



Just some of the business owners who are part of the Love Tenterden loyalty card scheme

Picture: Lewis J Brockway

# New-look card as loyalty scheme is hit with shoppers

by Rachael Woods

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A loyalty card scheme has gone from strength to strength with the demand for cards has forced a reprint.

The Love Tenterden card was launched two-and-a-half years ago when 5,000 were issued – and they have all been snapped up by eager shoppers.

Now there will be a new card and brochure available in two weeks' time – and in a real example of the Tenterden community working together, Simon Williams from WillCreate Media in Bethersden, has provided his

graphic design services for the scheme's artwork at no cost.

Popular Tenterden businesses have signed up to the scheme including the Old Dairy Brewery, where customers can get 10% off the brewery shop and DIY shop Stanley George, where boss Andrew White had looked into running his own discount scheme, but opted for the Love Tenterden card because the town's chamber of commerce would take care of the administration.

Customers coming into the St Michael's shop receive a 3% discount on every purchase on production of the card and a 10% discount on paint mixing.



David Swaine, owner of East Cross shop Swaines is chairman of the loyalty card scheme and his customers are also offered a 3% discount on purchases at his shop, excluding schoolwear.

Mr Swaine works together with the chamber of commerce, liaising with Jonathan Medes, Terry Thorpe and Tenterden town coun-

cillor Sue Ferguson to discuss the card and how to promote it.

Cllr Ferguson said: "We meet regularly at 8am on Friday mornings to discuss the Love Tenterden card and push ahead for the benefit of Tenterden. The card has been a phenomenal success and has been fantastic for Tenterden."

"It encourages local trade and shopping and means our High Street is thriving."

The latest business to sign-up is Tull Sports and Clothing, which is based at the London Beach Hotel and offers sports clothing and equipment as well as embroidery and printing services.