



We Love Leith – “Bonus Bag” Outline

The 'We Love Leith Bonus Bag' project aims to encourage people to use the independent businesses in Leith instead of travelling to out of town shopping centres. The bags are part of a wider 'We Love Leith' environmental campaign to not only encourage Leithers to make better travel choices, but to use fewer disposable plastic bags.

Not a Loyalty Card – It's a Bonus Bag!

The project is simple. Any Leith- based independent business or charity can take part, provided they are prepared to make an offer, such as a discount, to customers with a bonus bag. It is up to each individual business to decide what incentive to offer.

Benefits to local businesses

The scheme is entirely free to join, but the more businesses that take part, the more successful the scheme will be.

Participating businesses will receive:

- Free point of sale materials, including a window sticker and counter display.
- A free supply of re-usable jute bags to sell to customers, worth £150.
- Promotion via direct mail-out to every household in the Leith and Leith walk wards.
- On-line promotion via the www.weloveleith.com and www.greenerleith.org websites as well as twitter accounts and direct to sms subscribers.
- Promotion at events, such as the Leith Festival.
- Free corporate membership of Greener Leith.

Even if the nature of your business is such that you feel that your customers would not use a We Love Leith Bonus Bag, you can still benefit from the scheme by providing a discount to bag users!

Why is Greener Leith doing this?

Greener Leith has received funding from the Scottish Government's Climate Challenge Fund in order to encourage everyone to travel in a more environmentally friendly way. The Bonus Bag scheme is one component of a wider 'We Love Leith' project. Trams for Edinburgh and the City of Edinburgh Council have also committed funding to the Bonus Bag project.

The Maths

Greener Leith will provide all businesses eligible to participate with a supply of 50 Jute shopping bags for free. Businesses are encouraged to sell the bags to their customers at a minimum price of £3.50. Further supplies of bags will be available from Greener Leith for £2.85 per bag, although a discount will be available for bulk orders. All point of sale materials are provided free too.

Eligibility Criteria

All local independent businesses in Leith are eligible with the exception of retail businesses that have more than three outlets in the UK.

Timeline

Greener Leith expects to start distributing the bonus bags to participating businesses in September 2009. A direct mail shot to all Leith households is set to go out in late September 2009.

What's the catch?

Participating businesses must monitor their use of disposable plastic bags. This is to satisfy a condition of the grant from the City of Edinburgh Council.

How can I register my interest?

To register your interest call Alastair Tibbitt on 0131 539 4129 or 07995 876360 or email ally@greenerleith.org

You can sign-up on-line by filling out the on-line form at <http://www.weloveleith.com/bagsignup>

Or fill out the form overleaf.

Bag Design

Greener Leith has sourced robust large Jute bags capable of carrying up to 20kg. They are ethically produced, fully biodegradable and will be printed with a 2 colour design on both sides of the bag. The design is shown overleaf.



Leith Business Sign-up Form

Business Name:	
Business Address:	
Main Contact:	
Telephone:	
Email:	
Website:	
My business will provide the following Ddiscount or offer to people with a We Love Leith shopping bag:	
Publicise my business at www.weloveleith.com:	YES NO
I'd like £150 worth of free bags:	YES NO
Authorised Signature:	

Please complete and return this form to:

Alastair Tibbitt, Greener Leith, 36, Newhaven Road, Edinburgh. EH6 5PY