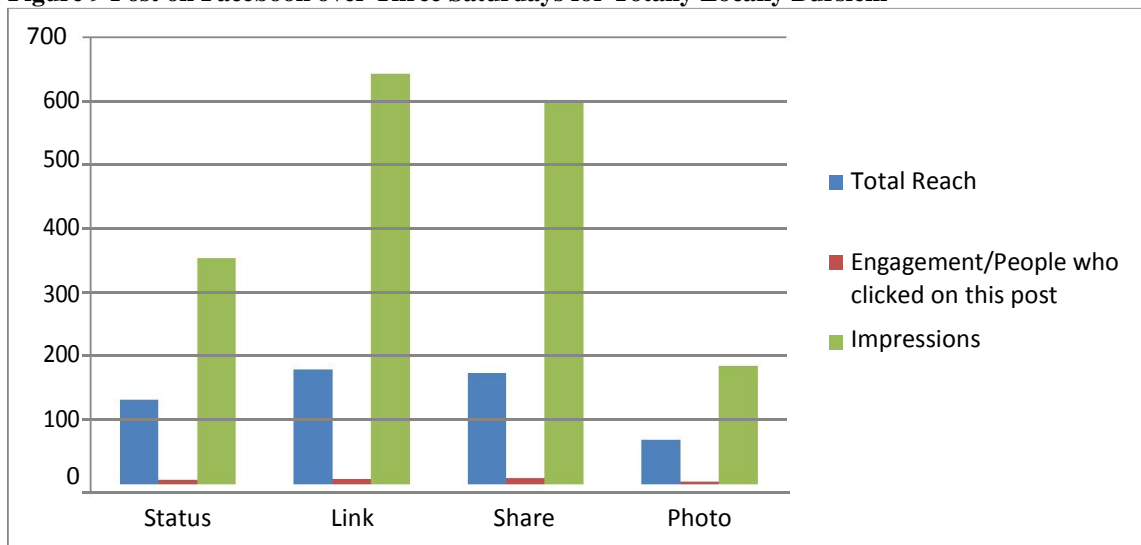


Figure 9 shows different posts on Facebook over three Saturdays around the Launch event. The post of a photo which was published on Saturday 19th October, one week after the launch event, shows that the reach was a mere 69 people. Compared to the photo posted on Sunday 21st October where the reach was double this.

The post of the link published on Saturday 5th October, 1 week before the launch, shows that it only engaged 8 people, compared to the link posted on Sunday 23rd September which engaged 43 people. The Share was published also on Saturday 5th October reached almost up to 200 compared to the share published on Sunday 7th October which reached just 124 people. The Status update, which was published on Saturday 21st September, reached just 354 impressions, compared to the Status published on Sunday 7th October which reached over 1,000 impressions.

Comparing the same type of post for different days over the weekend shows which posts are most successful, and when. The Links engage the most people, the shares and statuses make the most impressions and the photos are the least engaging, they reach less people and do not make as many impressions as the other types according to the data collected. However, that being said, comparing these results with more recent posts, photos seem to be the most engaging, make the most impressions and reach the most people. For example a photo posted on Monday 17th March, reached 708 people, 56 people engaged and made 1566 impressions. The argument is, depending on the time of day, date, the content of the post, the reach, engagement and impressions made will differ every time.

“Don’t forget, timing *isn’t* everything! Determining the ultimate time to post on Facebook won’t increase your engagement if your content isn’t engaging” (Socialmediatoday, 2014)

Facebook 2014 defines page ‘fans’ as simply the total of people who liked your page. For Totally Locally Burslem as of 24th March the Likes are up to 474. Totally Locally Burslem ‘Fans’ are online mostly Thursday and Saturdays between 5pm – 11pm. See Appendix 5.

“Another important finding was that asking people to like a post indeed yielded more likes, but it didn't do much for the other forms of engagement, including the all-important share action that sends a brand's post into a users' timelines for all of their followers to see. Compared with likes, shares represent a bigger investment from the consumer and occur less frequently. Thus, shares are often going to be more meaningful from a marketing perspective. After all, they suggest the brand is tapping into that friend-of-fan network that's central to Facebook's viral proposition.” (Creamer, 2014)

- **Twitter Analysis**

Analysis of Engagement for Twitter will be assessed by amount of Retweets, amount of Mentions, Favourites and people Tweeted to the Totally Locally page and unfortunately Twitter does not have the same amenities as Facebook such as the Facebook Insights.

The Totally Locally Burslem Twitter Page is not as active as the Facebook page due to only been manned by one person until the 10th October when the log in details were shared with other Totally Locally volunteers and staff. This is shown in tweets prior to the 10th Such as figure 10.

Figure 10 First interaction for Totally Locally Burslem Twitter Page

The screenshot shows a Twitter thread with three tweets:

- Tweet 1:** From **Locally Burslem @locallyburslem** on Sep 14. Text: "4 weeks to go to our launch! Please spread the word!". It has an "Expand" button and interaction options: Reply, Delete, Favorite, and More.
- Tweet 2:** A reply from **carl wynne @stokecakefairy** on Sep 14. Text: "@locallyburslem: 4 weeks to go to our launch! Please spread the word!" Will do X X". It has an "Expand" button and interaction options: Reply, Retweet, Favorite, and More.
- Tweet 3:** From **Locally Burslem @locallyburslem** on Sep 16. Text: "@stokecakefairy Many thanks Carl! The shop is looking ace! :) x". It has a "Hide conversation" button and interaction options: Reply, Delete, Favorite, and More. Below this tweet is a "RETWEET" section showing 1 retweet by @stokecakefairy. At the bottom of the tweet is the timestamp "9:49 AM - 16 Sep 2013 - Details".

At the bottom of the screenshot is a text input field with the placeholder text "Reply to @stokecakefairy".

September 14th shows a tweet from the Totally Locally Burslem Page counting down the weeks to the launch event, the reply from Stoke Cake Fairy which is a newly opening shop in Burslem showing support of spreading the word.

Figure 11 shows another engagement, a tweet from the local Brewery.



This tweet on September 12th from Titanic Brewers shows support by Tweeting the Totally Locally Burslem page and promoting the campaign via their own twitter page, Mentions from other businesses to the Totally Locally Burslem page shows the campaign is working in raising awareness.

The launch event also provided a wedding trail, with around 15 businesses in Burslem all wedding related it was essential to link these businesses together. Some businesses are very active on Twitter and Facebook as shown in Table 1 below and others are very traditional shops and do not use social media at all. Many of the businesses around Burslem were aware there are other wedding related shops but were not aware there were so many. It shows the businesses that use social media successfully have built a rapport and are teaming up to work together. All businesses should be doing this where relevant. According to Hegge (2002) Small to medium enterprises (SME's) would benefit much more by working together because they would be able to share best practise and would be more aware of the opportunities available for them.

Half of Twitter users in the UK follow at least one Journalist and one news organisation according to a Mintel report (2014). Tagging the news organisations in a Tweet, having them retweet it will reach the news organisations followers as well as your own, shown in Appendix 9. This tweet reached over 13,000 followers due to The Sentinel, Stoke-on-Trent's local newspaper, retweeting a Totally Locally Burslem Tweet.

Table 1 Top ten ways on how to destroy your Twitter reputation, According to Still, B (2012)

<ul style="list-style-type: none"> • “No profile picture 	<ul style="list-style-type: none"> • Excessive blog promotion
<ul style="list-style-type: none"> • Constant retweets • Tweeting about all of your personal interests 	<ul style="list-style-type: none"> • Retweeting a post you have not read • Excessive blog promotion
<ul style="list-style-type: none"> • Posting inappropriate images or videos 	<ul style="list-style-type: none"> • Retweeting a post you have not read
<ul style="list-style-type: none"> • Using foul language 	<ul style="list-style-type: none"> • Angry Tweets
<ul style="list-style-type: none"> • Using slang text 	<ul style="list-style-type: none"> • Playing the drama or sympathy card too much”.

Table 2 Top five tips on how to tweet

<ul style="list-style-type: none"> • Don’t Spam 	<ul style="list-style-type: none"> • Follow style rules
<ul style="list-style-type: none"> • Give credits for retweets 	<ul style="list-style-type: none"> • Stick to 140 characters
<ul style="list-style-type: none"> • Follow people who follow you 	

Humour is always likely to be successful when using social media, a perfect example of this is shown in Appendix 10. This is a photo of one of Burslem’s local wedding Businesses called Elegant Affair who offers all sorts of packages including recommendations of a local car hire service. This specific car hire service in the tweet is taken from the famous TV show, Only Fools & Horses. Two characters from the show, Rodney and Del Boy, drive a yellow three wheeler and was a very popular TV show in the 1990’s. This tweet had 6 Retweets. According to Reyes (et al 2013) Humour and irony have to be assessed very carefully, as it can be made all the more difficult by the absence of face-to-face contact and vocal intonation.

According to BlufferApp (2014) Twitter is more likely to increase engagement if a link is placed about 25% of the way through the tweet. This quote is debateable; the argument could be that no matter where the link is in the tweet if the content is relevant to the reader they will open the link.

The launch event on the 12th October 2013 showed the most interaction with the public with having to prompt tweets or retweets by tagging business pages in a tweet. Tweets from local residents tweeted the Totally Locally Burslem page showing support for the event, see appendix 11 for details.

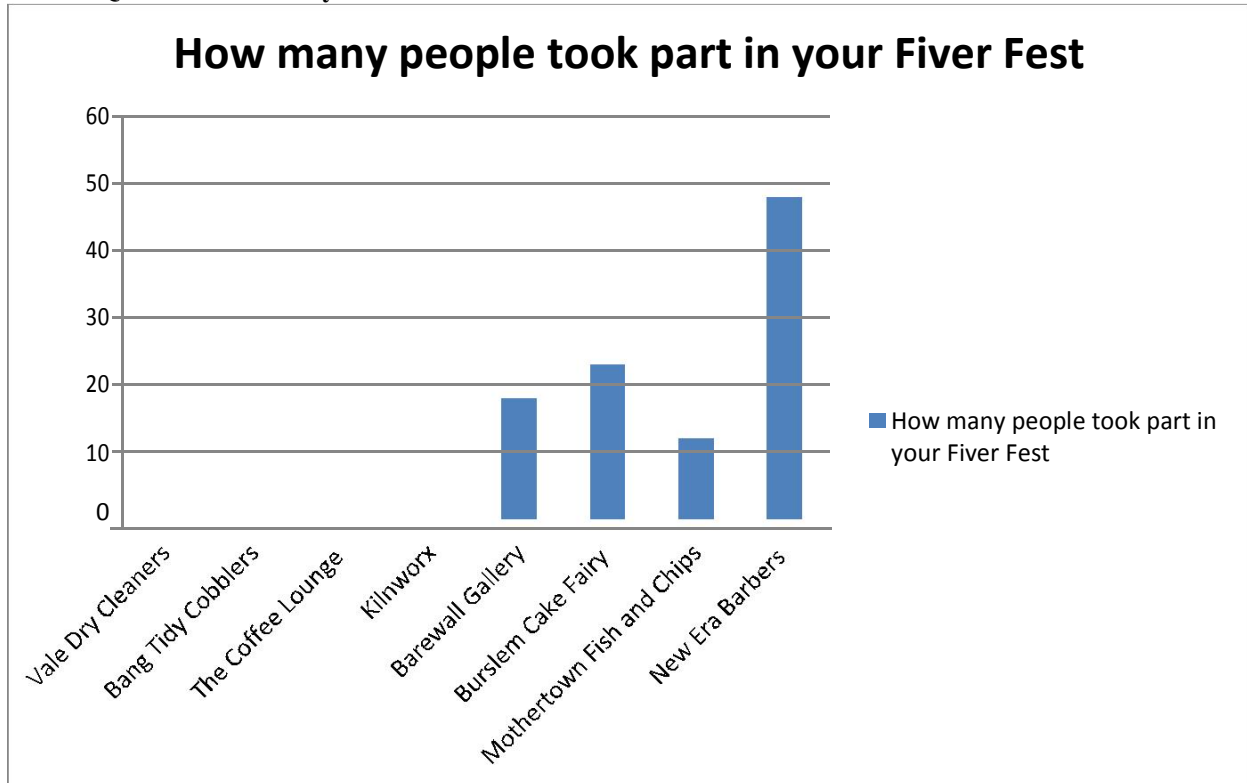
Twitter interaction reduced in between events, interaction was only there if prompted by tagging business pages in Totally Locally Burslem Tweets. See Appendix 12. To keep interaction high between events, Totally Locally Burslem Twitter tweeted the progress of the build-up of the event, for example the shop window displays for the Christmas event taking place on 7th December themed with the 12 days of Christmas, which kept people talking about Burslem via social media. Also a local glass blower made Christmas lights to display around Burslem, he hand made all of these and spread out the letters that make up Burslem around the town as a quest for people to discover, this was tweeted and received 4 retweets.

- **Questionnaire Analysis**

After the Launch of Totally Locally Burslem a questionnaire was devised to assess how successful the event was for businesses, it was also there to show that Totally Locally Burslem is there to help raise the profile of the Burslem area and to show that it was properly evaluated to help improve the next event. A selection of questionnaire results have been analysed and results are presented throughout this part in the report.

After extensive reviewing of Facebook Insights and results of the launch day follow up questionnaire, there are other examples of successful Facebook posts but sales on the day did not match the success online. Posts of photos of Vale Dry Cleaners, Bang Tidy Cobblers and The Coffee Lounge, all posted prior to the launch, all reached over 100 people on Facebook but sales on the day were minimal (shown in Figure 11). However, the positive side of the launch were the posts of photos of New Era Barbers, Barewall Gallery and Mother Town Fish and Chips, all reached over 100 people on Facebook and all had increased sales on the day due to the Fiver Fest offer as shown in Table 3.

Table 3 Questionnaire Analysis



One particular business called Elegant Affair, a wedding business, was successful with their Fiver Fest, from their questionnaire they said they made a 75% increase on sales than they usually would.

Views for I Do Bridal photo, posted on Thursday 26th September at 10:18pm, may have been high on Facebook which reached 239 and engaged 10 people, but feedback from the questionnaire shows that sales did not match; this could be for many reasons:

1. It was a match day for the local football club, Port Vale, which deters people from the town for shopping as the majority of the pubs and bars are filled with football supporters.
2. The event was not promoted enough from the businesses side.
3. The parking is difficult to find, only when you search on the council website and search Burslem parking can you find car parks which are all pay and display, no free parking is available.
4. Burslem's reputation and the poverty are still diverting people away from the town to do their shopping.

- **PR Analysis**

The week before the launch of Totally Locally Burslem, media coverage from five different organisations such as BBC TV, Radio Stoke, The Sentinel, Six Towns Radio and Staffs Live assisted with the build-up of the launch of Totally Locally Burslem. This reached a wide range of audiences and boosted our Twitter followers and Facebook Likes. Footfall onto the website also increased. Hahn (2005) suggests that successfully raising your profile takes time among customers, the media and a carefully crafted campaign. The Totally Locally Toolkit is carefully crafted and has step by step directions to help assist with the bud of Totally Locally in your town.

<http://www.youtube.com/watch?v=MHQn9IU4JeQ> Link of a radio Interview of Charnelle Merritt and a business owner, being interviewed on the local radio station, 6 Towns.

3.2 Level of Engagement of Burslem Businesses with Totally Locally

All the businesses involved with Totally Locally Burslem have been listed in a table below also containing analysis of their level of engagement through social media, through hard copies of marketing material, such as leaflets and posters and through the iconic Fiver Fest promotion.

They are assessed by high, medium, low or none involvement. For social media, a business ranked high would mean they regularly like, comment and share on the Facebook page or Tweeting or Retweeting. Ranked medium would mean they are doing all the previous but less often and ranked low would mean the business is not engaging often and none is self-explanatory.

For Leaflets in the shop; High engagement would mean they are promoting Totally Locally Burslem by displaying all or almost all of the leaflets in their shop, medium would mean half or at least two or three pieces of marketing material are displayed in their shop, low engagement would mean just the one leaflet is displayed and again none is self-explanatory.

The Fiver Fest section is similar to the previous columns, High would mean the business prepared their Fiver Fest offer in time for Staffordshire University volunteers to upload to Twitter, Facebook and the Totally Locally Burslem website, whilst also displaying their Fiver Fest early enough to explain to customers. Medium would mean the business prepared their Fiver Fest offer just in time before the launch event to upload to Twitter, Facebook and the Totally Locally Burslem website and displaying the day before or on the day of the launch. Low would mean last minute deciding their Fiver Fest offer, not giving enough time to upload to the website or Twitter and Facebook.

Table 4 Level of Engagement of Businesses with Totally Locally Burslem

Name of Business	Level of engagement		
	Social Media	Leaflets in shop	Fiver Fest
Elegant Affair	High	Medium	High
The Swan	Low	High	High
Mother-town Fish and Chip shop	High	High	High
I Do Bridal	Low	High	High
Hobby Goblin	High	High	High
Vale Dry Cleaners	NONE	High	High
The Bulls Head	Medium	High	High
R G Stone Jewellers	Medium	High	High
Washington and Riley's	NONE	NONE	Low
Occasions	NONE	NONE	NONE
The Cake Fairy	High	High	High
Barewall Gallery	High	High	High
Victoria Anthony	NONE	Medium	High
Falafel Crunchy	NONE	Medium	High
Sitting Pretty	NONE	Low	Low
One Salons	Medium	Low	Low
Wesley John Barbers	NONE	Low	Low
A Star Trophies	NONE	Low	Low
Bang Tidy Cobblers	NONE	Medium	Medium
School of Art	High	Medium	NONE
The Coffee Lounge	NONE	Low	Low
Robertas	Low	Low	Medium
Mel Morland Photography	NONE	Unknown	Unknown
Gemma Leese Photography	High	Medium	High

3.3 Mary Porta's Scheme

In the report (The Portas Review - an independent review into the future of our high streets 2011), Mary Porta explored reasons for why she feels the Britain's high street has declined. Examples stated above such as the convenience of superstores, online retailers, the rise of virtual retailing and increase in popularity of Smartphone's all have made it more difficult for the independent retailer to compete.

In 2011 Mary Porta's Scheme received funding from the government to help rejuvenate town centres. Towns had the chance to put forward a bid to be one on the 'Porta's Pilot Towns'. Over 400 towns applied for the grant of £100,000, twenty seven won the bid. Each town had their own established team of experts to help develop the high street, and provide expertise on local business growth. They also have a dedicated point in government to provide advice and support, to help identify challenges and how to overcome issues.

This Scheme is known as a Top-down scheme, described by allbusiness.com as "a strategy used in corporate planning whereby the top management personnel set the goals and control planning activities for all the lower levels of management."

4 Conclusions and recommendations

In summary of this report, Totally Locally Burslem has been implemented into Burslem town and has been successful in many areas, over 40 businesses are now a part of the campaign and at least half of them are active on social media either as a business page or personal page. The Facebook page for Totally Locally Burslem has almost 500 likes and is reaching people all over the world in mass numbers as shown in the results. Social media is really the driving force to keep Totally Locally Burslem active as well as having volunteers on the ground to visit the businesses that do not use social media. Burslem has massive amounts of potential to develop but is in dire need of investment, the outstanding listed buildings and the history of the potter's town should be bustling with people shopping on their local high street.

4.1 Reflections and Recommendations

Recommendations for this project:

- Consistency on social media, Facebook is more active than Twitter for Totally Locally Burslem, there needs to be the same content on both sites to prevent miscommunication and to prevent selected information only reaching a selective audience.
- A team on the ground is needed for businesses not involved with social media, some businesses in Burslem do not use social media and as Totally Locally campaign is heavily run by social media, it is important to introduce this to as many people as possible.
- Post at peak times on Facebook. When Totally Locally Burslem fans are online, as shown in the results section of this report Facebook Insights tells us that Thursdays and Saturday between 5pm and 10pm is when the Totally Locally Burslem fans are mostly online, therefore making this the best time to post and reach the majority of the fans. By tracking metrics such as “people talking about this” you can better tailor your content to your audience. (Adams, 2012)
- Try not to pick favourite businesses, share the same information across all businesses, via social media and on the ground to avoid conflict between businesses. This can be a difficult task as some businesses are more active and positive than others but to stay professional and to keep it mutual all businesses must have the same amount of information delivered to them.
- Photos and links are most popular and reach the most amount of people; these are the types of posts that need to be regularly displayed on the Totally Locally Burslem Facebook and Twitter sites.
- Keep politics out of social media, stay neutral and positive. It is difficult to stay positive when people criticize things that are out of your control for example parking issues around Burslem and football match days. The best way to deal with this is to focus on the positives and divert negative feelings. This can be applied both on the ground talking to businesses, face to face and on social media.
- Keep up to date with social media changes, Facebook and Twitter often update their sites and using them to the full extent will help increase knowledge on what is best for your fans.
- Potential for future wedding business community, there are around 15 wedding related businesses in Burslem, some already have teamed up and cross promote but others not so much. This could be a great way for Burslem to move forward as a wedding community. The idea is that customers could come to Burslem and leave with everything for a wedding.

Overall, being heavily involved with a community based project which will bring a positive spin to my local town Burslem has been enjoyable, challenging and a pleasure to be involved with. The work through social media and face to face communicating with over 30 local businesses, on a weekly basis has been a humbling and pleasant experience and the skills I have developed from being involved with Totally Locally Burslem both technically and sociable will help me move forward in my professional career. Additionally this project has been successful because my aims have been met; to describe the implementation of Totally Locally Burslem as a marketing campaign and a community based social media movement, to assess the influence of social media that Totally Locally Burslem used to increase awareness of independent shops and businesses in Burslem and to promote events within the town. All of which have been proven in the results section of this report. Finally I believe that Totally Locally needs a team of people with a positive attitude towards Burslem and a few technical skills to keep the social media movement going and to motivate other businesses to come to Burslem to help bring footfall to the town.

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6 Appendix 1 – Briefing note on the project

Burslem is located in Stoke-on-Trent and is one of the six towns of the city. Originally known as the mother-town of Stoke-on-Trent, Burslem has always been known as the heart of the ceramics industry and the birthplace of Josiah Wedgwood., currently having over 5 businesses in the town still making ceramics for the tourism industry such as Steelite International, Moorland Pottery, Burleigh, Royal Stafford Pottery and Moorcraft Pottery. Burslem is also home to over 40 Independent retailers which range from the local cobbler to the Jewellery shop.

This project researched the influence of social media and Totally Locally's impacts on the town of Burslem. Totally Locally Burslem came about around July 2013, so far social media has had hits in its thousands and it will only improve, 2 events have been held and one is due to be held in May 2014. It has been found that not all businesses are aware or use social media so it has been difficult to engage as many as wanted, to move the Totally Locally Project forward training for local businesses will need to be put in place or more face to face meetings which unfortunately is time consuming.

Aims of this project:

- **Discuss the implementation of Totally Locally in Burslem Town**
- **Analyse the influence of social media that Totally Locally Burslem used to increase awareness of independent shops and businesses in Burslem and to promote events within the town.**
- **Discuss the influence of the supermarket; provide information about the rapid decline of independent shops in the UK high street, reasons why independent retailers are important to the high street and to a community and the importance of social media in the retail industry at this current time.**

Findings of this project:

- **After assessing the growth of the marketing campaign, Totally Locally and the implementation of Totally Locally Burslem it is found that it has brought an increase in sales for some businesses and a positive atmosphere that Burslem is benefiting from it.**

- **Analysis of social media proved that Totally Locally Burslem increased awareness of independent shops and businesses in Burslem and to promoted events within the town.**
- **The influence of the supermarket has made a negative impact of independent businesses and has made an impact on the rapid decline of independent shops in the UK high street**
- **If businesses embrace social media and actively engage in a community and its events people will talk about this online and are more likely to 'check-in' on Facebook or Tweet a business.**

Burslem has the potential to move forward and become a successful thriving high street for independent retailers, If the government had put the funding into Totally Locally instead of Mary Porta's scheme the high streets would be better than they are now.

7 Appendix 2 – Questionnaire



Launch Day Feedback

How do you feel the Launch day went on a scale of 1 to 10?
(1 being very poor and 10 being excellent)

1 2 3 4 5 6 7 8 9 10

How many people took part in your Fiver Fest?

0 Less than 5 Less than 10 Less than 15 15+

How many of your customers knew about the Launch day?

0 Less than 5 Less than 10 Less than 15 15+

What do you think of the Totally Locally Burslem Marketing Material?

Excellent very good neutral poor very poor

What do you think of the Totally Locally Burslem website?

Excellent very good neutral poor very poor

What do you think of the Totally Locally Burslem Facebook group?

Excellent very good neutral poor very poor

Could you tell me 2 businesses you regularly talk to in Burslem?

1. _____
2. _____



8 Appendix 2, flipped side of Questionnaire

Did you have a general increase in sales on the launch?

Yes No Not Sure

If answered yes by how much?

It is recommended in the Totally Locally Toolkit that the Christmas event should be held 2 weeks before Christmas, Saturday 14th December. Do you think this date suits you?

Yes No Don't Know

If answered no please provide another date.

Does it matter to you that the 14th is a football match day?

Yes No Don't Know

Have you any ideas for our Christmas event?

Is your business okay to take part in a fiver fest for the Christmas event?

Yes No Don't Know yet

Thanks for your help

Charnelle Merritt

Tel: 07714619177

Email: Charnelle15@hotmail.co.uk



9 Appendix 3 - Leaflet of Launch Day Follow Up

Totally Locally
BURSLEM

Invest In Your Town • Invest In Your Future

10,000 people is how the total reach on Facebook

28 businesses took part in the Fiver Fest launch

5,800 different people looked at Facebook page in the launch week

Media coverage from 5 organisations: BBC TV, Radio Stoke, The Sentinel, Six Towns Radio, Staffs Live

"It's all about coming together: a fantastic start for getting Burslem a voice and being a part of the business community."
Amanda, Barewall Gallery

Come & join us & help make Burslem a better place...

FOR MORE INFO VISIT:
WWW.TOTALLYLOCALLYBURSLEM.CO.UK
WWW.FACEBOOK.COM/TOTALLYLOCALLYBURSLEM
WWW.TWITTER.CO.UK/LOCALLYBURSLEM

10 Appendix 4 - Post L from Figure 8, example of a successful post shared

Totally Locally Burslem
The Junction Barbers also a part of Totally Locally Burslem!



about 6 months ago

Like Comment Share

1,600 people saw this post

Boost Post

1,600 People Reached

115 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

15 Likes	0 Comments	39 Shares
----------	------------	-----------

FROM LIKES, COMMENTS & SHARES

37 Likes	15 Comments	9 Shares
----------	-------------	----------

TOTAL

52 Likes	15 Comments	48 Shares
----------	-------------	-----------

334 Post Clicks

278 Photo Views	1 Link Clicks	55 Other Clicks
-----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

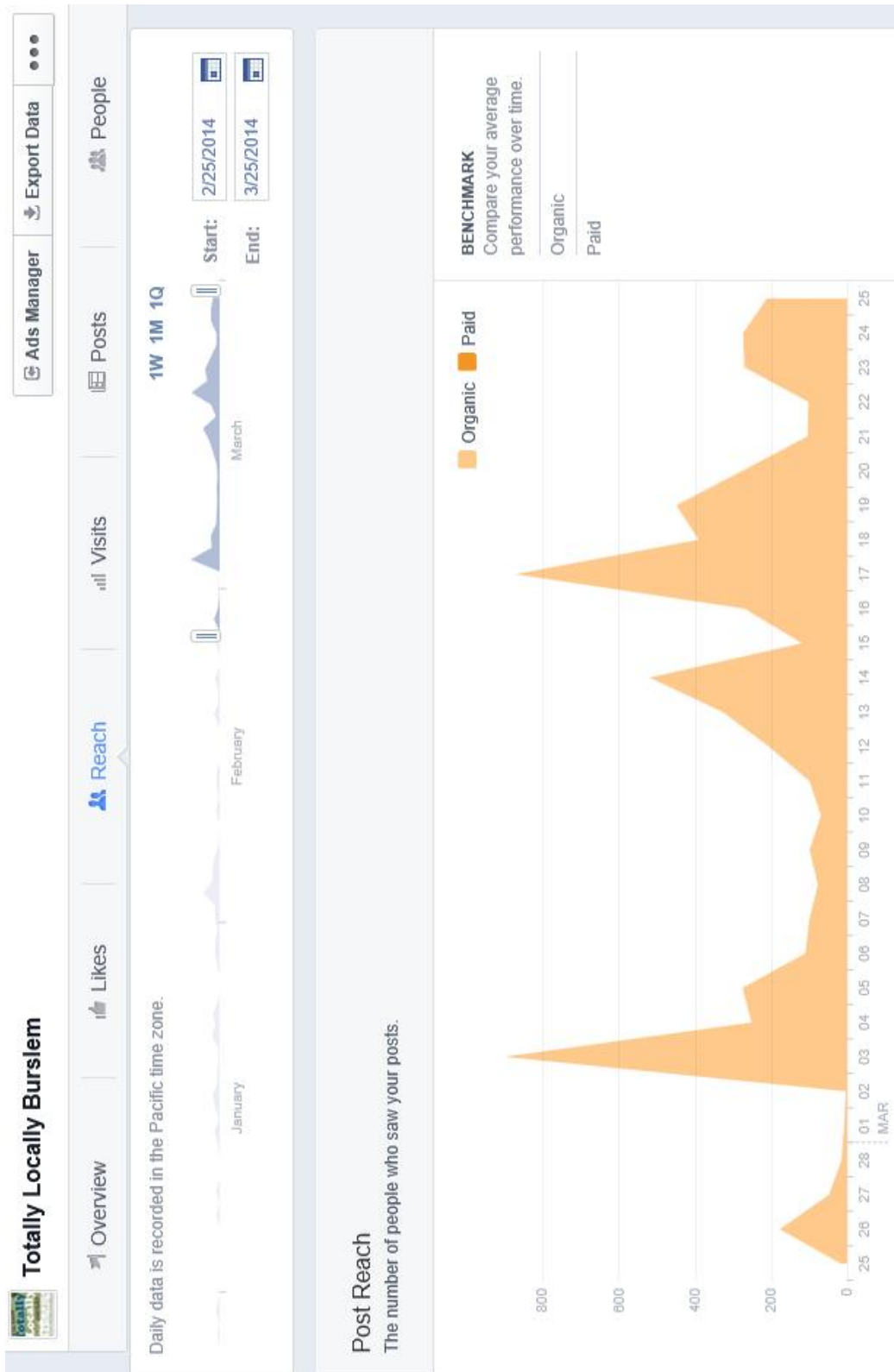
11 Appendix 5 - Facebook: When Totally Locally Burslem Fans are Online



12 Appendix 6 - Facebook: Most Successful Post Types



13 Appendix 7 - Data taken in Pacific Time Zone



14 Appendix - 8 Post from Facebook of Burslem Market shared over 30 times

Post Details

Totally Locally Burslem
March 29th Artisan market in Burslem

Posted by Gary Simango [?] · about 3 weeks ago

Like Comment Share

13 Likes 3 Comments 31 Shares

2,002 people saw this post

[Boost Post](#)

2,002 People Reached

76 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

13 Likes	3 Comments	31 Shares
-----------------	-------------------	------------------

FROM LIKES, COMMENTS & SHARES

16 Likes	12 Comments	1 Shares
-----------------	--------------------	-----------------

TOTAL

29 Likes	15 Comments	32 Shares
-----------------	--------------------	------------------


225 Post Clicks

176 Photo Views	0 Link Clicks	49 Other Clicks
------------------------	----------------------	------------------------

NEGATIVE FEEDBACK


0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

15 Appendix 9 – Tweet promoting the Christmas event, retweeted by the local newspaper.



Locally Burslem @locallyburslem · Dec 6
Burslem shops have deals on for a fiver tomorrow! Just for Christmas!! For fiver fest deals click the link totallylocallyburslem.co.uk/festive-fiver-...


Expand ↩ Reply 🗑 Delete ★ Favorite ⋮ More



Locally Burslem @locallyburslem · Dec 6
[@SentinelStaffs](#) Totally Locally Burslem are hosting a Christmas event tomorrow. Please RT for more info follow link totallylocallyburslem.co.uk/category/news/


Collapse ↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS	FAVORITE
3	1




7:51 AM - 6 Dec 2013 - Details

Reply to [@SentinelStaffs](#)



Amy Rome @angelaimz · Dec 6
[@locallyburslem](#) [@SentinelStaffs](#) what are the details for the event? Can't see times or is it just finding the verses?

Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More



Locally Burslem @locallyburslem · Dec 6
[@angelaimz](#) Most shops will be open at 11 oclock. The fiver fest heading on the website should let you know what shops are involved :)

Expand ↩ Reply 🗑 Delete ★ Favorite ⋮ More

16 Appendix 10 – Humorous Tweet



Locally Burslem @locallyburslem · Nov 30

You never know who you will bump into around Burslem @visitburslem!
Rodney, Del Boy & Denzil from Only Fools & Horses pic.twitter.com/Hlk1qyo5iL



RETWEETS

6



11:16 AM - 30 Nov 2013 · Details


Flag media


Collapse

Reply Delete Favorite More

Reply to @visitburslem

17 Appendix 11 – Tweets with prompt

 Retweeted by Locally Burslem

 **John Webbe** @johnwebbe · Oct 12
Please support Totally @locallyburslem businesses, if local people regularly spend just £5 each, it can create a bright future! #burslem


[Collapse](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)


RETWEETS
8



5:27 AM - 12 Oct 2013 · [Details](#)


Reply to @johnwebbe

 Retweeted by Locally Burslem

 **Tony Boulton** @TonyBoulton · Oct 12
Best wishes to my home town as Burslem goes Totally Locally! Support local business @LocallyBurslem j.mp/17wUepY #Burslem


[Collapse](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)

RETWEETS
3



5:44 AM - 12 Oct 2013 · [Details](#)


Reply to @TonyBoulton

 Retweeted by Locally Burslem

 **Burslem, Mother Town** @visitburslem · Oct 12
Thx! RT @BurslemLive: Excellent tweets from @visitburslem today at the @BCBfestival Burslem Weekender and @locallyburslem launch

[Collapse](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)

RETWEET
1




6:17 AM - 12 Oct 2013 · [Details](#)

18 Appendix 12 – Twitter Interaction in between events

 **Locally Burslem** @locallyburslem · Nov 17
So far 2 Burslem Businesses are dressing their widows with the 12 days of Christmas theme. 2 Turtle Doves and 12 Drummers have been taken!
Collapse ↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS
3

1:12 PM - 17 Nov 2013 · Details

 **Annette Bellyou** @AnnetteBellyou · Nov 18
[@locallyburslem](#) I thought that The Swan was having the 7 Swans a-swimming?
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More

 **Locally Burslem** @locallyburslem · Nov 19
[@AnnetteBellyou](#) Yes indeed they are..
Hide conversation ↩ Reply 🗑 Delete ★ Favorite ⋮ More

FAVORITE
1

9:45 AM - 19 Nov 2013 · Details


Reply to [@AnnetteBellyou](#)

 **Locally Burslem** @locallyburslem · Nov 18
Task by Dave from glass blowing - In the Xmas lights around Burslem, try to find the hidden letters. 'BURSLEM'. photograph them and show us!
Collapse ↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS **4** FAVORITE **1**

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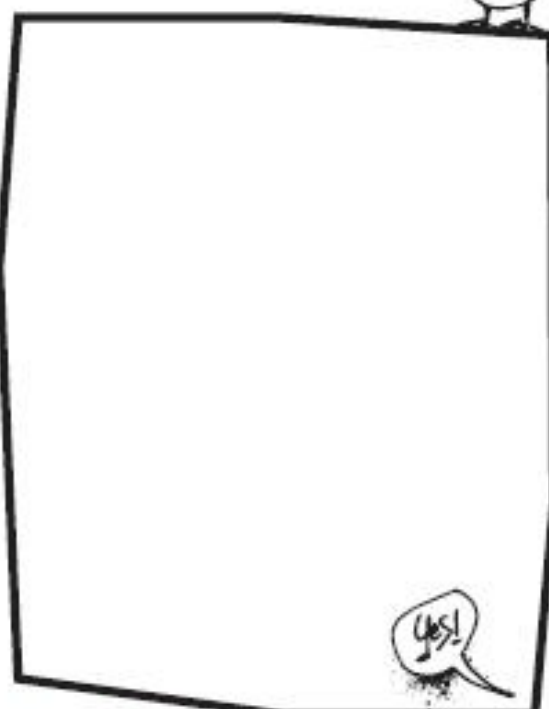
 **ClareWhite** @ClareWhite · Nov 18
[@locallyburslem](#) ace. Go Dave!
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19 Appendix 13 Fiver Fest Leaflet


WE'RE IN THE
**TOTALLY LOCALLY
FIVER
FEST**
LOADS OF AMAZING & SPECIAL OFFERS FROM
BURSLEM'S INDEPENDENT SHOPS & BUSINESSES.
AROUND TOWN @ AT: www.totallylocallyburslem.co.uk

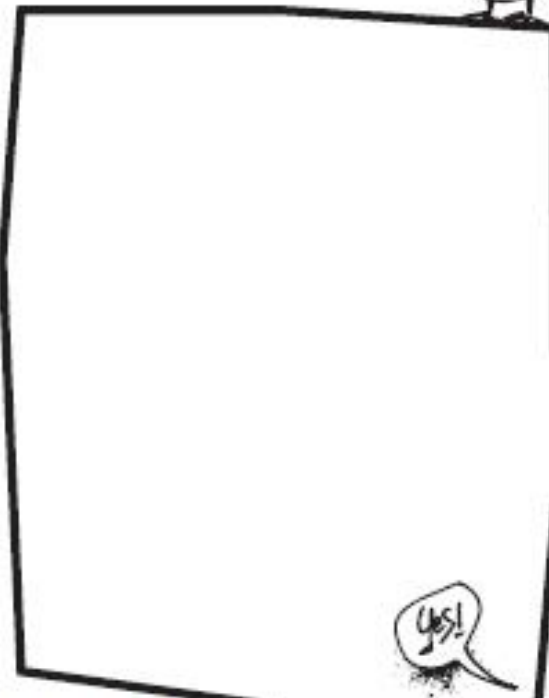
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OUR
**FIVER
OFFER IS:** 





OUR
**FIVER
OFFER IS:** 





HAVE A
TotallyLocally
BURSLEM TIME

HAVE A
TotallyLocally
BURSLEM TIME

INVEST IN YOUR TOWN - INVEST IN YOUR FUTURE

INVEST IN YOUR TOWN - INVEST IN YOUR FUTURE

to see other cracking
FIVER FEST OFFERS
from around BURSLEM visit:
WWW.TOTALLYLOCALLYBURSLEM.CO.UK

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INVEST IN YOUR TOWN - INVEST IN YOUR FUTURE

INVEST IN YOUR TOWN - INVEST IN YOUR FUTURE

20 Appendix 14 The Magic Tenner Flyer

WE'RE GOING
Totally Locally
BURSLEM

WHEN YOU SHOP HERE, YOU SUPPORT



OTHER LOCAL BUSINESSES WHO SUPPLY & WORK WITH US

THE MAGIC TENNER

When you spend £10 with us, up to £50 goes back into our local economy*

THANK YOU - YOU SHOULD BE PROUD!

* figures based on research by The New Economics Foundation (dever people!) www.pluggingtheleaks.org

INVEST IN YOUR TOWN - INVEST IN YOUR FUTURE
TO FIND OUT JUST HOW FAR YOUR TENNER CAN GO WHEN YOU SHOP TOTALLY LOCALLY, VISIT
WWW.TOTALLYLOCALLYBURSLEM.CO.UK

21 Appendix 15 Declaration of Independence

DECLARATION OF INDEPENDENTS

WE ARE AN INDEPENDENT BUSINESS

We **APPRECIATE YOUR CUSTOM**
WHEN YOU SHOP HERE YOU SUPPORT THE PEOPLE WHO OWN & RUN THE BUSINESS, NOT A BIG FACELESS CORPORATION. THANK YOU.

WE PUT OUR MONEY WHERE OUR MOUTH IS
WE CHOOSE TO SPEND OUR MONEY LOCALLY, WITH OTHER LOCAL INDEPENDENT BUSINESSES IN OUR TOWN - FROM SHOPS TO SUPPLIERS, WINDOW CLEANERS TO ACCOUNTANTS & ALL THINGS IN-BETWEEN.
BECAUSE SUPPORTING EACH OTHER MAKES A THRIVING LOCAL ECONOMY, & MAKES OUR TOWN A BETTER PLACE TO LIVE, WORK & VISIT.

WE ARE UNIQUE
YOU WON'T FIND US ON EVERY HIGH STREET - JUST THIS ONE.

WE CREATE REAL, LOCAL JOBS.

SPENDING £10 WITH AN INDEPENDENT SHOP, MEANS UP TO £50 GOES BACK INTO OUR LOCAL ECONOMY*
BY THE MONEY CIRCULATING ROUND & ROUND, WHICH CREATES PROSPERITY AND MORE JOBS - MAYBE EVEN YOURS OR YOUR CHILDREN'S IN THE FUTURE. NICE!
*Based on research by the New Economics Foundation - "Flagging the Lead"

THANK YOU FOR SHOPPING WITH US
INVEST IN YOUR TOWN - INVEST IN YOUR FUTURE
this poster was brought to you by:
www.TOTALLY-LOCALLY.CO.UK

WE PAY FAIR TAXES.
WHICH MEANS WE SUPPORT OUR LOCAL NHS, OUR COMMUNITY, OUR SCHOOLS & OUR LOCAL GOVERNMENT & SERVICES.

TELL US YOUR NAME, & WE'LL TELL YOU OURS!
WE WANT YOU TO LOVE OUR SHOP, SO THAT YOU TELL OTHERS, AND WE CAN BUILD A RELATIONSHIP WITH YOU, GETTING TO KNOW WHAT YOU LIKE & DON'T LIKE.

WE LOVE OUR TOWN
WE GET INVOLVED WITH LOCAL STUFF, BECAUSE WE ARE PART OF THIS COMMUNITY.