



Gill Bugden, Debbie Mills, Lyndon Excell and David Swaine promote the Love Tenterden Card scheme

# Businesses spread love for loyalty card scheme

by **Rachael Woods**  
rwoods@thekmggroup.co.uk

Love was in the air for Valentine's Day – and for a loyalty card that's become a firm favourite in the town.

In March it will be three years since the Tenterden Loyalty Card – now named the Love Tenterden Card, was launched.

New businesses are signing up to the Love Tenterden Card and bright new banners are appear-

ing in the High Street to promote the scheme as it marks its third birthday.

The latest business to sign up is the William Caxton pub in West Cross, where diners with loyalty cards are being offered 10% off the pub's "classic" main meals, with the discount available between noon and 2.30pm, and 6pm-9pm from Tuesday to Saturday.

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 with the chamber of commerce, liaising with Jonathan Medes, Terry Thorpe and Tenterden town councillor Sue Ferguson to promote the card.

The scheme is free to join but businesses must be a member of the chamber of commerce.

Residents can buy a card for £1 from a number of outlets including Tesco, HunnyBeez cafe in the High Street and Tenterden Gateway.

Business ranging from the Kent

and East Sussex Railway, the Old Dairy Brewery in Station Road and the Lemon Tree Cafe and Restaurant in the High Street, offer a variety of discounts through the card.

Cllr Ferguson said of the Love Tenterden Card: "It's a fantastic scheme that helps businesses, the High Street and the whole district."

➔ For more information, go to [www.ilovetenterden.co.uk](http://www.ilovetenterden.co.uk)