

Wells Loyalty Scheme sub Committee

Present: Robert Powell, Louis Agabani, Sue Bartucca

Apologies: Mike Tucker

Minutes

1. The Wells Loyalty Scheme was started by a garden centre owner in Wells around 20+ years ago to promote shopping opportunities in Wells. It had many members of the public and shops interested in the scheme at the time who liked the idea of the prize draw with the resultant publicity that went with it (picture in Wells Voice etc).
2. The current scheme has some people embracing the idea and happy to stamp cards - other businesses only do so if asked as it can be time consuming. And the scheme does not appeal to everyone - there is a certain demographic.
3. The prize money is £50 in vouchers to spend in member's shops/businesses. It costs businesses £50 to join currently.
4. The scheme has dwindled in recent years - Robert Powell had taken it on, but Covid interrupted it - at one point there was £1,400 in the bank, but there is only around £400 now.
5. The ex-Mayor Philip Welch was involved in the scheme and Louis Agabani found a sponsor to help fund it and new cards were produced with the sponsor's logo - it was well presented but had few takers among the retailers, partly because it was time consuming for already busy people to attract new members to the scheme.
6. It is generally felt that the loyalty scheme is a good advert for shopping in Wells and the supporting public liked the scheme. Wells Voice's support was valuable in promoting the scheme
7. Prize is £50 = £5x£10 vouchers to spend in member's shops - shopkeeper would submit voucher to loyalty scheme who would pay for the voucher. Sponsorship members fees covered prize money and Wells Voice publicity which would be monthly, featuring two scheme members (retailers)
8. The Wells Loyalty Scheme Treasurer and Secretary resigned which is when the Chamber of Commerce stepped in to take it over. A bank account has been set up and a web domain bought for the Wells Loyalty Scheme. The renewal date was the end of November 2022 and renewal letters were sent out.
9. However, no vote had taken place since the November Chamber meeting as to whether and how the Chamber would be involved.
10. As we understand it, refunds have since been issued to all current scheme members,
11. The current Chamber of Commerce Treasurer is not keen on running the scheme alongside Chamber finances and it was suggested that the Chamber employ an administrator to help with the paperwork involved.

Recommendations

1. The three sub committee members felt that there was still some mileage in relaunching the Loyalty Scheme to help promote shopping etc in Wells
2. The Scheme to cost £50 each with new business' getting the first year free
3. It was suggested that support be given to new local business with the free first year membership - perhaps using some of the money given to the Chamber by Mendip for local business
4. Find a corporate sponsor? Or sponsors. Chalmers and Old Mill potential sponsors - plus the Chamber of Commerce itself
5. Perhaps the Chamber of Commerce could give a £10 reduction for members of the Loyalty Scheme to join the Chamber
6. The Wells Loyalty Scheme should be affiliated with Chamber but not run by Chamber
7. Separate treasurer - need to find a volunteer - advertise in Wells Voice?
8. Relaunch in April 2023

9. Rewrite the rules - in a clear and precise manner
10. Increase marketing to raise awareness of the scheme
11. Looks at costs - stamp, stamp pad and pack of cards plus explanatory leaflet (this would help retailers both understand the scheme themselves and to hand out leaflets rather than trying to explain the scheme to shoppers)
12. The scheme could sit within Chambers website
13. Open a new account with the £400 for treasurer to administrate or deposit into old Loyalty Scheme account - treasurer to administrate
14. Use Chamber social media to promote the scheme
15. Keep it as low maintenance as possible
16. Invite Andy Vallis onto committee to develop what the scheme will look like and the promotion/marketing of the scheme