

Store giant backs loyalty card

by **Tricia Jamieson**

tjamieson@thekmgroup.co.uk

@triciajamieson1

Supermarket Tesco has thrown its weight behind the Tenterden loyalty card.

It is backing the £1 card, which encourages people to shop locally with discounts offered by traders.

The card was introduced by Tenterden Chamber of Commerce a year ago and is being relaunched for Easter.

Tesco support includes a monthly draw for £50 of goodies for card holders and offering the chamber space for promotions.

Deputy manager of the Tenterden store Sarah Gilham said: "People cannot use the loyalty card in the store but we are keen to support it.

"We are giving the chamber the opportunity to sell the card and advertise it. We are pleased to get behind this as we want to build a relationship with the town."

Miss Gilham said that for a six-month trial period starting shortly, there would be a draw where cardholders put their till receipts and chamber loyalty card number in a box in the store.

A winner would be drawn each month for a £50 hamper



Chamber of Commerce members David Swaine, Sue Ferguson and Jonathan Medes at the relaunch of the Tenterden loyalty card scheme

Picture: Paul Amos FM3126853

of Tesco produce.

Chamber events officer Jonathan Medes said they were relaunching the card to try and attract more businesses.

At present, there are about 2,000 card holders and 50 retailers in the scheme.

Flags promoting the card are to be put up in the Christmas tree holders above shops in

the town. Mr Medes said: "We want to push the card and get more businesses on board.

"A lot of retailers are struggling, but with the card there is a database of 2,000 people we can contact about promotions."

David Swaine, of Swaines menswear shop in East Cross, is one of the traders backing the card.

HOW TO GET ONE

Promotions offered to card holders are advertised on an A-board outside Swaines outfitters, the notice board by Waitrose and through leaflets available from retailers.

They are also promoted on the Tenterden Chamber of Commerce website, www.tenterdentown.co.uk Jonathan Medes, chamber events officer, said: "Retailers can offer whatever discount they want, it is up to them."

Cards cost £1 and are available from local shops and the Town Hall.

Chamber members will also have a stand selling them at a boot fair on Easter Sunday in Tesco's car park.

He offers card holders a discount on everything bought.

"That seems to be working for us and we find people are keen to use their card," he said.

"I would encourage more retailers to get involved – we need a few more on board.

"The card works for me and it can work for others as well. It is all about getting people to shop locally."