



# Uniquely<sup>TM</sup>

## LOCAL

JOIN OUR RANGE OF HAND PICKED, UNIQUE GIFT EXPERIENCES



Uniquely Local was founded by friends Rachel and Ema, both full-time mums living in North Yorkshire with young families. The idea for Uniquely Local came from their own desire to find interesting, memorable experience gifts that they'd be pleased to receive.

*“We had a vision to start a business that inspired us, offering quality experiences with a personal service. Something we would use ourselves and could be proud to recommend.”*

5 years on and Uniquely Local now has grown from just 20 to over 250 experiences on offer from over 70 different providers. Uniquely Local focuses on experiences in the Yorkshire region so visitors to the site know they are getting a truly uniquely, local experience gift.

The team like to work with small, local business owners, producers, artists and crafts people who are passionate about their businesses. They get really positive feedback from their providers about the people who attend the experiences. Uniquely Local never discount, they're not a group buying platform and this is reflected in the kind of customers that their website attracts. They want to offer people a really thoughtful selection of experiences that make wonderful, memorable gifts.



When you sign up to sell your experience or product with Uniquely Local you are gaining a marketing team who will champion your business online and offline; at gift and business trade fairs, at networking events, through social media, newsletters, paid advertising, press coverage, professional partnerships and printed gift guides.

We provide this service for no upfront cost and only get paid when we have sold something for you!

With Uniquely Local you won't just be another listing on our website, we want to get to know the personalities behind your brand and help you promote your business to our customers.



the guardian

THE YORKSHIRE POST



People who care about authentic, local experiences.

## WHO ARE OUR CUSTOMERS?

Groups looking for a unique, fun activity.

Those looking for inspiration for that 'difficult to buy for' friend or family member.

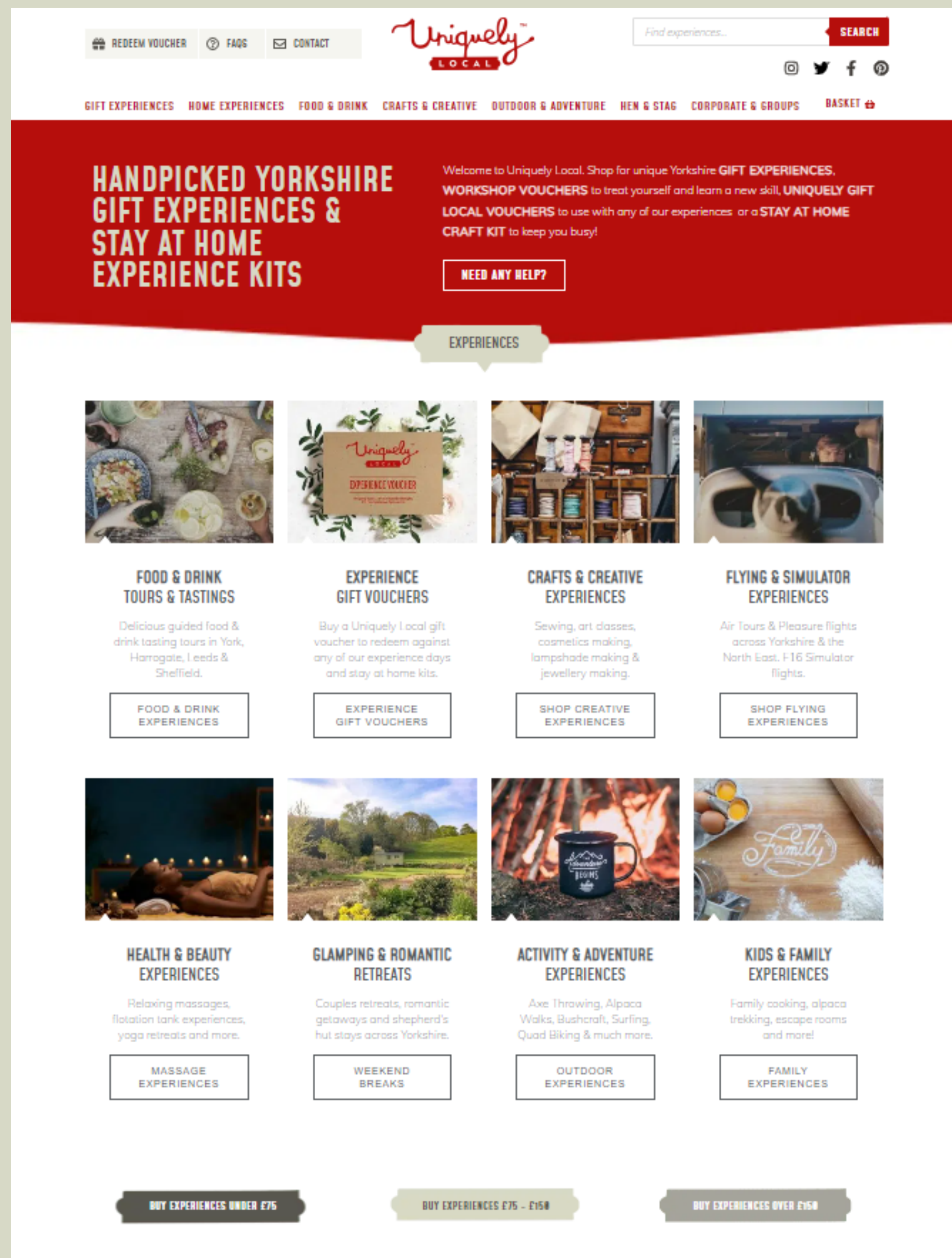
People who want to put their money into supporting and building their local community.

Local businesses looking to reward their employees with a fun filled experience.



# THE UNIQUELY LOCAL OFFER

www.uniquelylocal.co.uk  
hello@uniquelylocal.co.uk



The Uniquely Local website features a host of wonderful gifts for all ages. From make at home kit experiences, creative crafty sessions, food and drink tours, to thrilling outdoor adventures; all grouped by buying intention, recipient, experience type and location. Our customers tell us they find it easy to use.

*"The whole process was incredibly easy and straightforward. The website is well laid out and looks attractive, and the offers are great."*

Your business will benefit from a product listing written in our own house style with need-to-know information, including an terms and conditions, highlighted to the customer. We'll also help you make the most of your product photography and can arrange for professional shots if you need them. In your company profile on the product page you can shout about your business and any awards you may have won.

Did we mention that we take care of your listings for you? No laborious uploading of content, just point us to your existing content online or ping us an email and our team will create a beautiful listing for you and send you a link to approve it before going live.

Need to make changes to your listing? Not a problem, just let us know and we will get them done. Need to take the listing offline for whatever reason? Again, just let us know via email and we will get straight on it.

# QUALITY CUSTOMERS, DELIVERED

You'll get email notification of every single sale so you can keep a record and manage your availability or stock.

Each experience comes with the option of a free print at home voucher or for a small fee a printed voucher can be purchased and posted in an eco-friendly gift box. This can be sent to the customer's home to give by hand or sent straight to the recipient

Once the recipient has received their gift and is ready to book they will get in touch with you and arrange their experience. Just let us know when this happens and we will transfer your payment.

Now the customer is yours! Treat them well and they will go away and tell all their friends about your amazing business.

*Did you know that on average it costs five times more to attract a new customer than to retain an existing one?*

# OUR EXPERIENCE PROVIDERS

We've been working alongside Uniquely Local since their very start. What a wonderful, personal service we receive and our customers too. I'd have absolutely no issues recommending them anyone and I do constantly.

SIMON - LACEY'S CHEESE

I have been working with Uniquely Local for 3 years and have found them very professional and helpful. They have been helping Brewtown Tours grow since it's inception through promotions and online sales. I would recommend them to any company providing an experience.

MARK - BREWTOWN TOURS

Working with Rachel and Ema from Uniquely Local has been an absolute delight. Thanks to their beautifully designed website and their professional service, Uniquely Local has helped effectively increase sales and visibility for my tours. Rachel and Ema are quick to respond to any question or query I may have as they are always happy to help. Definitely loving it!

CAMILLE - TOURS IN A DISH

# OUR CUSTOMERS

Very accommodating and helpful. Super fast postage and the packaging looks fantastic. Very happy and would recommend to friends and family.

RACHEL MILLINGTON

Thank you for the ease with which I was able to send a special gift to a friend

TRACEY BARTON

We wanted something experiential as a wedding present and to support a local business. Uniquely Local hit the nail on the head.

JUDE

Friendly, very helpful and a wide ranging choice. Can't find anything suitable? Mail them with details of your requirements and they will come back (speedily) with suggestions. Can't praise them enough. Very highly recommended.

THELMA WILDING

# BECOME A UNIQUELY LOCAL GIFT PARTNER.

- 1.** Once we have the details of the experience(s) you would like to offer and any images you want us to use we will add them to the website and create your experience page. It's free to list as many experiences as you want.
- 2.** Once your page is created, we'll send a password protected link over to you to approve the copy and check the facts and prices. If you are happy, your packages will go live on the website and we will start promoting them, if you've got changes just let us know and we'll amend the page.
- 3.** When the page is live we'll start promoting you via our website, newsletter, social media and ads. Hopefully it won't be too long before we make a sale. At this point we send the gift recipient a voucher with a unique code (this can be generated by us or provided by you) which they will then use to book their experience directly with you. As soon as a sale is made we send you the gift recipient name and the voucher code.
- 4.** Once the recipient has made contact with you to make their booking you just let us know via email and at this point we will transfer the payment to you minus our commission which is 20%.
- 5.** We do not charge anything for listing your experiences and you are not tied in for any length of time but please be aware that it takes time to get the experience ranked by google and promoted by ourselves so we ask that you consider sticking with us for at least 6 months as long as you are happy with what we are doing.

**NO SET UP  
COSTS**

**NO  
MARKETING  
COSTS**

**NO  
MINIMUM  
CONTRACT**

**JUST 20%  
COMMISSION**



## WHAT KIND OF COMPANY IS UNIQUELY LOCAL?

We hope that you've been impressed with our offering and want to join us but just before you go we'd like to tell you a little bit more about the kind of company you would be partnering with and what we think is important in business and in life.

When we started the business we were passionate about promoting Yorkshire because we love living here and love the diversity of the landscape and the people. As the business has grown and we have had the opportunity to think about what other factors are important to us as a business we have taken the steps to actively support the things we care about.

We have signed up to carbon offsetting with two companies, one global - Ecologi - and one local - Make it Wild. We love what Make it Wild is working to achieve and want to support them in any way we can. Check out their website <https://www.makeitwild.co.uk/>

We donate 1% of our profits to global carbon offsetting projects with Stripe.com, our payment provider.

We have also committed to meeting all ten components of the Good Business Charter - Real Living Wage, Fairer Hours & Contracts, Employee Well-Being, Employee Representation, Diversity and Inclusion, Environmental Responsibility, Pay Fair Tax, Commitment to Customers, Ethical Sourcing and Prompt Payment to Suppliers. Find out more <https://www.goodbusinesscharter.com/>