





BECAUSE I'M A
LONDONER





EXAMPLES OF HOW BUSINESSES AND ORGANISATIONS ARE SHARING THE CAMPAIGN FILM



**adamreedlondon** • Follow
Adam Reed London



**adamreedlondon** At @adamreedlondon we are immensely #PROUD to be a part of the @visitlondon #becauseimalondoner #campaign

Londoners, you help to make this city amazing. ❤️ Step outside and safely return to the places you've missed, welcome back your favourite spots and rediscover the city you love.



12 views
13 MINUTES AGO

Add a comment... [Post](#)


**Tobacco Dock London**
4,216 followers
22h • 

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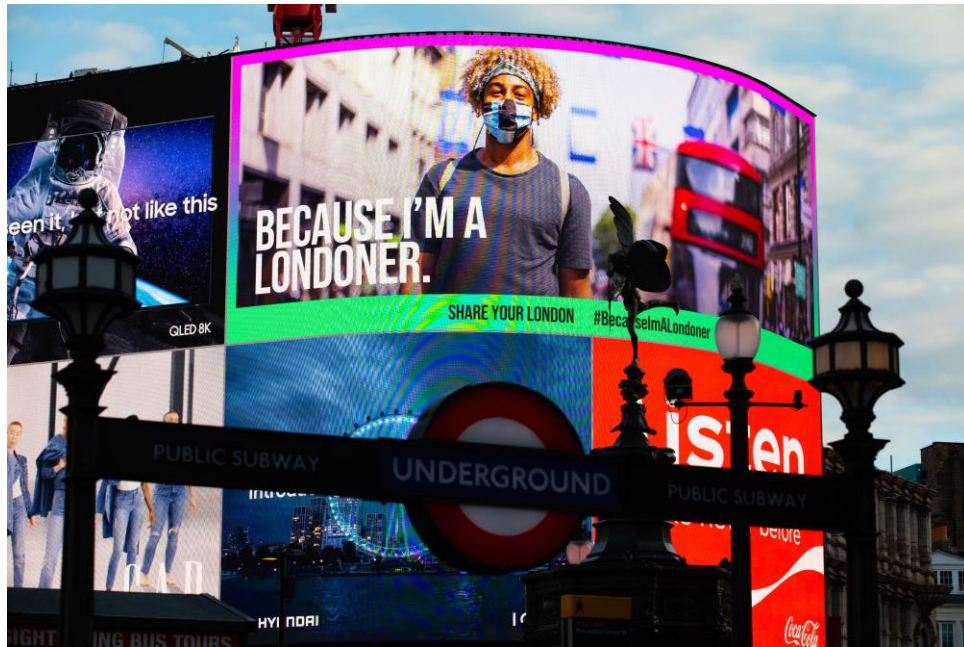
We love this video from [London & Partners](#)... See if you can spot a cameo of our very own Skylight!

Londoners, you help to make this city amazing. ❤️ Step outside and safely return to the places you've missed, welcome back your favourite spots and rediscover the city you love. Share your London. [#BecauseImALondoner](#)

[#GetBritainMeeting](#) [#LondonLovesEvents](#) [#EventProfsUK](#)



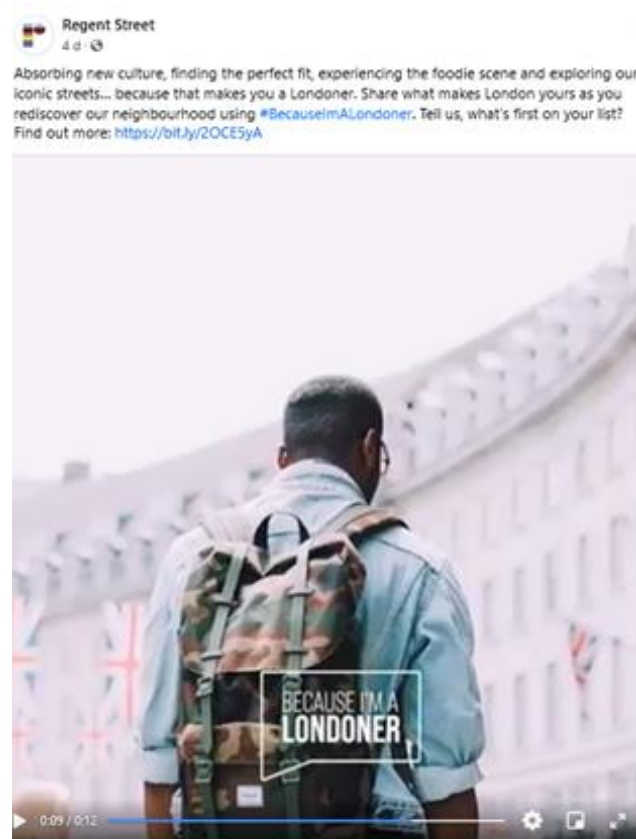
PARTNERS SUPPORTING THE CAMPAIGN



Piccadilly Lights. With thanks to Landsec, Heart of London Business Alliance, Ocean Outdoor, Shaftesbury, Covent Garden (Capital and Counties), New West End Company, The Crown Estate, Royal Academy of Arts, The National Gallery and The Crystal Maze LIVE Experience.

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PARTNERS SUPPORTING THE CAMPAIGN



GANT

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PARTNERS SUPPORTING THE CAMPAIGN



Screens at the Icon Outlet at The O2



Screens at The O2

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PARTNERS SUPPORTING THE CAMPAIGN



London Stadium, Queen Elizabeth Olympic Park



Business Design Centre



Centre Point

BECAUSE I'M A LONDONER

CELEBRATE YOUR BUSINESS REOPENING

 **The Original Tour**
@Original_Tour

A very happy tour host on our first bus out from lockdown last weekend [#SafeTravels](#)
[#BecauseImALondoner](#) [#GoodToGo](#)



1:55 pm · 6 Jul 2020 · Hootsuite Inc.

3 Retweets 8 Likes



 **Love Wimbledon**
Yesterday at 2:02 PM ·

Many pubs, restaurants and bars across Wimbledon Town Centre will be re-opening from the 4th July. Most require advanced booking or downloading an app to order/pay. Reserve your table early avoid missing out!
Find out what's opening this weekend: <https://lovewimbledon.org/food-and-drink-2/>
[#LoveLocal](#) [#OpenForBusiness](#) [#LoveWimbledon](#) [#BecauseImALondoner](#)... See More



 **Team London Bridge**
@TeamLondonBdg

The Ivy Tower Bridge will welcome visitors back to the restaurant + newly refurbished summer garden from the 15th July 🌸🌿 Table bookings now available
theivytowerbridge.com [#BackInLondonBridge](#)
[#becauseImALondoner](#)



 **thamesrockets** · Following
The Official London Eye



Liked by dalstondolly and 19 others

thamesrockets A few special moments from our first day back on the great river [#Thames](#). 🚤🚤

Our last trips are departing shortly (19.00) but we'll be back tomorrow ready and waiting for more lovely passengers to join us. 🚤🚤

Wish we could bottle this feeling. 🥰🥰🥰

[#londonattraction](#) [#thamesrivercruise](#) [#reopening](#)
[#thames](#) [#livelondon](#) [#londonisopen](#)
[#londontgether](#) [#becauseimalondoner](#)

BECAUSE I'M A LONDONER

CELEBRATE YOUR BUSINESS REOPENING



jubilee.market • Follow

jubilee.market London, we're going to be back soon! 🎉 Following the latest UK Government announcement, we are very happy to reveal that we will be reopening our market on the 13th of July! 🥳 We are so excited, finally we will be back to one of our favourite places in London, the beautiful Covent Garden piazza 🥳

In the meantime you can still support our traders tomorrow, by visiting the virtual market as usual, which is open from 10am until 2pm. Can't wait to see you there! 🥳 Follow the blue link on our bio to be redirected 📲 or visit www.jubileemarket.co.uk/virtual-market

5w

228 views

JULY 3

Add a comment...

Post



arcanumlondon • Follow

arcanumlondon Can't wait to rediscover your local heroes again? We're excited to be working with @VisitLondon on #BecauseImALondoner to reopen our amazing city! At @arcanumlondon we have been working hard behind the scenes making sure your luxury serviced apartments and long lets are safe & comfortable, ensuring your London stay is simply pure bliss! 🥳

We are ready for you @arcanumlondon

Need a long let or short stay? No problem! Check out our

6 likes

21 HOURS AGO

Add a comment...

Post



Tower Bridge 7 hrs •

Less than 24 hours to our reopening! How excited are you to visit Tower Bridge again? Tickets are available to purchase at the Ticket Office from 4-19 July with online tickets available from the 20th July. We can't wait to welcome you back! 🇬🇧

📄: krixhhna <http://ow.ly/uNVz50AnMjV>

#BecauseImALondoner #TowerBridge #HeritagelsOpen



shoryu_ramen • Follow

shoryu_ramen And we are back!! 🎉

The broth is ready and so are we! Ready to serve you our delicious bowls of ramen at Shoryu Carnaby Street from 12pm. We couldn't be happier!

Come and join us for an alfresco lunch or dinner and get 241 on Asahi beer to celebrate new beginnings.

We are also adding the finishing touches to open Shoryu Regent Street on Thursday 9 July. Book your table online at Shoryuramen.com. Walk-ins are also welcome 🥳

#foodie #instafood #shoryu

Liked by [japancentre](#) and 81 others

JULY 7

Add a comment...

Post



london.westend • Follow

Royal Academy of Arts

london.westend We're elated with the imminent reopening of the @royalacademyarts doors!

Galleries and museums are places for inspiration, escape and, above all, community – something we all need in extra doses right now.

The RA will be open exclusively for Friends on 9 July and then the

33 likes

9 HOURS AGO

Add a comment...

Post

BECAUSE I'M A LONDONER

PROMOTE YOUR LOCAL AREA



O2 in the UK @O2 · 49m

Will you #ShopLocal as lockdown starts to ease?

We're proud to be supporting @VisitLondon with their #BecauseImALondoner campaign to help safely rebuild London and Britain.

Share the love for your local area 🍷 spkl.io/London



O2 Business UK @o2businessuk · 53m

As the country starts to reopen, we're proud to be partnering with @BusinessLondon to help get the capital safely back on its feet.

Which #SmallBusiness are you most looking forward to rediscovering? Let us know using #BecauseImALondoner

To get involved 🍷 spkl.io/60194Jm5S



Check Out Croydon @CheckOutCroydon · 50m

Time to rediscover #Croydon - like never before as we start to enjoy everything it has to offer #becauseimalondoner



London Transport Museum @ltmuseum · Jun 17

What does it mean to be a Londoner? What are your favourite local spots that you treasure? We'll be shining a spotlight on our favourite local places for people to safely explore and support local businesses as they reopen. Share your suggestions using #BecauseImALondoner



Holiday Inn Bexley

@HIBexley

WE ❤️ YOU, LONDON.

As our city emerges from lockdown, we're reminded that our city is more than a place, it's a community. ✨ We absolutely love this video from @visitlondon. 🌞

#BecauseImALondoner #VisitLondon #London



PROMOTE YOUR LOCAL AREA



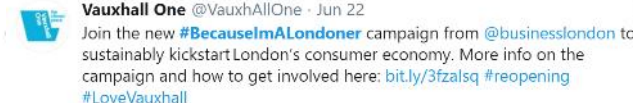
We are supporting a citywide campaign from @visitlondon, #BecauseImALondoner, to kickstart London's economy and encourage people to get behind their local businesses. Will you join us? Register at londonandpartners.com/JoinAlliance #OurCityTogether #LondonTogether



We are proud to be part of London's #BecauseImALondoner campaign - encouraging Londoners to rediscover their neighbourhoods and support local businesses. Join the campaign:



Join the London Alliance business.london



Join now and promote your #business #COVID19 #lovelocal



SHARE YOUR LONDON STORY



BECAUSE I'M A LONDONER

GREAT CONTENT FROM LONDONERS SHARING WHAT THEY LOVE ABOUT LONDON



LittleLondonWhispers @londonwhispers · 1h

I've taken over the @visitlondon Instagram stories today.. pop over and have a look at a tiny bit of London I really love & find out where to find the best ice cream in Belgravia #BecauseImALondoner #LoveLondon #ShopSmall #HeatwaveUK #WednesdayMotivation





leorgi • Following
London, United Kingdom



leorgi My face when it was announced that pubs, restaurants, cafés, hotels and small wedding ceremonies would be able to open again (with some social distancing still in place) on July 4th in England! Bone your QUARANTIndependence Day! #TongueOutTuesday

Of course we know the rollercoaster ride is far from over and we shouldn't lower our guard, but we welcome those changes, especially as we have so many friends (and Papa) in the hospitality industry who have suffered deeply in the past few months, morally and financially... It means we can go out a bit more, that Maman (who had a little cry a few min ago) can start shooting wedding handbells again.

Like by london_cvb and 7,875 others

JUNE 23


Add a comment...



@handluggageonly



Join a socially-distance queue outside the pub

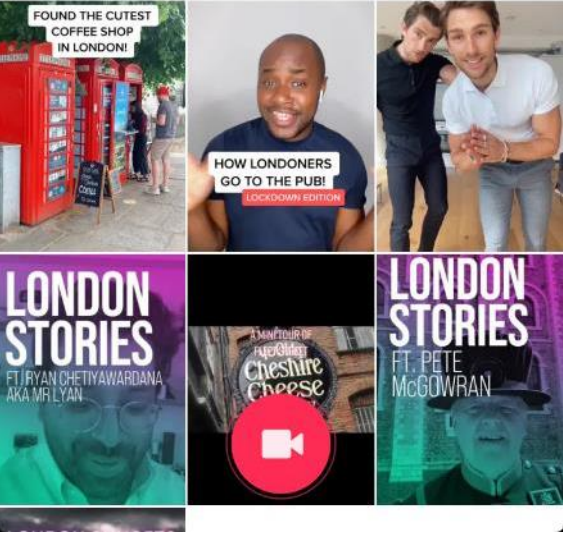


#becauseimalondoner

24.1K views

Added to Favorites

Love London? As London emerges from lockdown, we're reminded that our city is more than a place, it's a community. Share what you love about your local London neighbourhood – its hidden gems... Expand





@handluggageonly



FOUND THE CUTEST COFFEE SHOP IN LONDON!

#BecauseImALondoner CHECKLIST

BECAUSE I'M A
LONDONER

10 EASY WAYS TO PROMOTE YOUR BUSINESS OR ORGANISATION

1. Download our **free-to-use campaign materials** and share, alongside your own images and videos, to shine a spotlight on your business, organisation, borough or area.
2. Tell Londoners that you're open for business and encourage them to visit with our **"We're open" GIFs and share cards**.
3. Show you're involved in the campaign by using the **Because I'm a Londoner logo** and other campaign materials on your channels.
4. Promote your business, organisation, products, services and offers to customers using the **#BecauseImALondoner** hashtag.
5. Celebrate being back in business by taking photos of your "new normal" and share using the **#BecauseImALondoner** hashtag.
6. Use the **#BecauseImALondoner** hashtag to reach bigger audiences and be part of a wider conversation.
7. Tag **@VisitLondon** in your posts for the chance to have your content amplified on **Visit London's** social media channels.
8. Share what you love about London and its businesses using the **#BecauseImALondoner** hashtag.
9. Encourage other businesses, organisations, members and your customers to get involved by using by using the **#BecauseImALondoner** hashtag.
10. Ask your **local London influencers** to get involved and encourage Londoners to explore their city, responsibly.