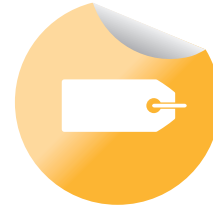


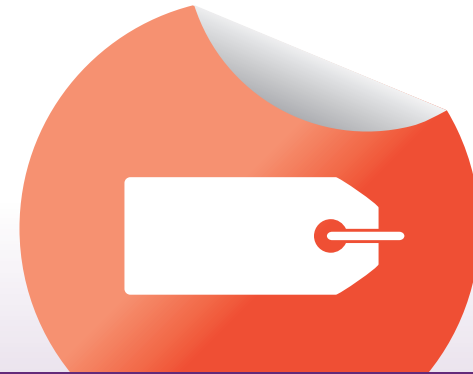
The OnlyUncle Community Regeneration Manifesto



Here at **OnlyUncle.com** we're starting
a movement find out more here



Here at OnlyUncle.com we're starting a movement with the intention to **re-ignite people's interest in local high street stores**, and to regenerate community spirit while simultaneously contributing to local economy.



All done through a **digital** platform.



At a time when the UK economy is facing tough challenges **business leaders, business owners, communities and local governments** need to do more to embrace the opportunities created by the digital revolution.



The OnlyUncle.com Community Regeneration Manifesto calls for representatives from all our local communities – businesses, organisations, educators, public services and individuals – to channel community spirit and support ourselves by supporting one another.

Individuals and businesses, regardless of their size, have much to learn about how to ‘think digitally’ in the context of their community. A lack of understanding of the digital world means that many individuals and businesses are missing out on valuable opportunities to **sell more**, **engage more**, and **contribute more**.





At the moment the internet is used by business as a transactional tool to buy and sell products or raise awareness, though 40% of SMEs do not even have a web presence. **The potential for positive impact** is something that **OnlyUncle.com** wants to harness and share.





Our local communities consist of businesses wanting to provide, organisations wanting to support, and individuals wanting to contribute.

Our communities also consist of individuals who need support and care, businesses who need awareness and recognition, and organisations who struggle to promote their messages.

At the core of the OnlyUncle.com platform are the tools to encourage communities to use businesses on their local high street, and allow UK SMEs to thrive. The main idea is to unite both business and consumer through our website achieving a sense of local community spirit where both the businesses and consumers have a sense of contributing to their community and economy.

Now more than ever businesses need to engage with their customers. **As trust develops so customers interact with businesses, using a range of digital tools, to open a dialogue of the kind only made possible**



Moreover, SMEs must pull together and form their own entrepreneurial communities with other SMEs, **OnlyUncle.com** itself was built using the expertise of 3 other SMEs.

Effective communication between small businesses is vital, and we are here to encourage local partnerships, collaborations and mutually beneficial ventures that support financial, educational and societal growth.



By thinking like buyers and sellers, we, the representatives of our own communities, take back responsibility for where we shop, what we champion and who we support.



We pledge...

- ...to **support each other**, in business and community, by providing a universal channel
- ...to **improve Britain's trading future** by investing in digital channels on behalf of SMEs
- ...to **give SMEs a voice** and the tools to compete against big corporates, by utilising the flexibility of social media
- ...to **regenerate communities** by encouraging shoppers back to the high street, promoting local employment opportunities, and facilitating social responsibility
- ...to **create Community Champions** to spearhead local messages, handing power back to those who know their community best



**We, the undersigned, agreed
to uphold the principals of the OnlyUncle.
com manifesto**



OnlyUncle.com