

Dear Business Owner,

**Re: Loyalty Scheme for Newtown**

I hope this letter finds you well. As you know, our community in Newtown is vibrant, thriving and supportive. As a community interest company, our founding aim was to promote our amazing town.

We are excited to share with you our new vision for a loyalty scheme for our town. A scheme which is designed and developed to fit our town, by local people. So far, our thinking is:

- Create and establish a digital loyalty scheme for Newtown, allowing consumers to earn points on every purchase they make.
- Allow consumers to redeem their points for exclusive rewards from local businesses such as discounts, entry into prize draws and more.
- Make it easy for businesses to participate and record these purchases using simple, well established digital tools.

We are very much in the development stage now and have started to reach out to local organisations about how we progress to the next stage. We would however really appreciate your thoughts as we progress our proposal to the next level. Without your support as businesses in Newtown, this proposal wouldn't be achievable.

If you are interested in sharing your views, please fill out the form online at <https://allaboutnewtown.wales/loyalty>. You can also view our full proposal, including costings at the same link.

We look forward to hearing from you and working together to support our community.

Best regards,

Richard Williams  
All About Newtown CIC