

**Camborne Town Crier Column  
May 2009**

**by Matt Powell, Business Growth Manager,  
CPR Regeneration**



### **Heart of Cornwall Card goes live**

After what seems like months of waiting, the Heart of Cornwall Cards has finally launched across the area. To those of you who took part in the pilot scheme, many thanks – our task now is to continue to develop the card and make it as useable and effective as possible for consumers visiting the town centres as well as for you, the businesses that should be benefitting from it.

Lessons have been learnt from the pilot and what we have now both looks different and works in a different way. The “card-swipe” aspect of the card has gone, and what is left is a much simpler type of scheme – effectively, if a customer comes in, shows their card and makes a qualifying purchase, they get an instant discount or reward. This, I think, makes the card more appealing for consumers (no need to worry about using a website or passing on confidential information), and equally, it is more simple from a business point of view as there is no swipe.

For new businesses that sign up, we are offering a two-month free trial, so it remains a great opportunity to bring new customers through your door and to encourage your existing customers to spend more with you.

We will be contacting cardholders every month with an up-to-date directory, as well as bringing them the latest news on the card and I am also keen to offer more cross-promotional deals that get customers exploring more of the businesses in across the area.

There are now over 50 businesses taking part in the scheme, and that number is still growing, and since the card was launched at the start of the month, there are already nearly 1,000 cardholders signed up.

So, if you’re not signed up already, give me a call to discuss how we can make the card work for you, and don’t forget to keep promoting the concept of shopping locally to customers old and new!

A handwritten signature in blue ink, appearing to read "M Powell", is located in the bottom right corner of the page.