



Loyalty Scheme

***Official Launch Date
Friday 22 May 2009***

The Loyalty Scheme has been developed to boost trade, quality and skills and to give Newquay's businesses and residents a stake in their town's prosperity.

FAQ

How many cards have been printed and who will receive them?

- 10,000 cards have been printed
- 9000 cards will be posted out to households in the TR7 Post Code
- Additional cards can be purchased for £1 at Municipal Offices at Marcus Hill

How do residents find out where to use their cards?

- Look out for the Newquay First Logo in the window of participating businesses
- Check out the Newquay Guardian
- Click on www.newquayfirst.co.uk which will then link you to the Newquay First section which lists all offers from participating businesses

What will the card give residents?

- Varied and ever changing offers
- Extra savings on everyday shopping, entertainment, services and leisure
- Great buying advantages for Newquay locals

Can businesses purchase cards for their regulars/ guests?

- Cards can be purchased from Marcus Hill but they can only be re sold at the purchase price stated on the cards. All revenue must return to the Loyalty Scheme to ensure its longevity

Do I need to offer the same discount all year round?

- No. The benefit of the scheme is that you can offer any amount of discount and on any particular line. This might vary from a higher percentage in the quieter months to a smaller more limited range in the high season. But you would be required to offer a discount every month, and that discount should last for a month where possible. It might be you have a particular line which is not selling well and you could promote that, or you may wish to link-sell products. The decision is up to you.

How will people know what my monthly discount will be?

- Each month we will publish in the Newquay Guardian newspaper all the discounts for the scheme for that particular month. In addition to that, there will be a dedicated section on the Tourism Newquay website, www.visitnewquay.org (which is getting 20k hits a month at present and is top of the Google listings) and also on a dedicated Newquay First website.

Who will organise the gathering of information

- The Town Centre Manager will contact each business every month to confirm what their offer will be next month. The list will then be put onto the website and marketed by the Business Development Manager for Tourism Newquay at the appropriate time and also sent to the Guardian newspaper ready for the next month's edition. This will also offer an opportunity to liaise about any other issues traders may have and to assess the effectiveness of the scheme in the previous months.

Who will be our main point of contacts?

- **Discounts information and assistance**
Town Centre Manager - Guy Thomas - Tel.01637 854046
guy.thomas@cornwall.gov.uk
- **Training information and assistance**
Newquay for Excellence Training Ltd - Tel.01637 871067
claireevans@nfet.co.uk

The Partnership will be in contact on a regular basis to ensure that all your questions are answered and to receive feedback on the scheme.

It is hoped that the scheme will be self funding and we will be able to produce another batch of cards to be circulated to the Hinterland areas of Newquay to ensure continued support from residents in the area.