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Scheme to reward traders

By **Richard Garfield**

SMALL traders in Basingstoke are being urged to join a reward loyalty scheme, designed to help local concerns to win back business from major national chains.

The scheme is run by UK Websaver, whose main aim is to encourage local people to use their local shops and businesses.

Basingstoke franchise holder Steve Thomas explained that, to participate, businesses agree to offer a discount on goods or services so that these savings can then be promoted to prospective and regular customers.

Mr Thomas said: "It's such a simple way for local businesses to attract new customers and retain their existing ones, and it gives local traders the chance to take on the big boys in the loyalty stakes at what is a tough time for many retailers."

Not only does the scheme offer businesses the potential to improve customer loyalty and increase sales, but there is also the opportunity for them to help a local charity.

For example, Neil Lintonbon, landlord of The Soldiers Return, in Sherborne Road, Basingstoke, hopes to raise funds for Basingstoke hospital's Elizabeth Hall Cancer Unit, as pub regular Phil Partridge has been battling with the disease.



FROM LEFT: Cancer sufferer Phil Partridge, who is a patient at the Elizabeth Hall Cancer Unit, with Steve Thomas, who has introduced the loyalty discount cards for Basingstoke shops and businesses, and Neil Lintonbon, the landlord of The Soldiers Return pub, which is participating in the scheme

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Around 40 local companies have already signed up, including Action Bikes, in Winchester Street, the Aquadrome at Basingstoke Leisure Park, The Lime Leaf, in London Street and Siobhan Jones Designer Glass, at Viables Craft Centre.

To find out more, log on to www.ukwebsaver.com/search/ or e-mail Mr Thomas at steve@ukwebsaver.com

3:04pm Monday 21st April 2008

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