

# Loop Connections — The Sustainable Towns Toolkit

The sustainable towns toolkit has been developed to check the health of towns and support solutions for smarter places.

Loop Connections' innovative and award winning technologies and business support teams are creating smarter places.

Smart towns change local culture and attitudes to facilitate joint working. By setting up technologies to facilitate better local engagement, and continuous feedback for constant improvement local trading becomes more rewarding.



## Connected Economies

Traditional strengths of towns have been their accessibility to local people where shops and service providers know their regular customers and tailor local services to local needs. Building on these strengths helps to sustain local economies.

This is being delivered through smart connected towns. These smart towns recognise that traditional advantages of local towns were eroded when online suppliers and supermarkets learned how to get to know customers better through rewards schemes; and local access declined. Poorly planned parking and busier roads made local shopping less attractive for pedestrians and roads harder to cross.

Smart towns fix these problems by enabling local stores to be the first choice, backed up with links to online shopping, not vice versa. Local rewards schemes are also needed so that local traders understand customer preferences.

In smart towns where these new approaches have started to develop residents spend at least £60 less on car travel per year, investing most of this extra disposable income in the local town. That means that 10,000 residents of a smart town generate at least an extra £600,000 locally.

The Loop Connections toolkit has been designed to make connections in a town supporting sustainable trading, incentives and rewards.



Linking sales and rewards in a local online marketplace makes towns more competitive

## Better Environments

Poorly maintained paths, declining air quality, and a lack of street furniture are problems facing many towns. Constructive communication has proved to be the single most successful approach to better environments. From street audits to air quality monitoring once everyone is aware of the problem and agreed on how problems can be fixed, the funding and organisation of improvements becomes much easier. Some local authorities have been particularly smart funding investment through community contributions, sponsorship of public art and other fundraising activities.



## Stronger Inclusive Communities

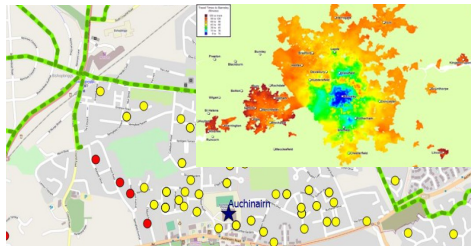
Living local, shopping local and sharing locally, ensures a fairer, happier and more inclusive community. Online social networks have the potential to be used for local benefit rather than leaving people isolated at home on their computer.

Smart places with social connections for community benefit make more of social networks for the benefit of local places.



# Data, Community Engagement and Technology from Loop Connections

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A** Since 2006 we have been calculating the National Statistics for Government on access to town centres. Detailed data can be extracted from our systems for any place in Britain to help public authorities and developers plan accessible local places in line with national guidance. Our tools have been referenced as best practice in Planning Advice Note 75 in Scotland since 2005.



Engaged local communities must be involved in identifying problems and invested in the solutions. Big data is used to start the dialogue, as it shows how local connections compare across the town and with other places.



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T** Engagement is then delivered through workshops, consultation, travel planning and events. These stakeholder engagement approaches are then followed up with ongoing feedback using so-

cial media, printed and online surveys and using timely prompts like community polling, and personalised dialogue marketing.

This ensures everyone is invested in improvements like delivering and maintaining safe routes to shops, schools, stations, and leisure facilities.

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Y** The Loop Connections toolkit bridges the gap between online marketplaces for buying goods and services, and physical markets in towns where local suppliers can sell their products and services in local streets.

The comprehensive communications and trading system includes buyer and seller dashboards and smartphone apps. All software and apps are branded and set up with relevant local offers within the license fee but can then be freely used. Social networks and feedback are used to promote offers and rewards. This enables all of the stakeholders in a town to trade openly removing many current barriers to social connected towns.



## Sustainable towns checklist— have you got:

**FREE**— The data on travel times to local shops and services from each neighbourhood.

**FROM £5 PER DAY**—Licenced a copy of the town marketplace software for your town to enable connections and communications between residents, businesses voluntary groups and agencies. Top ups include social networking packages and digital touch points.

**FROM £500 PER DAY** — The consultancy support needed to help manage the community engagement and social networking. We recommend at least one day of support for set up and training. Then buy further support only when it is needed.

The Loop Connections toolkit is driven by local need, supported with expert help and the latest technologies.

Big data lay the foundations, dialogue builds the social and business networks, and an online marketplace helps people trade locally to share the benefits.

The toolkit can be customised to local needs and supported with a variety of training and support packages. Our supply chain for staff, technology and support means we can deal with almost any customer need.



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