



# Hailsham

## TOWN COUNCIL

FOR IMMEDIATE RELEASE:

### **Special Promotion on Hailsham Card Loyalty Scheme**

9 July 2018

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 and is offering 50% the purchase of the 2018 Hailsham Card from now until 31<sup>st</sup> December.

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.

Membership of the 2018 Hailsham Card costs just £5 from now until the end of 2018 (normal cost: £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)
- Elderflower Interiors (North Street)
- Chapter 12 Wine Bar (High Street)
- Bebble's Langos (George Street)
- Otium Body Piercing (George Street)
- Hotdogs Grooming (George Street)
- Hailsham Technology (High Street)
- Fish Around (High Street)
- John's Fish Bar (High Street)
- Sussex Beauty Therapy/The Beauty Retreat (High Street)
- Olivia B (St Mary's Walk)
- Bucklers Café (St Mary's Walk)
- Frame Works (High Street)
- Definitions Hairdressing (Vicarage Field)
- Experience Holidays (George Street)
- Antiques & Allsorts (High Street)
- The Homely Maid (High Street)
- Furniture Now! (North Street)
- Bentley's Hair & Nails (Battle Road)
- Sussex Bed Centre (Diplocks Way)
- Continuum Financial Advisors (Stephenson Close)
- Equestrian Ruggies Laundry Services (Hellingly)

- Fit Factory (Lower Dicker)
- Nails & Brows (Hellingly)
- Bea-utiful Design & Print (Golden Cross)
- Go Waggy (Herstmonceux)
- 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 local 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."

More information on the Hailsham Loyalty Card Scheme and details about registering can be found at [www.towncitycards.com/hailsham/](http://www.towncitycards.com/hailsham/)

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