



Hailsham

TOWN COUNCIL

FOR IMMEDIATE RELEASE:

Local Businesses Invited to Sign Up for Loyalty Card

15 May 2017

A loyalty card scheme launched in Hailsham in March 2016 to give customers a greater incentive to use town centre shops continues to expand its membership from local businesses.

The Hailsham Card scheme, which is funded by the Hailsham Forward town team and fully supported by Hailsham Town Council and the local Chamber of Commerce, offers exclusive discounts and offers to cardholders on independent retailers throughout the town centre.

Annual membership costs just £10 and cardholders can use the card to receive unlimited local discounts in all the local businesses that are part of the scheme (including any online businesses) together with any other towns across Sussex that are signed up to the scheme, including Eastbourne, Hastings and Bexhill.

There are no points to collect, no paperwork and no vouchers to print out. Members can benefit from a free app and website profiling each business and their discount.

Businesses which have shown their support and registered with the scheme include:

- MsMatch (St Mary's Walk)
- Stitch n Sew (George Street)
- Buffed & Polished (Market Street)
- Callenders Restaurant (High Street)
- Pizza Bella (South Road)
- Otium Body Piercing (George Street)
- Chapter 12 Wine Bar (High Street)
- Bebble's Langos (George Street)
- Renaissance Originals (The Mews Shops, George Street)
- Hotdogs Grooming (George Street)
- Fish Around (High Street)
- John's Fish Bar (High Street)
- Steggies Soft Play (High Street)
- Sussex Beauty Therapy/The Beauty Retreat (High Street)
- Olivia B (St Mary's Walk)
- Frame Works (High Street)
- Definitions Hairdressing (Vicarage Field)
- Experience Holidays (George Street)
- Antiques & Allsorts (High Street)
- Furniture Now! (North Street)
- Sussex Bed Centre (Diplocks Way)
- Continuum Financial Advisors (Stephenson Close)
- Brambletye Produce (Hailsham Street Market)
- Equestrian Ruggies Laundry Services (Hellingly)
- Bea-utiful Design & Print (Golden Cross)
- Cold Fusion Glass Arts & Gifts (Herstmonceux)
- 1066 Falconry
- Knockhatch Adventure Park (25% off standard entry)

Hailsham Forward, which provided £1,000 for start-up costs and promotion of the scheme, is encouraging more local retailers to participate in and create revenue from the scheme.

Free benefits for businesses include:

- Creation of revenue as the Hailsham Card is sold as the businesses own loyalty card
- A microsite on the website and app with GPS maps, profile, offer, contact and opening times
- Social media promotion (posts boosts on Facebook and Twitter)
- Bespoke videos that are optimised to rank on Google
- Direct email marketing to the membership

A 'Buy Local' solution is being endorsed by Hailsham Forward to help create revenue for the businesses participating in the scheme through membership sales and new membership.

"It's so important that people shop locally and we hope residents and visitors to the town will continue to take advantage of the loyalty card scheme," said Deputy Town Clerk and Business Enterprise Manager Mickey Caira.

"The loyalty card has proved popular in other participating towns and it is good for both local businesses and shoppers that the scheme has been set up here in Hailsham and already doing well."

Chris Beveridge, of Town City Cards which manages the loyalty scheme said "It's early days for the Hailsham Card. We've established cards in Hastings, Bexhill and Battle so will be encouraging Town City Card users to come to Hailsham to discover the amazing shops, restaurants and businesses that you have to offer."

"With many towns in Sussex facing increasing parking charges. Hailsham is a very attractive destination as the parking is free."

"We are upping our game because there is nothing better than meeting friends, having a meal and shopping together in town. So, buy a Hailsham Card and enjoy the savings that featured businesses are offering!"

More information on the Hailsham Loyalty Card Scheme and details about registering can be found at www.towncitycards.com/hailsham/

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