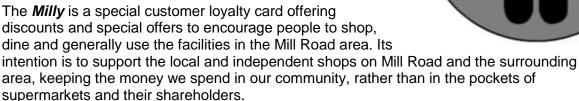
Introducing the

MILLY



There are two types of membership for the *Milly* scheme.

- For traders and businesses, there is no charge they will have to meet the cost of the discounts and promotions they make to holders of the card.
- For the public, there will be a sign-up fee of £2, which will go towards administering the scheme. The *Milly* card will be available to anyone in Cambridge (and area) who wishes to have one.

You can sign up for your *Milly* at the Winter Fair, online or by leaving completed application forms and joining fee at selected locations on Mill Road.

How would the Milly work?

- A web site will be set up which will give details of all offers.
- A list of offers will also be made available at various locations on Mill Road.
- Each week an email will be sent out with current and special offers.
- Announcements of special offers, new stock, seasonal items, events, etc will be made on the web site and weekly bulletins.
- Every week we will feature a different business on the website, introducing staff, giving details of what they offer and any specials.
- All participating businesses will be issued with a *Milly* poster to display in their premises showing their particular special offer(s)
- Members of the *Milly* scheme will receive a membership card, which they can present when purchasing goods, ordering food, etc.
- The discount/offer would be made manually by the trader at the point of sale.
- The discount will be on top of any other special offers.
- Only minimal information will be kept on *Milly* card holders name and address/email address. No information will be passed on to any other operators.
- All offers to *Milly* holders will come from the operators of the scheme.
- The *Milly* scheme is operated on a voluntary basis by a group of Mill Road residents who care about the viability and sustainability of the area.

What sort of offers are we thinking about?

- In shops and services providers (such as hairdressers, etc) we would suggest a discount of 5% or 10%
- In restaurants any suitable offers, discounts, free desserts with main course, or drink with meal, etc.
- Any discounts currently offered could be replicated on the *Milly* scheme.

The *Milly* card scheme is promoted by the Mill Road Society (an offshoot of the No Mill Road Tesco Campaign).

