

Appendix B



Yeovil Town Team Loyalty Card

Report for Yeovil Vision

Background

The Yeovil Town Team's mission is to raise the profile of Yeovil as a shopping destination both regionally and locally.

The marketing strategy and plan for Yeovil this year includes

- Town Team App – April
- Fashion Fest – 17th June – 23rd June
- Food Fest – Saturday 28th September together with the Yeovil Town Council Flower and Gardeners Market
- Christmas Lights Switch on – 14th November
- Loyalty Card – 28th March

The loyalty card scheme forms a key part of our campaign to focus attention on the essential role the town centre has to play and pulling out all stops to preserve it for future generations.

Over the last two years we have successfully run Take a Break Tuesday and Christmas Cracker.

Appearing in the Western Gazette both carried vouchers for over 40 retailers and businesses in the town centre.

Whilst two different promotions the focus was the same, to drive footfall to the town centre at specific times.

Tuesday lunch times for workers to experience what the town centre has to offer with a view to them coming back at the weekends with their families and late- night shopping to encourage shoppers to stay later after the lights switch on and come back for the other Thursday late night shopping dates leading up to Christmas.

Businesses reported a high number of vouchers redeemed and an increase in footfall and spend.

The loyalty card concept

A wallet-sized Yeovil Town Team-branded loyalty card giving access to a large variety of discounts and offers exclusive to card holders.

Available free with every copy of the Western Gazette on Thursday 28th March and from selected outlets/businesses in the town centre. There will also be a downloadable version on the app so that shoppers can show their mobile phone.

We already have commitment from 32 retailers, a mix of national and independent traders – see list attached

Funding

£10,000 has already been secured from the Mary Portas Initiative Money which was allocated specifically for the Yeovil Town Team but for maximum impact and continued marketing we need a further £10,000.

See the attached budget which will be monitored by the Town Team Marketing group.

Summary

The Yeovil town Team Loyalty card scheme is people power at its most potent.

It epitomises that everyone who loves Yeovil can play their part in promoting the town they live in.

We know town traders are the life blood of any town centre and that a loyalty card raises the profile of the shops during challenging economic times.

A loyalty card benefits everybody – traders and shoppers!

Businesses taking part in the scheme will have posters in their windows to show participation. All loyalty card holders have to do is pop in to find out what discounts are available or check on the special loyalty card website page where offers will be regularly updated.