

**by Matt Powell, Business Growth Manager,
CPR Regeneration**

Heart of Cornwall Card

It has been a while I updated you on the Heart of Cornwall Card, which has been going from strength to strength. Here are the latest facts and figures on the scheme:

- 54 businesses are signed up to the scheme
- In the last month five new businesses have signed up to the card
- New businesses are getting two months free up-front to trial the scheme
- There are now over 2,300 cards in circulation
- We have contact details for 900 cardholders and have begun sending out monthly newsletters via email
- We are underway with a major promotional push for the Card and businesses

In our last newsletter to the 900 card holders on our database, four businesses took advantage of the opportunity to promote themselves via the newsletter and their special offers have just hit the inboxes of hundreds of potential customers. Email gbs@cprregeneration.co.uk if you have information about offers for Heart of Cornwall Card holders.

In the next month or so Find It Locally, the local green-book directory, will be distributing 23,000 copies of their new Camborne-Redruth edition. The Heart of Cornwall Card has a full-page advertisement in the directory and 5000 cards will be distributed along with the directory. In addition, we have a banner ad on their website: www.locally.co.uk/town/camborne-redruth, which links to a page of information about the card and will link to participant businesses' listings on the same site.

You can now keep up to date with the Heart of Cornwall card on three other websites:

- www.cprregeneration.co.uk/hocc carries a list of participating businesses and the discounts
- www.facebook.com has a page dedicated to Heart of Cornwall Card
- www.twitter.com/HeartofCornwall will be giving instant updates about new businesses, special offers, local news, etc.

The card was promoted at the Royal Cornwall and Camborne Shows and is proud to be supporting Camborne in Bloom. We are also in the process of strengthening links with the Shopcamborne website. And moving into the autumn, we will be looking at a range of other initiatives under the banner of Heart of Cornwall Card.

So, for a small investment on your part, the card offers a wide range of opportunities to both improve your relationship with your existing customers and reach a growing number of potential new customers. Please call (01209 722099) or email (mp@cprregeneration.co.uk) for more information about how to join the Heart of Cornwall Card.

