Dosh Tosh

Deep Innovation Report

Executive Summary

Dosh Tosh reimagines the physical high streets of Bournemouth, Christchurch, and Poole as an interactive, gamified loyalty ecosystem.

By connecting foot traffic directly to independent merchants via real-time proximity engagement, the platform aims to revitalize local commerce and foster sustainable community wealth by 2030.

The Better Everyday

What if walking down a local high street actively connected physical footsteps with the survival of the independent shops nearby?

- The participant's concept, Dosh Tosh, is a hyperlocal commerce engagement platform that gamifies exploring BCP's physical high streets. By utilizing real-time proximity alerts and interactive mapping, it bridges the gap between independent merchants and digital-first pedestrians.
- Picture a Saturday afternoon in Boscombe in 2030, where a resident receives a gentle notification about freshly baked sourdough nearby. They step inside, claim a real-time promotion, and accumulate local reward points that can only be spent at other independent neighborhood businesses.
- This platform addresses the deep human desire for connection and convenience within our local communities. Currently, people rely on fragmented social media pages or generic discount apps to find local deals. These workarounds lack real-time relevance and fail to build lasting loyalty to the physical street.
- By making local discovery seamless and rewarding, Dosh Tosh could establish a new expectation that physical journeys offer interactive value. This expectation of responsive, localized engagement could easily spread to public transport, local cultural events, and community services.

Who It Could Matter To

Engaging with local high streets can become an intuitive, rewarding habit for residents, visitors, and business owners alike.

The Independent Cafe Owner

- She runs a busy local coffee shop in Southbourne but struggles to compete with national chains.
- On a quiet Tuesday morning, she wants to attract nearby remote workers looking for a break.
- She offers instant, time-limited discounts to passing pedestrians, driving footfall when she needs it most.

The Car-Free Student

- He is a first-year student at Arts University Bournemouth living on a tight budget.
- He walks through Winton looking for affordable lunch options and spaces to study.
- He discovers hidden local gems and earns points that make supporting independent shops affordable.

The Occasional Visitor

- She is a holidaymaker staying in Christchurch who wants an authentic local experience.
- She wanders down the high street looking for unique local crafts and welcoming independent shops.
- She receives real-time guidance that makes the historic streets feel welcoming and easy to navigate.

What This Could Change for BCP

A highly connected high street could transform seasonal visitor habits into year-round economic resilience for local town centres.

- The platform leverages BCP's established digital and tech sector, supported by the Silicon South network, to build the technology. This collaborative approach ensures that the platform is designed with a deep understanding of our three distinct towns.
- By directing foot traffic to independent merchants in real-time, Dosh Tosh directly supports the council's regeneration ambitions. This redistribution of consumer spending could help quiet neighbourhoods thrive even during the off-season winter months.
- Over time, the rich flow of anonymous footfall and purchasing data could help local planners make better-informed decisions. This could lead to more vibrant street markets, targeted community events, and better-timed public transport routes.
- While independent merchants benefit from increased visibility, those lacking digital confidence to update the app might feel excluded. Business associations would need to decide how to provide equitable training to ensure no shop is left behind.

Who Must Connect

Revitalizing local commerce requires a trusted bridge between independent businesses, creative technologists, and local place-makers.

- A consortium of independent traders' associations in Westbourne or Poole Quay would act as the lead operator. They would partner with a local software developer to maintain the platform's daily digital performance and user interface.
- Local residents and regular shoppers would form a community feedback panel to shape the platform's gamification features. Their active involvement ensures the reward mechanisms remain fun, fair, and respectful of personal data boundaries.
- BCP Council would grant permission to utilize public street furniture for hosting physical QR codes or low-energy beacons. This physical infrastructure would be securely managed to connect the digital platform seamlessly with the physical street.
- Funding would be sustained through a small, tiered subscription model for participating merchants, ensuring long-term operational viability. This could be offset by sponsorship from larger regional employers who want to offer local rewards to their staff.
- The missing link is a coordinated alliance between the distinct town chambers of trade, who often operate in isolation. A joint working group would need to make the first move to establish a unified rewards standard.

Why This Fails

Even the most engaging digital experience will falter if it becomes a burden to merchants or fails to offer genuine real-world value.

- **Merchant fatigue and abandonment** occurs if the time required to manage real-time offers outweighs the extra revenue generated. An early warning sign would be a sharp decline in daily offer updates and merchants letting subscriptions lapse.
- **Fragmented high street participation** happens if only a small handful of shops sign up, leaving large gaps on the map. You would notice this first when users open the app in Lansdowne and find fewer than three active promotions.
- **Notification noise and friction** will cause users to quickly disable the app if they receive irrelevant notifications while walking. The first warning sign would be a high rate of users turning off location permissions within their first week.

One Experiment to Start

Before building a complex digital ecosystem, pilots must discover if a physical version can spark the same joy of local discovery.

- The most critical uncertainty to resolve is whether pedestrians will actually alter their walking routes in response to local rewards. If people are indifferent to localized physical incentives, building the entire digital infrastructure of Dosh Tosh is unnecessary.
- We propose a low-tech, two-weekend pilot in a single neighborhood like Westbourne using physical mystery trail cards and stamps. Passing shoppers would receive a physical card prompting them to visit three specific independent shops to unlock an immediate reward.
- Keep going if shoppers actively complete the trail, express delight at discovering new shops, and merchants report sales increases. Stop or rethink if participants lose interest halfway through, or if merchants find the paper-based interactions too disruptive.
- **Next step:** A local traders' association representative should pitch this physical trail concept to ten independent business owners in Westbourne to secure their participation for an autumn pilot.