



A BID Loughborough brand.

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PRESS RELEASE - FOR IMMEDIATE RELEASE

Love Loughborough Launches New B2B Loyalty Scheme to Support Local Businesses

Love Loughborough BID has partnered with Howdens Insurance Loughborough to introduce a new Business-to-Business (B2B) Loyalty Scheme, designed to support and connect businesses within the town centre.

The scheme allows local businesses to provide exclusive discounts and offers to other businesses and their staff members, encouraging greater collaboration and increased spending within Loughborough's local business community.

Participating businesses can promote special offers specifically for other businesses and employees, helping to build stronger relationships across the town while rewarding those who work locally.

To take part in the scheme and redeem available offers, participants simply need to collect a Love Loughborough B2B keyring, which acts as a loyalty identifier. Keyrings can be collected from:

- Love Loughborough Office – 2A High Street, Loughborough, LE11 2PY
- Howdens Insurance – 30 Cattle Market, Loughborough, LE11 3DL

Once collected, users can present their keyring in participating premises and claim their offer through the Love Loughborough App. Businesses taking part in the scheme can be found in the Business Discount Trail within the Trails section of the Love Loughborough App, making it easy for users to discover participating venues and available deals.

Kat Pinnington Business Development Manager said:

“This new B2B Loyalty Scheme is all about strengthening the local business community in Loughborough. By encouraging businesses to support one another through exclusive offers

and discounts, we hope to create new connections and keep spending within the town centre.”

Businesses interested in joining the scheme and adding their own exclusive offers are encouraged to contact manager@loveloughborough.co.uk for more information or can also download the Love Loughborough App from the Apple App Store or Google Play Store to browse offers, explore participating businesses, and redeem discounts.



~ENDS~

Notes to editor

The Loughborough BID was set up in February 2012 following a vote of town centre businesses. It represents 600 businesses across all sectors that each pay an annual levy to fund the improvements. A board of Directors made up of BID Businesses oversees the delivery and management of the scheme.

For further information on BID Loughborough visit www.loveloughborough.co.uk

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