

POLICY & FINANCE COMMITTEE – 21ST OCTOBER 2009

AT 7.00 PM

OPEN SESSION:

During the public participation session, Mr James Stride spoke on the Ringwood Loyalty Card Scheme which he set up originally to entice people to come to Ringwood in December 2008. By the time of the launch in March 2009, around 70 traders had signed up.

There was extensive press and TV coverage. *Bournemouth Echo* promoted the vouchers heavily, but due to the credit crunch were unable to continue providing free advertising space for more than 3 months. He was now working with Deborah Holmes, and wished to launch a new Ringwood Loyalty Scheme – involving a credit card style loyalty card.

The initial response indicated this would be even more popular with traders and he expected 50-60 traders to sign up. They would need to cover the costs of cards – possibly through advertising on the backs. He was looking to launch the scheme in January 2010. He would be investigating other local loyalty schemes to avoid unnecessary competition, eg Furlong, New Forest.

Cllr Wiseman asked about the cost of signing up. The initial scheme was free, but the new one might cost £20-£30 to cover administration/website – especially if sponsors for the printing of the cards could be found.

The Chairman asked whether they were working with the Chamber of Commerce. Mr Stride had invited them to become involved, but although supporting it, the Chamber was not currently actively involved. Cassie Ware (Student Advisor) asked how the cards would be obtained; this would be via the participating shops.

She also suggested some outlets and a promotional website called *Vista*. The Chairman suggested Members should consider if they wished to support the scheme at a future Meeting. He thanked Mr Stride for his time and the effort he had put in to the schemes.