

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

Those of you who read my columns, and who have chatted to me in person will know that I strongly believe in managing your best customers and generating customer loyalty and that over the course of this year I have frequently talked about a loyalty card for the area. Well, it's finally on its way!

On 10th September at the Melting Pot Café in Redruth at 7.30pm, I will be launching a loyalty card scheme for Camborne, Pool and Redruth. This event is purely for you, the businesses, so please come along to find out all about it and sign up to the scheme.

The benefits of loyalty schemes are well known, and this scheme in particular will:

- **Build awareness** of your business and **generate new customers** through an online directory and other related marketing
- **Generate more revenue** from your existing customers by increasing the frequency of visits and encouraging a higher average spend
- Allow you to **focus your marketing efforts** on your most loyal and profitable customers by tracking use of the card in your shop
- Match every pound earned by customers with a **donation to a local charity**
- Save your customers money – they will **earn cash by shopping locally**
- Increase **business-to-business opportunities**, both in terms of sales and in terms of innovative joint-marketing initiatives
- Only cost you £100 per year (that's less than **£2 a week!**)
- Allow us to **market Camborne, Pool and Redruth nationally** (and internationally) to other towns and areas that are running this scheme
- **Tie in to other projects** that we are running, such as the mystery shopper, farmer's markets, website development, Christmas promotions, plastic-free campaigns, and so on
- **Encourage and support the growth of the local economy** – more money spent locally means more money staying within the area and more profitable, locally owned businesses

On top of this, we are pioneering this scheme, which is brand new to this country, so we will be looking to get regional and national exposure for the launch.

On 10<sup>th</sup> September, I will be introducing our partners in this project, the Civic Trust and it will also be a first opportunity for you to see how the card will look and what it will be called, we will also start discussing which local organisations and charities can benefit from the scheme, so please come along, get all of your questions answered and sign up to this fantastic project!

See you there.

(The Melting Pot Café is situated on the grounds of the former Redruth Grammar School, now Krowji Arts Centre) **George – will I need to add further directions???**

