

Agenda Supplement

Shopping Independent in York

Many cities across the country have supported their independent businesses by creating loyalty cards, gift cards and discount cards for their independent retailers. This encourages local people to shop locally whilst receiving discounts.

For every £1 spent locally up to 70p stays local in comparison to 5p when spent online or in a chain.

In York, there are a combined number of over 24,000 students from the two universities. Many of these students shop locally, eat out locally and support independent businesses. One of the main draws of students to any university is the City that it is in. Having shop locally and independent cards will encourage students in particular to continue their shopping habits whilst also receiving rewards and discounts. This ethic can then be promoted to local residents.

Independent Sheffield

- Set up in 2015
- 50 associated businesses
- 1 card is £10, 2 cards for £15 annually
- The cards entitle holders to money off and some allow one card to be used for up to a maximum of 4 people in restaurants
- The card is also accompanied with a blog that promotes the latest deals and new independent and local businesses

Independent Liverpool

- 20,000 card holders
- 110 associated businesses
- 1 card is £10, 2 cards for £15 annually
- The card is so popular that the creators now host massive food and drinks festivals for card holders and the local traders. Thousands of people attend these events.

Independent Birmingham

- Set up in 2014
- 18,500 card holders
- 115+ associated businesses
- 1 card is £15, 2 cards £20 annually
- Provides discounts in independent businesses all over the City

In Exeter Gift Card

- Works alongside Maestro Card
- The card works exactly the same as a retail gift card in that money gets put on the card and then spent.
- The card can only be used in independent shops across the City with over 50 independent businesses signed up
- These can then be given as gifts

Selby District Council

- Selby District Savers Card
- The card is funded by the Selby Town Enterprise Partnership (STEP)
- Shoppers can collect their card in any participating business
- The scheme allows business to choose the reward they want to offer card holders
- Shops advertise in their shop windows that they accept the card

Bristol Pound

- Only used in BS postcodes, so money circulates around the city making local economy stronger
- Comes in both paper and electronic forms
- Members have a Bristol Pound account that they are responsible for topping up
- There is an app, which allows members to search for Bristol Pound businesses using GPS, and pay instantly to businesses registered on the scheme. There is also the option to pay by text
- These can also be used to pay council taxes, when using local transport, at entertainment events, tourist attractions, and when using other services provided by local businesses such as florists and financial and legal services
- Since its creation over £5million Bristol Pounds have been spent in the city and over 80,000 transactions have been made by text, the mobile app and online banking since 2012.