

WELLS LOYALTY SCHEME

Wells Loyalty Scheme has been in existence for over 10 years and is still growing in popularity. The Scheme is supported by our local newspaper, 'The Wells Journal', who hold a monthly draw and publicise the winners.

Participating businesses pay £40 per year to be part of the scheme and this money is used for the monthly reward/prizes.

The newspaper/editor contacts the winner, who is drawn from the stamped cards which are handed in. The winner is informed where they are able to spend the voucher. We found that participating businesses became upset at the fact that vouchers were repeatedly spent in the same shops, so we operate at least a six month rota scheme. This ensures a 'fairer' chance for all. The prize is £50 monthly with a larger amount at Christmas.

The newspaper takes a photograph of the winner spending their prize voucher and this is published in the paper.

Rules of engagement and a list of members are published on the 'This is Somerset' website.

Wells Loyalty Scheme has its own simple web page. Phase 2 Websites do this in return for a Chamber of Commerce membership.

Printing of the cards used in the draw has previously been sponsored by Mendip District Council. Funding for this has been withdrawn but our local printers are doing a 'free' run.

Essentials for a successful scheme in my view are:

- a) A good treasurer who will keep accounts up to date – as we know we can only spend what we have available, and we have had to suspend the draw for the occasional month in the past.
- b) A point of contact for shoppers to drop off their prize claims to go into the draw and pick up new cards.
The basic paperwork needed is a card marked with £5, £10 and £20 blocks up to £100. These can then be stamped or stickered. Only full cards they are eligible to be put in the draw.
- c) The support of your local newspaper to publicise the scheme with photos and write ups.
- d) The willingness of participants who want to keep over ¼ million pounds worth of spend local!! Yes that's a lot of money – don't let it leak out of your local shops. £1 spent locally is worth 73p to the local economy whilst £1 spent in a Tesco's/Asda type store is worth only 23p!! Keep it local. Look after your customers. The customer is king and we can keep them loyal and local with our excellent customer service and schemes such as Wells Loyalty Scheme. The more shops, hairdressers, travel agents, dentists etc you have the higher your chance of success – these are the people we need to promote the scheme – they will talk to their customers about it and promote it. It will raise the profile and encourage participation.

We don't ask shoppers to 'join' all they need to do is pick up a card and start spending!