

Sandbach Traders and Retailers

July 2011

Background:

The objective of any scheme/ promotion is to encourage shoppers to use local businesses.

Potential:

Sandbach, inclusive of Brereton, Wheelock, Arclid, Elworth and Ettilely Heath

| | |
|-------------------------------------|--------|
| Residents | 17,800 |
| Households | 7,413 |
| Qty of people of working age | 10,780 |
| Jobs in the area | 5,300 |

Haslington – (Generally associated with Crewe)

| | |
|-------------------------------------|-------|
| Residents | 4,800 |
| Households | 1,825 |
| Qty of people of working age | 2,930 |
| Jobs in the area | 700 |

Love Local Life Card Loyalty Card

Available across all of Cheshire East:-

Macclesfield, Wilmslow, Disley, Congleton- Sept 2011, Middlewich,

Crewe – 2012, Nantwich and Alsager talks on going.

Advantages:

Widely available across the County to shoppers/users.

Dedicated Sandbach Page on multiple choice website.

Well supported Launch:- POS material, Till stickers,

Multiple distribution - 50% of households, schools, local businesses, local events.

Organiser- Amanda can build an E-mail database.

Better presentation lost the “dating agency” feel.

Disadvantages:

Widely available across the Cheshire East Area.

In competition with all other towns in County.

Only Targets 50% of local households.

Expensive - Cost - £5K for approx 30 businesses.

Loyalty cards regarded by most retailing experts to not work.

“All retail businesses have a core of 20% of customers who generate 80% of revenue; all of these customers are likely to join a loyalty scheme. This makes discounting crazy.*

*Attributed to Foodmarketingnetwork.com

Should we organise our own scheme?

What's on in Sandbach website can be organised for under £1k.

Could be utilised by the Town Council.

Points scheme for using local businesses which build up to an award for “Most Loyal Shopper of Sandbach Award”

With Tangible rewards : Guaranteed car Parking space, free meal at La Casa Vecchia, a special promotion at any of the shops, discount of tax preparation, etc.

However a Loyalty card should be only one tool in the Promotion Mix.

Promoting Sandbach

Brand Image for the town

Suggestions:-

Support our Sandbach – SOS.

Shop Locally in Sandbach

Love your Independent retailers

(However we are also promoting all businesses in the town, professional services providers, accountants, estate agents, etc.)

Love Sandbach, Love Heritage, Love Shopping.

Other Towns are awake to this:

Make it Macclesfield. Love Prestbury **And**, according to David McGifford we may be able to access outside funding from The Heritage Lottery Fund.