

“The Pool Card takes its social responsibilities very seriously and is actively involved in and promotes all aspects of local community both business and social.”

Mark Barnes, Managing Director



introducing The Pool Card



The Pool Card is a company which unites both independent businesses and the wider community using at the focal point of a Loyalty Card. This successfully encourages local spending with independent businesses and develops community awareness.



“I have been a Pool Card business member since July this year, having taken on my first franchised business in late February. I liked the Pool card scheme initially because of the targeted advertising potential and the philosophy of only allowing locally owned businesses to join, encouraging the customer to support their local economy. I and can honestly say that The Pool Card has worked very well for my business so far, I'm currently running an entirely Pool card led seasonal offer that is receiving great feedback from our customers and a significant growth in footfall and trade. I can heartily recommend the card to local businesses, join, and use the services provided proactively and I don't doubt you'll see significant returns.”

Samuel Jones, Proprietor,
Threshers Oswestry



Pool Card features include:

- **Loyalty Card Scheme** which is free to the public and exclusively to be used within independent businesses.
- **Plastic Numbered Card** specific to the cardholder includes magnetic strip for use in swipe machines if required.
- The Pool Card creates **High Quality Publications** which are distributed door to door twice a month. These carry community news and details about offers and exclusive Pool Card events. This can be replaced by utilising existing local media.
- **Exclusive Pool Card Holder Event Days** and sale opportunities. Post sale remainder day events, exclusive evening openings.
- **Door to Door Leaflet Distribution, Graphic Design and Printing Service** utilizing local people and businesses.
- **Internal Email Marketing** between the business members via The Pool Card office.
- Page on our website included with membership:
www.the-pool-card.co.uk
- **Online Shopping:** members can sell goods and services under The Pool Card umbrella. Buy from many online stores and make one payment to The Pool Card who will distribute the monies.
- **Online Booking Service.** For hairdressers, garages, restaurants etc a customer will make an online booking, the proprietor will then receive a text to notify them to confirm.
- **The Pool Card** website encourages impulse buying.

“The Pool card isn't just a piece of plastic - it's a hugely effective trading tool for firms and for the public. If you're in the Pool Card, you get benefits which save money for consumers and build business for sellers. There really isn't a downside to this, and I believe the opportunities are virtually limitless. That's why I'm backing the Pool Card and, whether you're in the business of selling or the business of shopping, I hope you do to.”

Lembit Öpik, Member of Parliament for Montgomeryshire

Pool Card benefits include:

- **The Card is a Reason** to walk through the door of one business as opposed to that of a competitor.
- **The Card is Proof** that your advertising is working.
- **The Pool Card** generates a huge database of local consumers and businesses who give their consent to be notified about offers etc
- **Email, Text, Telesales** and direct mailing opportunities.
- **Collaborative Marketing Deals**; driving a customer out of the door of one business and into the door of another.
- **Networking Meetings** and exclusive business member events.
- **Free Business Seminars** on topics such as employment law, marketing and the internet. Organised by and for the benefit of the members.
- **The Pool Card** participates in as many community events as possible and always displays promotional material on behalf of business members
- **A Guarantee** that if your advert does not work The Pool Card team will work with the member and another to create an imaginative deal with low cost and high perceived value to the customer.
- **Mini Pool Card Networks** are formed encouraging businesses to work together
- **Monthly Email Newsletter** to Pool Card holders with exclusive offers.
- **Gift Vouchers** securing customers money within the membership
- **Continual Promotion** of The Pool Card brand secures recognition when free point of sale material is displayed.
- **Featuring your business on our website** will encourage targeted purchasing and impulse led buying.

“The Pool Card has had a double effect for The Dragon Hotel in Montgomery. Bringing new business from the locality and acting as a loyalty card for some of my existing customers. On top of that there is the back ground awareness and the networking with other businesses. All in all, good for us, good for other businesses and good for the community.”

Mark Michaels, Proprietor Dragon Hotel



“Well done to The Pool Card who have achieved in bringing local businesses together in Oswestry, Welshpool and Newtown. Providing a free magazine, professionally presented and genuinely read by local residents - a vehicle for all local businesses and organisations to provide information about their services and useful tips and advice, and not just advertising; the Pool Card presents a genuine benefit to the local community in discounts on products and services - generating both local pride and loyalty. It has established itself very quickly and if it were not to continue it would be sorely missed.”

*Shirley Chelmick, Recruitment Manager,
Rainbow Recruitment (UK) Ltd*



“Being a part of the Pool Card scheme has been a great benefit to me through increased visitors to my own website through the link off my page on the Pool Card site, also through advertising in the Pool Card's Update magazine and by direct e mails sent out to Pool Card holders.”

ACES Entertainments.

Coming soon...

Voluntary charitable donations to be taken for the cards. This revenue in addition to potential gift aid contributions from members, sponsorship deals with the businesses and The Pool Card offering a percentage of its profits will be spent in the area in which it was raised. This money would be used on investing in social enterprises and would be spent under consultation with the members.

Potential buying opportunities for businesses with discounts growing as the Pool Card network does.

Outsourcing - using member businesses we could offer services in marketing, administration, human resources and accountancy.

Finance opportunities through companies such as credit unions who can pay out loans in Pool Card vouchers or pay Pool Card businesses direct. Win, win for the customer who will already have had discount on their television, for example, and will enjoy a discounted loan paid directly to their supplier.

Corporate membership for businesses staff of leisure centres etc enabled due to size and buying power.