



# KEEP IT LOCAL



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The East Grinstead 'Keep it Local' campaign was officially launched on Monday 3 August to huge public support. Within the first three days nearly 10,000 gold, wallet-size loyalty cards were distributed free of charge direct to members of the public wishing to support the scheme or to participating local retailers/businesses from whom they can be obtained. Loyalty cards are also available from the Town Council offices and from East Grinstead Library.

The Keep it Local campaign, an initiative of the retailers section of East Grinstead Business Association, working in partnership with East Grinstead Town Council and the local newspaper, East Grinstead Courier and Observer, is designed to promote the many benefits of shopping locally and will give loyalty rewards to those townspeople using their cards, and encourage them to boost East Grinstead's economy instead of spending their money in Crawley, Tunbridge Wells, Bluewater or Lakeside, for example. The unique benefits of the scheme are:

- v Free to customers;
  - v There is no need for registration;
  - v Access to regular newsletter on the web site;
  - v Over 100 local retailers and businesses are accepting the card so far and a list can be viewed on [www.eastgrinstead.gov.uk](http://www.eastgrinstead.gov.uk) - refer to the *Keep it Local* pages.
- The number of those participating is growing all the time and the list will be updated at least monthly. So if the shop you are visiting is not on the list it is worth asking about loyalty discounts and encouraging them to sign up also. Shops accepting the card will have posters/stickers on display. Each business will set their own offers, such as a percentage discount on specified goods/services, extras with purchase, or free local delivery for example. These offers may also vary from month to month and details of some of the latest offers will be recorded on this site from time to time. For some the loyalty offer may be participation in their own dedicated loyalty scheme.



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**Town Mayor  
Cllr. Lee  
Marmara  
said:**



*"There are a lot of shops and businesses here that people don't know about, so we want to do something to change that. We've got to keep it fresh and keep new things coming to get people to use their local shops."*

**Chris Parker  
of the East  
Grinstead  
Business  
Association  
said:**



*"The value of your house will fall if East Grinstead's shopping centre declines any further. In your own interest help us support your town"*

**Framer Graham Stevens  
of the High Street  
Gallery said:**

*"There are a lot of people who want to shop here, so it is up to shops to promote the card and encourage them."*

