

## VICTORIA PRIVILEGE CARD

If you are a business within SW1, you can become a Victoria Privilege Card member and provide promotional offers that will raise the profile of your business, help you increase your customer base and drive up turnover.

There is no cost involved in joining the scheme – being located within our footprint is the only prerequisite. If you wish to provide an offer, you determine the offer, the length of its activity, the full terms and conditions, and you are free to amend or change it at any time. Once a new offer is provided, we list it online and also notify all 56,000 card holders about the offer through our monthly communication which is sent out around the second week of each month. Only those living or working within SW1 are eligible for a card, so this is a very local scheme to Victoria.

## FAQs

**Q How often can we change the offer?**

**A** As often as you like. Those who wish to change their offers regularly are recommended doing that at 2-month or quarterly intervals. Alternatively you can run a single, ongoing offer, such as 20% off the bill.

**Q How quickly can the offer go live?**

**A** We can make offers live on the website within 24 hours of receiving them from you. We can also pre- arrange an offer and then launch on a date of your preference.

**Q If we change the offer do all members receive a notification?**

**A** If an offer is updated or amended, we will only do this on the website so card holders will not be notified. If the offer changes in its entirety, this will be classified as a new offer and will thus be communicated to all members. We also have an active twitter feed.

**Q Can we mix and match our offer?**

**A** Entirely up to you. You can do any offer on any items and in any combination.

**Q Does the offer only apply to the person with the card, or is it for them and a specific amount of guests?**

**A** Again, this will be your at discretion. You determine all the terms and conditions of the offers you put forward.

**Q What type of offers work best for businesses?**

**A** We find that each offer has a different effect on businesses. Redemption is usually quite high on offers with a certain percentage off but the same can be said for offers with the added value aspect.

*Anything we haven't covered above that you are still uncertain of?*

*Please give us a ring on **020 3056 7435** or send us an e-mail to [Lucy.McNicholas@victoriabid.co.uk](mailto:Lucy.McNicholas@victoriabid.co.uk).*