

Independent businesses in Whitley Bay are facing tough challenges over the coming months, and the Whitley Bay Chamber of Trade believes that by working together we can be bigger, better and stronger.



GET IN!

So we're creating a Whitley Bay Loyalty Card scheme, designed to not only help each business reward its regular customers, but also attract new customers. And we'd like to invite you to be part of it.

Getting the ball rolling

A few months ago we put our heads together to see what could be done about the slow decline in trade the town has seen over the last few years. So we launched the See You In Whitley Bay campaign to get people talking about the town centre again, to be excited about its huge range of independent shops, restaurants, cafes and bars and get the local community back into the town centre.

When Whitley Bay FC were at Wembley winning the cup, we were there handing out leaflets to give the supporters access to some exclusive offers in the town. You simply went to the website and downloaded the vouchers – easy! And the traders involved had a great response. The loyalty card is the next step in this great campaign.

Let's work together

The success of this loyalty card lies with as many businesses as possible joining the scheme, offering the residents of Whitley Bay and neighboring towns a wide variety of special discounts, tempting offers and rewards. If we work together, this scheme will benefit you, your business, your customers and the town.

What's in it for my business?

The Loyalty Card Scheme provides a unique way to reward your existing customers and attract new business by offering them promotions and discounts, giving them more reasons to visit you. The campaign promoting the card will alert shoppers to your business, and getting those all important new customers through your door.

Whether it's reminding locals just how much is on their doorstep or tempting tourists with all Whitley Bay has to offer, the Loyalty Card Scheme will be the reason they need to shop, spend, wine or dine.



**C'MON
WHITLEY!**

SEE YOU IN WHITLEY BAY

What does my business get? Are you in?

Becoming part of the scheme will be free to Chamber members and £20 per annum for all non-members. For this, your business will have its own unique page on the See You In Whitley Bay website where you can promote your offers. You will have log in details so you can update or change these as frequently as you like. You will also receive eye-catching window stickers to let shoppers know you're part of the scheme. Your offers could also be featured in the saver scheme page in the weekly local press, or in the monthly email newsletter we'll be sending to card holders.

What's in it for the customers?

The Whitley Bay Loyalty Card scheme will be free for customers to join, and they'll receive a quality credit-style card to keep in their purse or wallet. By checking the town website, or the local press, they'll be able to see the very latest offers available. Whether you're a butcher, baker or a cocktail shaker – any business can become part of this scheme!

We already have great support from Chamber businesses, the local council and press, but because the scheme will require significant investment from the Chamber, we need to determine how many businesses are interested in being part of this innovative town loyalty card.

Just email your name and business details, with either 'We're in' or 'No thanks' in the subject line to info@seeyouinwhitleybay.co.uk or tear off the slip on the back of this leaflet and drop it off to the Whitley Bay Chamber of Trade, 26 Park View (next door to Halifax Building Society), or pop in to Finlay's Decor at 28 Park View. So get your reply back to us by the end of the month!

If you have any questions regarding the scheme, please email them to info@seeyouinwhitleybay.co.uk or visit our website: www.seeyouinwhitleybay.co.uk

The See You In Whitley Bay campaign is all about getting people talking about the town. So we'd really like to hear what you think – good or bad! Just drop it off at the address on the previous page.

WE'RE IN!

Business

Phone

Email

Address

Comments

**SEE YOU IN
WHITLEY BAY**