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# HELP US BRING BACK THE BUZZ

We launch loyalty card to rejuvenate our town

By Roger Kasper

roger.kasper@sevenoaks-chronicle.co.uk

THE Chronicle this week launches an exciting new reward scheme to help boost trade and the feelgood factor in the town centre.

The Sevenoaks Loyalty Card will put money in the pockets of shoppers and aims to get tills jangling in our stores.

Backed by the Chamber of Commerce and supported by the town and district councils, we want to get Sevenoaks buzzing again.

With constant talk of cutbacks and people feeling the pinch, we wanted to do something to lift the gloom.

Sevenoaks has a rich variety of shops, with independents working alongside national and smaller-sized chains.

But shoppers here are spoilt for choice, with Bluewater and Lakeside on our doorstep and quick links to London.

## Money

We want to keep as much money in Sevenoaks as possible, and this is how the loyalty card will work.

Shoppers who spend their cash in Sevenoaks can pick up a card at any of the participating stores.

For every £10 spent, they have a box stamped and when all six boxes have been filled, the card is entered into a prize draw.

Every month, a lucky winner will be pulled from the hat and pick up £50 in vouchers to be spent in the shops participating in the scheme.

Shoppers will be rewarded for their loyalty by getting a free chance to win – and traders can feel the benefit of increased footfall.

A bumper Christmas draw is also planned, subject to enough traders signing up.

Chronicle editor Roger Kasper has been drumming up support



**LOYAL SUPPORT:** The town's traders gather with Chronicle editor Roger Kasper (back, centre) to launch the new Sevenoaks Loyalty Card

around town.

So far Sevenoaks Bookshop, Fingz, Great Haul, Sarah Brown, Edinburgh Woollen Mills, Kall Kwik, the Linen House, Francis Jones, Mousetrapp, Vodafone, the Mobile Phone Centre, Opus Network Services, Eyelines, Retro 66 and Archers Dry Cleaners have all become members of the scheme.

"I have been up and down the High Street and every shop I've been into

sees the benefits," Mr Kasper said. "Now we need them to sign up and pay £40 a year to take part.

"The more traders that take part, the more incentives we will be able to offer shoppers – and I'm convinced it will put a spark back in to Sevenoaks town centre."

Sevenoaks Chamber of Commerce administrator Avril Ferguson said: "We are thrilled to be associated with the Sevenoaks Loyalty Card.

"We thank the Chronicle for all the hard work it has put in to make this a huge success. We are sure local businesses will all see the benefit of it. "Our motto is 'Keep Trade Local', so this will fall into this promise beautifully."

The loyalty cards will be available in participating shops from March 1. ■ Traders who have not yet been contacted by the Chronicle, should call 01732 228000 to sign up.



**TOWEL DEED:** Henry Dodds was not amused at this sight

## Commuter states case for clean-up in first-class

A FIRST-CLASS season ticket holder claimed Southeastern's cleanliness standards have gone off the rails.

Henry Dodds, of St Johns Hill, Sevenoaks, has been travelling from Sevenoaks into Cannon Street every weekday since 1988 and has held a season ticket – last renewed for £3,780 just before the network raised its prices – for 17 years.

However, he said he has never seen a train in such a bad state as the 7.03am on Tuesday.

The 53-year-old snapped a photo of the "mountain" of blue paper towels covering a cluster of first-class seats to send to the Chronicle.

## Hostess

He later told us: "For the amount of money I pay, I'd be welcomed on to a British Airways flight by a smiling air hostess with a warm towel and a glass of champagne.

"But apparently this is all it buys you with Southeastern."

The father-of-two who works in finance added: "The service is normally OK – at least never as bad as this – but I can honestly say I've never seen such a mess."

Jon Hay-Campbell, spokesman for Southeastern, said: "We are investigating what happened on the service. We are committed to doing our best to keep our trains as clean as possible but on some occasions they can only be as clean as the state in which the previous passengers left it."

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