

# Keeping it local

## Making Everyday Choices That Matter

Keeping It Local is how LDN London turns everyday choices into stronger, fairer, and greener communities.

When we keep it local, the people we support gain more than goods or services. They gain confidence, pride, and a stronger

sense of belonging. Local choices create local impact by building jobs, skills, and community connections that include everyone.

## Key Principles

- 1 We choose local shops, markets, cafés, tradespeople, and services where possible to keep money in the community
- 2 We help people we support make informed decisions that are good for them, their community, and the planet
- 3 We prioritise recruiting people who live nearby and reflect the communities we work in
- 4 We try to only use suppliers and businesses that pay fairly, treat staff well, and support inclusive employment
- 5 We reduce waste, reuse what we can, recycle properly, and buy eco-friendly products
- 6 We involve people in everyday decisions about what to buy, where to shop, and how to spend ethically
- 7 We work with local groups, charities, and enterprises that strengthen community connections

## Benefits of Keeping it Local

- Supporting local shops, services, and suppliers
- Builds stronger, more connected neighbourhoods
- Brings jobs, volunteering, and training to local people
- Empowers people we support to make good and ethical consumer choices
- Reduces carbon footprint and environmental harm
- Promotes fairness, dignity, and inclusive business practices
- Shows that LDN London lives its values in practice
- Sparks local pride and participation among the people we support



# Keep it Local

## Some Examples



### Local Recruitment:

Recruiting new staff who live in the borough and already understand the local area



### Local Social enterprises:

Visiting local social enterprises or supported employment cafés and talking about their mission



### Shop locally:

Supporting people to visit local shops and cafés rather than using online delivery.



### Fairtrade:

Choosing Fairtrade products like tea, coffee, and chocolate and explaining what Fairtrade means



### Use Independent businesses:

Using independent local printers, tradespeople, or event spaces



### Community:

Encouraging the people we support to join local clubs, libraries, or leisure centres



### Ethical choices:

Helping people we support to create weekly shopping lists that reflect healthy, ethical, and eco-aware choices



### Local companies:

Using local taxi firms or community transport services when needed  
Supporting people, to visit local barbers, hairdressers, or beauty salons



### Awareness:

Running sessions on composting, reusing clothes or furniture, and separating waste for recycling

## Staff Role:

- Choose local options when buying anything for your service or with people you support
- Talk to people we support about why local, ethical, and green choices matter
- Help people understand where their food, clothes, and household items come from
- Involve people in shopping and planning so they learn through doing
- Recommend people from your neighbourhood for job roles, volunteering, or partnership working
- Follow LDN London's environmental and ethical purchasing guidance
- Share success stories and local initiatives with your team so good ideas can grow
- Celebrate people we support when they make good local choices, big or small