

# Epping District Council

## Digital Recovery Plan

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*“Connecting businesses with their local communities/catchment and being able to connect business together is a fundamental element of success in town-centre regeneration.*

*Maybe\* has a proven solution that can be used as a central pillar of the recovery of town centres across the UK.*

**Professor Cathy Parker, Lead of High Street Task Force**



Maybe\* is part of the UK Government's High Street Task Force which supports communities and local government to transform their High Streets

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**Maybe\***

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# Where do we start?



Maybe\* data shows that across the district, only 27.5% of businesses use social media and only 16.9% of those are actively on social media each day. Together, they create 1200 posts per day and generate around 130k engagements.

Imagine the impact it would have if all of the businesses in the borough were using social media regularly! Even if those businesses simply engaged with each other's content, today's insights show they have a potential collective reach of over 732 million consumers.

Epping Forest (Local Authority) ★📍 ▼ **336** ↑ 32 **27.5 %** **16.9 %** ↓ -36 % **732.6 M** ↑ 1 %

## What Next?

Maybe\* provides access to a market-leading platform and training that helps Local Authorities and BIDs support their businesses to leverage digital channels as they continue to trade alongside COVID-19.

Maybe\* will connect you to all of your nominated High Streets, and the local businesses within them via social media channels; Facebook, Twitter and Instagram.

### **This means, that Epping Forest District Council can:**

1. Provide the access to [comprehensive online social media training](#) for all the businesses in the district, along with the tools they need to improve.
2. Increase both the volume and quality of the social media content across the district
3. Facilitate and drive engagement across all your seasonal local campaigns
4. Drive footfall, sales and economic resilience in the lead up to Christmas 2020 and beyond
5. Provide visible success stories in every town
6. Manage their organisational reputation across all social media channels
7. Understand sentiment and conversation across all of their main centres
8. Access weekly social media training for all key stakeholders and local Champions
9. Have daily access to the data that tracks the performance of all their businesses

## Why Now?

3.6 billion consumers across the world are now spending over 3 hours a day on social media. In the light of recent lockdown measures becoming more stringent, this is likely to increase dramatically in the coming days and weeks and yet only 16.9% of the socially active businesses in the district are posting anything for them to engage with! It's not a localised problem, we are seeing this in all areas of the UK. Social media done well, drives sales FACT. No social media, missing an opportunity, FACT.

Given the urgency required to implement a launch campaign and commence the social media training needed to drive engagement, footfall, online and offline sales in the district in the lead up to Christmas and beyond into 2021, we are supporting every place with the assets they need to succeed at pace. Our campaign can be launched with 5 working days of agreements being in place.

**Watch the Video Demo for [Place Stakeholders](#)**

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The logo for Maybe\* features the word "Maybe" in a bold, blue, sans-serif font, with a small asterisk to the upper right of the "e". A registered trademark symbol (®) is located at the bottom right of the word.

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# New Optional Loyalty Module

Local Rewards is a nationwide loyalty programme that helps increase sales and measure which promotions work.

It supports local economies by rewarding consumer's local spend through their existing Visa and Mastercard whilst also providing independent businesses with access to market leading digital tools and training.

Watch the Video Demo for [Local Rewards](#)



Maybe\*



“Our aim is that every card transaction in a place, creates another opportunity to boost sales locally.”

— Polly Barnfield, OBE, CEO and Founder of Maybe\*

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## What is the cost?

The Maybe\* licence gives you the ability to engage with and monitor the social media conversation throughout any one or all of your towns. The price paid by Epping Forest District Council will be determined by the number of organisations in the geographical area to be included within your platform.

It includes the ability to provide all of the businesses in each of your towns with sponsored access to the Maybe\* platform, a suite of social media training, weekly webinars and all the tools they need enable them to socially connect, both with each other's conversations, and with their individual town as a place.

Maybe* Service	Annual Costs
<b>Platform access for you and up to 500 businesses*</b> <i>Uttlesford DC main centres</i>	<b>£5,180</b> <i>£10.36 per business</i>  <i>Minus 15% discount</i>  <b>Discounted Price £4,403</b>
<b>Platform access for you and up to 1000 businesses*</b> <i>Larger district</i>	<b>£8,080</b> <i>£8.08 per business</i>  <i>Minus 15% Discount</i>  <b>Discounted Price £6,868</b>
<b>Local Rewards - Starter Pack (small)</b> To include 5000 transactions - must have Platform access package	<b>£2.950 per town</b>
<b>Local Rewards - Starter Pack (large)</b> To include 10,000 transactions - must have Platform access package	<b>£4950 - would cover the district</b>  <b>NB:based on transaction not annual fee.</b>
Local Rewards - additional 5000 transactions	<b>£1500</b>
Full training on how to use the Maybe* platform to engage with your businesses for all LA account users and local champions	<b>Included</b>
Social Media training for businesses, access to webinars and membership of the Maybe* make social media work Facebook Group	<b>Included</b>
Launch Campaign to include landing page content; press release templates; social media campaign plan and social media assets	<b>Included</b>

## Who Maybe\* works with

- High Street Task Force
- FSB - Federation of Small Businesses
- Bira - British Independent Retailers Association
- ACS - Association of Convenience Stores
- BT- Skills for Tomorrow Program
- New River Retail
- Addington Capital
- Redevco
- Alterx Capital
- GFirst LEP
- The Growth Hub
- Cotswold District Council
- Harrogate Borough Council
- Destination Chesterfield
- Uttlesford District Council
- Exeter BID
- Putney BID
- Kings Lynn BID
- And more!

**We look forward to working with you.**

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