

Information for Businesses

We're pleased to be announcing a brand new project to help support you as businesses over this unique festive season and in to the New Year.

What is 'Siop Aber – Caru Aber'?

'Siop Aber – Caru Aber' is a shop local loyalty card scheme where we reward customers for supporting Aberystwyth's businesses. Customers will receive a sticker when they spend a minimum of £10 in a businesses. When they collect 5 stickers, they will receive a £20 Gift Voucher to spend in any participating business. Initially, we have made 1,000 vouchers available, meaning will be re-investing £20,000 back into our local economy – this will be monitored and reviewed. The project will run between **November 16th – January 31st**.

Who can take part?

Any levy payer can take part. We want as many different businesses to take part as possible as this will improve the offer to customers e.g. Retail, Food & Drink, Hair & Beauty and any relevant services

What does it cost you?

Nothing. We will be producing the loyalty cards and gift vouchers and we will be funding the gift vouchers. We will also fund an advertising campaign promoting the scheme.

How does it work?

- Just let us know you want to take part. Send your business name, address, website, social media details and an image of your shop front to matthew@advancingaberystwyth.co.uk
- You will then be added to the website and included in our social media campaign
- We will provide you with your unique stickers and a poster to display in your window.
- Loyalty cards will be available for customers to collect from Jewellery House (Terrace Road) and Tan Shop (Eastgate)
- Customers need to spend a minimum of £10 in your businesses. You will then give them a sticker and sign the back of their card
- In a single transaction you can only give one sticker per customer (no matter how much they spend). Also, your sticker can only be included on the same card once. This is to encourage people to spend in multiple businesses
- When a customer has 5 different stickers, they will return the card to Jewellery House or Tan Shop (Eastgate) and receive a £20 Gift Voucher. Customer details will be taken, and the gift voucher number will be recorded next to their details
- The gift voucher can only be spent in the businesses who are taking part. The voucher can only be used once, in a single transaction with no change given
- When a customer uses a gift voucher in your business, you will need to keep that voucher and contact us with the voucher number. We will then pay you £20 and mark off that gift voucher as being spent in your business

- All gift vouchers must be spent by **January 31st, 2021** – this is because we want the project to have an immediate impact i.e. helping you as you re-open after latest lockdown and to encourage spending over a challenging Christmas and New Year.

The Loyalty Card

Siop Aber **Caru Aber**

• Cefnogi busnesau Aberystwyth • • Supporting Aberystwyth's businesses •

Mynwch Sticer gan fyddwch chi'n gwario o leiaf £10 gudo busnes sy'n cymryd rhan. Pan fyddwch yn casglu 5 sticer, gan 5 busnes gwahanol byddwch yn derbyn £20 Taleb Anrheg Aber

Get a Sticker when you spend a minimum of £10 in a participating business. When you collect 5 stickers from 5 different businesses you will receive a £20 Aber Gift Voucher

I gael rhestr o'r busnesau sy'n cymryd rhan, gwelwch &: For a list of participating businesses visit: www.advancingaberystwyth.co.uk

Neu gweler: Siop Aber Caru Aber yn ffenest siop. Or see: Siop Aber Caru Aber in shop window

ADVANCING ABERYSTWYTH IN THE HEART

Ble cawsoch chi eich sticeri? Where did you receive your stickers?

1	Enw Busnes / Business Name:	Llofnod / Signature:
2	Enw Busnes / Business Name:	Llofnod / Signature:
3	Enw Busnes / Business Name:	Llofnod / Signature:
4	Enw Busnes / Business Name:	Llofnod / Signature:
5	Enw Busnes / Business Name:	Llofnod / Signature:

Eich Enw / Your Name: _____ Rhif Taleb Arian / Gift Voucher No: _____

Ewch â cherdyn llawn i Jewellery House (Ffordd y Môr) neu Tan Shop (Y Porth Bach) i dderbyn eich Taleb Anrheg gwerth £20, y gellir ei gwario yn unrhyw un o'r busnesau sy'n cymryd rhan. Take completed card to Jewellery House (Terrace Road) or Tan Shop (Eastgate) to receive your £20 Gift Voucher, which can be spent in any of the participating businesses

*Rhaid gwario'r Daleb Arian mewn un trafodlyn cyn Ionawr 31, 2021. *Gift Voucher must be spent by January 31st, 2021 and in a single transaction

ADVANCING ABERYSTWYTH IN THE HEART

The Gift Voucher

Siop Aber **Caru Aber**

• Cefnogi busnesau Aberystwyth • • Supporting Aberystwyth's businesses •

£20 Taleb Arian Aber

Rhif Taleb

Gellir ei gwario mewn unrhyw fusnes sy'n cymryd rhan. Am restr lawn ewch i www.advancingaberystwyth.co.uk

Neu gweler: Siop Aber Caru Aber yn ffenest siop

*Rhaid gwario'r Daleb Arian erbyn Ionawr 31 2021 ac mewn un trafodlyn

*Ni roddir unrhyw newid os na chaiff y swm llawn ei wario

ADVANCING ABERYSTWYTH IN THE HEART

Siop Aber **Caru Aber**

• Cefnogi busnesau Aberystwyth • • Supporting Aberystwyth's businesses •

£20 Aber Gift Voucher

Voucher No.

Can be spent at any participating business. For a full list visit www.advancingaberystwyth.co.uk

Or see Siop Aber Caru Aber in shop window

*Gift Voucher must be spent by January 31st 2021 and in a single transaction

*No change will be given if the full amount is not spent

ADVANCING ABERYSTWYTH IN THE HEART

More information can be found at www.advancingaberystwyth.co.uk