

# MAKING THE CASE FOR YOUR STORE

You should consider what information you can share with your community about the contribution that you make to the local area. Fill in the sheet below with details about your store in order to the case for your business locally. This information is invaluable to help you reflect on the work you are doing locally and understand what more you can do.

Do not assume that the local community knows how many people you employ, how much you pay in business rates, how much you have invested to make your offer better and how much you support community activity. Presenting these facts to the right people in your community can make real differences to how your business is perceived locally.

My business employs ..... people in the local community

My store is open ..... hours a week serving local customers

My store provides the following services (e.g. Post Office, cash machine, home news delivery etc):

.....  
.....  
.....  
.....

I have invested ..... in my business over the last year

My business pays ..... in business rates annually to fund local services

My business dedicates ..... of space in store to fruit and veg and other healthy products

Describe the community activities, events or charity work that you have funded over the last 12 months

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.....

Describe the community activities, events or charity work that you plan to support over the next 12 months

.....  
.....

## SOCIAL MEDIA

I use the following to engage with customers in my business:



Twitter



Facebook



Instagram



LinkedIn



Pinterest



Snapchat



YouTube