



**LOVE YOUR LOCAL
SHOPS WITH A
WEDGE CARD**

Wedge Card is a new kind of loyalty card just for local, independent shops and businesses.

BUY IT for £20

FEEL GOOD £5-10 goes to charity.

USE IT at hundreds of local, independent shops and businesses. Get something free, cheaper or better.

WEDGE CARD is an empowerment tool – encouraging people to be loyal to their local shops and in turn energise their local communities.

Local shops are the lifeblood of our communities

We want our communities to have a big loud pulse, to have soul and to thrive. We believe local shops and businesses are the lifeblood of our communities, offering everyone the chance to make connections, meet their neighbours, have random chats and buy that rare cheese/weird skirt/late-night pizza/essential nuts and bolts. Lose our local shops and we lose those unique businesses and hubs of our communities. That's why we've created Wedge Card: to tap into the growing concern of the nation over the disappearance and taking over of our high streets.

What is Wedge Card?

This is a loyalty card without the pie-in-the-sky points or tonnes of junk mail. It is here to encourage people to shop in their local high streets. A Wedge Card costs £20. Wedge Card shops and businesses provide excellent offers from which cardholders then benefit: from a free bottle of wine with a meal, to a 10% discount on books, 2-4-1 on bike hire or 50% off a haircut on a Monday morning.

How do you buy a Wedge Card?

Look Online: complete listings of the hundreds of businesses already part of Wedge Card. www.wedgecard.co.uk.

By phone: 0808 168 8080

Look in your local shop: look out for stickers, posters and leaflets in your local shops. We act in groups so where you see one you'll probably see many more.

Local shops spice up our lives

Wedge Card is no ordinary loyalty card. Yes, we want to tantalise people into shopping, and celebrate the wonderful products our shops sell. But we also want to remind people of how small shops make our areas thriving and vibrant. Think of Portobello Road without the market, Brick Lane without the restaurants and cool little cafes or Stoke Newington without the variety and quirkiness. Wedge Card businesses also include galleries, restaurants, museums, gyms and accommodation. These are what make our cities and towns great places to live and shop.



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LOCAL SHOPS

are good for the local economy.

EVERY £1 spent at with a local supplier is worth £1.76 to the local economy, and only 36p when spent elsewhere. That makes £1 spent locally worth almost 400 percent more (NEF).

Wedge Card businesses benefit from being part of the Wedge Card scheme by:

- ★ having their own page on the Wedge Card website to promote themselves to Wedge Cardholders
- ★ free Wedge magazines to give away
- ★ inclusion in the Wedge Card business directory
- ★ press and PR
- ★ being part of a growing network of small shops with whom they can work
- ★ A business-to-business forum where Wedge shops can offer each other discounts, as well as opportunities to help promote each other
- ★ access to an established marketing strategy, tailored to suit them

How many businesses benefit from Wedge Card?

So far, over 400 local, independent shops have become part of Wedge Card. Businesses buy 7 cards for £100 which they can then sell on, or give away to their most loyal customers. Launching in Bloomsbury, Central London in December 2006, Wedge Card has spread to:

- ★ Soho, Covent Garden and Central London
- ★ Marylebone and Baker Street
- ★ Waterloo and South Bank
- ★ Bethnal Green and Shoreditch
- ★ Old Street and beyond
- ★ Islington, Highbury and Stoke Newington
- ★ Camden Town and Kentish Town
- ★ Greenwich, London Bridge and Borough
- ★ Nunhead, Lewisham and Tooting
- ★ And small, eco and ethical on-line businesses too

Plans for the future: spreading to the rest of London, Bristol and Dorset



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PEOPLE WANT COMMUNITY.

Nearly 80% of us want to see more community spirit where we live but according to a new survey many of us don't know how to make the change. (Volunteer Centre)

How do Wedge Card businesses promote each other?

To help small shops to promote each other and themselves we encourage shops to sell Wedge Cards. Our thinking is that if a customer of Joe's Flower shop buys one, and then sees opposite Mavis tea bar is also part of it but has never visited them, they'll be incentivised to shop there as well. That goes for shops in the same street, same area, and the city. An instant loyalty scheme.

Who does Wedge Card partnership with?

Wedge Card partners with local authorities, town centre managers, schools, residence and traders associations and local community projects.

Why does Wedge Card support charities?

Charities provide vital support to the fabric of a local community by providing local people with access to community centres, play facilities or help to older people within an area, and we want to provide a connection between them and the local shops.

- ★ By selling the card local business donate £5 to their favourite charity.
- ★ Charities are able to sell the card to their supporters and will receive £10 per card as well as promoting their local shops.
- ★ Buy online you'll choose your favourite charity who'll receive £10 from your purchase.

Who is our charity partner?

Our charity partner is the National Council for Voluntary Organisations (NCVO) who represent over 5,000 charities, act as our fulfilment house and help charities sell Wedge Card. They are committed to Wedge Card as they believe that charities can raise valuable, unrestricted funds through Wedge Card as well as using their networks to support and promote local shops.

Who is behind Wedge Card?

Wedge Card is the new social business of The Big Issue founder John Bird and his daughter Diana. They are joined by Sonia Rishi, Director and a team committed to bargain hunting, local living and good shopping.



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DARIO Paganini, shirt maker, joined Wedge Card in May 2007 after reading about Wedge Card in The Big Issue. He was so inspired by the concept that he decided to convert all of his shopping and contracts to local shops.

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