

Introducing the **MILLY**



The **Milly** is a special customer loyalty card offering discounts and special offers to encourage people to shop, dine and generally use the facilities in the Mill Road area. Its intention is to support the local and independent shops on Mill Road and the surrounding area, keeping the money we spend in our community, rather than in the pockets of supermarkets and their shareholders.

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).