

# Love Gloucester: Consumer & Residents Campaign Toolkit

*This toolkit is for people who live in, work in, or love Gloucester. It shows how you can get involved, support local businesses, and help spread positive stories about our city.*

## **1. What is Love Gloucester?**

Love Gloucester is a city-wide campaign celebrating everything that makes Gloucester special – its independent businesses, people, culture, heritage, and community.

The campaign encourages everyone to:

- Shop local
- Explore the city
- Support Gloucester businesses
- Feel proud of where they live

## **2. Why Your Support Matters**

When you choose Gloucester, you help:

- Support local jobs and livelihoods
- Keep independent businesses thriving
- Strengthen the local economy
- Build a vibrant, welcoming city centre

Every visit, post, share, and recommendation makes a difference.

## **3. Easy Ways to Get Involved**

You don't need to spend money to take part, there are lots of simple ways to show your support.

### **Everyday Actions**

- Shop with local and independent businesses
- Eat, drink, and socialise in Gloucester
- Recommend your favourite places to friends
- Leave positive reviews online
- Choose local when you can

### **During Campaigns**

- Look out for Love Gloucester posters and window displays
- Take part in special offers or events
- Share your experiences on social media
- Try somewhere new



#### **4. Social Media Toolkit**

Help spread the love online by sharing your Gloucester moments.

##### **Use These Hashtags**

- #LoveGloucester
- #ShopGloucester
- #SupportLocal

##### **Tag Us**

- @GloucesterBID, @shopGloucester

##### **What to Post**

- Your favourite Gloucester shop, café, or business
- A great meal, product, or experience
- Hidden gems or new discoveries
- City views, historic spots, or events
- Selfies and moments around Gloucester

##### **Example Social Posts**

###### **Post 1 – Supporting Local**

Choosing local today  Proud to support Gloucester businesses. #LoveGloucester

###### **Post 2 – Exploring the City**

Exploring Gloucester and finding new favourites. There's so much to love about this city.

#LoveGloucester

###### **Post 3 – Recommendation**

If you're in Gloucester, you *have* to check out [business name]. Local gems make this city special.

#ShopGloucester

#### **5. Get Out & Explore Gloucester**

Make the most of what the city has to offer:

- Discover independent shops and markets
- Visit historic streets and landmarks
- Enjoy local food, drink, and culture
- Attend events and activities

Turn a regular day into a Gloucester day out.

#### **6. Events & Experiences**

During Love Gloucester campaigns, you may see:

- Special events or activities
- In-store offers or experiences



- Pop-ups, markets, or performances

Check Love Gloucester channels for what's on and how to take part.

## **7. Be a Positive Voice for Gloucester**

Help shape how people see our city by:

- Sharing positive stories
- Supporting local initiatives
- Being welcoming to visitors
- Challenging negative perceptions with real experiences

Gloucester's story is told best by the people who live here.

## **8. Stay Connected**

Follow Love Gloucester to stay up to date:

**Website:** <https://www.gloucesterbid.uk/love-gloucester/>

**Social:** @GloucesterBID, @gloucester\_BID, @ShopGloucester

**Hashtag:** #LoveGloucester

Invite friends, family, and colleagues to get involved too.

## **9. Thank You**

Thank you for supporting Love Gloucester and the people who make our city what it is.

 *Love where you live. Support Gloucester.* 

## **Top 5 Ways to Love Gloucester**

**For Students:**

### **1. Shop & Eat Local on a Budget**

Grab coffee, food, and essentials from local independents – many offer student deals or great value options.

### **2. Discover Hidden Gems**

Explore independent shops, cafés, vintage stores, and creative spaces you won't find anywhere else.

### **3. Share Your Gloucester Moments**

Post your favourite places, meals, or views using #LoveGloucester and tag local businesses.

### **4. Get Involved in Events**

From markets to live music and pop-ups, Gloucester has plenty going on – keep an eye out and get involved.



## 5. Be a Proud Gloucester Ambassador

Whether you're here for a few years or longer, speak positively about the city and recommend your favourite spots.

### For Families

#### 1. Make It a Gloucester Day Out

Spend time in the city centre exploring shops, museums, docks, parks, and cafés.

#### 2. Support Family-Friendly Local Businesses

Choose local cafés, attractions, and shops that help keep the city thriving for future generations.

#### 3. Take Part in Events Together

Enjoy seasonal events, markets, trails, and activities happening across Gloucester.

#### 4. Try Somewhere New

Use Love Gloucester campaigns as a reason to discover a new place as a family.

#### 5. Share the Love

Leave positive reviews, tell friends about great experiences, and show children the value of supporting local.

### For Young People

#### 1. Hang Out Local

Meet friends in local cafés, food spots, and social spaces instead of going elsewhere.

#### 2. Support Independent Brands

From fashion to food, Gloucester's independents are doing their own thing – back them.

#### 3. Create & Share Content

Take photos, make videos, or post stories showing what Gloucester means to you.

#### 4. Get Involved

Volunteer, perform, trade, or take part in events – Gloucester needs young voices.

#### 5. Shape the City's Future

Your choices matter. Supporting Gloucester now helps create the city you want to grow up in.

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Love where you live. Love Gloucester.  

