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## LOCAL City Places Debuts in the UK with Search & Radio

July 8, 2025

— Categories: Real Estate



LOCAL City Places has officially launched in the United Kingdom, introducing its signature LOCAL Search, Community Leader Programme, and KITR Radio UK to empower local engagement and boost regional visibility.

LOCAL City Places has officially expanded its operations to the United

Kingdom, introducing a powerful trio of tools designed to strengthen local visibility, community engagement, and digital connection. With the launch of LOCAL Search, the Community Leader Programme, and KITR Radio UK, the platform aims to bridge digital technology with local community life.

At the heart of this initiative is LOCAL Search, a user-friendly tool that helps people discover nearby businesses, services, and events. Unlike traditional search engines, LOCAL Search focuses solely on hyperlocal content. Whether users are looking for a local coffee shop, a small retail store, or a trusted tradesperson, the platform aims to connect them quickly and directly with their local area's offerings. For small businesses, this means greater online visibility without the high cost of paid ads or complex marketing campaigns.

Alongside the search function is the Community Leader Programme, a grassroots initiative encouraging individuals to become ambassadors for their towns and neighbourhoods. Community Leaders are local volunteers or advocates who help share stories, promote events, and highlight small businesses in their area. This initiative not only empowers individuals to take pride in their community but also supports the discovery of local gems that may otherwise go unnoticed.

Rounding out the platform's offerings is KITR Radio UK, a digital radio station that broadcasts locally relevant content, music, and interviews. Designed to entertain and inform, KITR (short for "Keep It Truly Real") Radio UK gives a voice to communities across the country. It features a mix of local news, spotlights on community members, and music curated to reflect the unique culture of each area it serves.

Together, these three features make LOCAL City Places a dynamic and community-driven platform. Its arrival in the UK comes at a time when many people are looking to reconnect with their local surroundings after years of digital saturation and globalised content. The platform emphasises the value of “thinking local,” reminding users that strong communities begin with meaningful, local connections.

The team behind LOCAL City Places believes this model can transform how people engage with their towns and neighbourhoods. By putting a spotlight on local talent, businesses, and stories, the platform hopes to inspire a renewed sense of pride and participation across UK communities.

As LOCAL City Places begins its journey in the UK, its mission is clear: empower communities, amplify local voices, and bring people closer to the places they call home.