

# Traders join forces to launch loyalty card scheme

TRADERS say they have had an excellent response to their plans for a Love Tenterden loyalty card.

Tenterden & District Chamber of Commerce is launching a £1 card which will give shoppers access to discounts and special offers, as revealed in the Express.

John Mather, from the card committee, said: "We have had a superb response.

"I have been to shops and businesses in Tenterden and the feedback has been very good.

"We have had no adverse comments at all – there is no reason for traders not to like it."

The logo of a heart with the word Tenterden running through it was picked from a survey of chamber members.

Businesses taking part will be able to give out brochures containing the loyalty cards to customers for £1.

Companies can sign up and submit promotions – such as a free glass of wine with a meal or an hour's free consultation – from Monday with an official start date expected around May 1.

Businesses will be able to scan the cards to monitor the uptake.



Scheme details were explained to chamber members at a networking meeting on Tuesday.

■ For more information, go to [www.tenterdentown.co.uk/tenterdencard](http://www.tenterdentown.co.uk/tenterdencard) or [www.ilovetenterden.co.uk](http://www.ilovetenterden.co.uk)



Tenterden and District Chamber of Commerce meeting to finalise plans for the loyalty card

Picture: Gary Browne FM2530013