



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 3RD DECEMBER 2013

**SUBJECT: "UNIQUE PLACES CHRISTMAS DISCOUNT CARD" SCHEME -
FOR INFORMATION**

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 This report provides information on the *Unique Places Christmas Discount Card* Scheme, which will be run in the County Borough's five town centres in the two weeks leading up to Christmas 2013.

2. SUMMARY

- 2.1 The Council's *Unique Places Christmas Discount Card* scheme will run between 7th December and 24th December. By registering an offer, retailers agree to give customers a discount on production of their *Unique Places Christmas Discount Card*. The level of discount will be left to the retailer's own discretion. When retailers register for the scheme they receive a 'star' poster to display in their window and the offer will be posted on a dedicated website which has been specifically designed for smart phones, tablets & PC's. Town Centre Management will be using various platforms to promote the scheme including: bus advertising, newspaper adverts and a dedicated page in the Council's *Newsline* paper, which goes to every household in the County Borough. The scheme is designed to get more people in the County Borough to spend locally this Christmas and provide you as a local retailer with the opportunity to capture some of that spend.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".

4. THE REPORT

- 4.1 In 2011, the council gave retailers in the four principal town centres the opportunity to offer its 9000 staff a discount in the run up to Christmas, this was followed in Christmas 2012 by the *Unique Places Christmas Card*, an evolution of that first scheme. The initiative was extremely well supported by retailers with a total of 85 signing up to take part. A post initiative survey showed that 75% of those retailers who took part in the scheme would do so again. In 2013, it is proposed that Town Centre Management run the scheme again for a two-week period leading up to Christmas – 7th December – 24th December.
- 4.2 Every retailer in the managed town centres of: Caerphilly, Blackwood, Bargoed, Risca and Ystrad Mynach, will be given the chance to register for the scheme and in doing so will agree to offer the customer a discount on production of the card (the level of discount will be left to

the retailer's own discretion). Retailers who have registered for the scheme will receive a 'star' poster to display on their shop window and the details of the offer will be included on a specially created website which is specifically designed for smart phones, tablets & PC's.

4.3 The credit card sized *Unique Places Christmas Discount Card* will be given out to the public in the run up to Christmas in the following ways:-

- At the various town centre Christmas events
- In the Council's Customer First centres
- At the Council's attractions – The Winding House, Llancaiach Fawr, Tourist Information Centre, Cwmcarn Forest Drive & Blackwood Miners Institute
- In Libraries throughout the County Borough

4.4 The scheme will be promoted across a number of separate marketing platforms these include:-

- The Council web site
- Bus advertisements
- Council press releases
- GO2 web sites
- *Newsline* feature
- Newspaper advertising

5. EQUALITIES IMPLICATIONS

5.1 There are no potential equalities implications of this report and its recommendations on groups or individuals who fall under the categories identified in Section 6 of the Council's Strategic Equality Plan. As such, there is no requirement for an Equalities Impact Assessment Questionnaire to be completed for this report.

6. FINANCIAL IMPLICATIONS

6.1 There are no financial implications.

7. PERSONNEL IMPLICATIONS

7.1 There are no personal implications.

8. RECOMMENDATIONS

8.1 It is recommended that Members note the content of the report for information.

9. STATUTORY POWER

9.1 Local Government Act 2000.

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