

KEEP IT KINGSTON

LOYALTY CARD FOR KINGSTON EMPLOYEES

In May this year, Kingston First launched the Keep It Kingston Card exclusively for employees of the town centre. The card offers discounts in a variety of businesses across the town, from hair and beauty salons to restaurants, shops and professional services.

As a business within the BID area, you have the opportunity to list your own offer on the scheme and reach out to the thousands of employees who work in Kingston.

Also, as a Kingston First member, all of your permanent employees are entitled to a free card, regardless of whether you have an offer listed, allowing everyone in the town centre to benefit from exclusive discounts and offers from Kingston retailers.

KEEP IT KINGSTON OFFERS

Each business is invited to provide an offer that is compelling enough to drive trade in to your store, while still maintaining profits. The only requirement is that the offer is exclusive to the Keep It Kingston Card and has some additionality over and above what you are already making available to your general consumers.

We have made some suggestions below of the type of offers we would recommend, however, the team here at Kingston First are more than happy to meet with you to discuss ideas to create a more suitable offer tailored to your business:

- 20% off in store / restaurant
- Purchase a starter and main meal to qualify for a free bottle of house wine
- Discounts off hair and beauty treatments
- % off estate agency fees
- Free club entry before 11pm
- Special rates for legal services, eye tests, crèche, gym membership
- Discounted ticket prices for specific events

Offers can be set to your own terms and conditions to help increase spend at quieter times of the day/week. For example; valid all day Monday-Wednesday, weekdays before 5pm.

MARKETING THE OFFERS

Offers and discounts are promoted via the following channels:

- Listings on the dedicated website keepitkingston.co.uk
- A monthly email sent to all card holders
- Pocket-size printed booklets, updated on a quarterly basis and distributed to card holders

HOW TO GET INVOLVED

If you would like to provide an offer for the scheme, you can do so by completing a Keep It Kingston Offer Form detailing the offer you will provide and the relevant terms and conditions.

If at any stage you wish to remove or change your offer this can easily be done by contacting the Kingston First Team, allowing you complete flexibility.

WHO QUALIFIES FOR A CARD?

To qualify for a Keep It Kingston card, people must meet the following criteria:

- Be a permanent employee of a Kingston First member within the Business Improvement District
- Their permanent place of work must be located within the Business Improvement District in Kingston town centre

Cards can be collected in person from the Kingston First offices at Neville House, 55 Eden Street, Kingston upon Thames, KT1 1BW, during office hours of Monday to Friday, 9am-5pm. When collecting cards, staff must bring the following:

- Identification proving your place of work such as a payslip from the last 3 months or current staff ID
- If you are an employee of RBK you must bring along an RBK payslip AND an RBK photo ID

If you have a large number of staff who wish to sign up, we are happy to coordinate this with the business owner or manager. Please contact us to discuss.

QUESTIONS AND FURTHER INFORMATION

If you would like to discuss any aspects of the scheme further with a member of the Kingstonfirst team, please email us at info@kingstonfirst.co.uk or give us a call on 020 8547 1221