

Stamford Card

Shop Stamford was formed locally in November 2018 by a consortium of independent traders. It is a not for profit Community Interest Company, formed to promote and support the town's independent traders and attract more footfall to the town. Stamford is known nationally for its outstanding high street which, for the size of the town, is remarkable in its quality and variety.

Late last year, the Stamford Endowed Schools went into partnership with Shop Stamford, and launched a new benefits card, known as the Stamford Card. Stamford Cardholders benefit from exclusive discounts, offers and services from almost 100 shops, hotels, restaurants, services and attractions in and around the Stamford area. There is no cost to the retailers, and the School provides all administrative and marketing support for the card as part of its' commitment to supporting the local community.

In addition to benefitting retailers, the card also supports funded places for local children from Stamford. Cardholders pay £10 per month to use the card, and all the money raised is invested in transformational bursaries for children attending the Stamford Endowed Schools.

The schools previously ran a smaller benefits card scheme, known as the Foundation Card. Since launch in October, membership of the card has already increased by 24% and continues to grow.

Nicholas Rudd-Jones, member on the board of Shop Stamford and Chair of Governors for the Schools, is firmly behind the partnership: "The Schools are an integral part of the Stamford economy with the volume of footfall they bring into the town and the level of employment they provide locally. This partnership simply highlights the strength of our local community and our ability to work as one team for the overall benefit of Stamford as a destination."

The Stamford Card is an excellent example of the symbiotic relationship between the Schools and the town, and in particular of the mutual benefits of working together. This has been an extremely positive process for all involved, and is a model that demonstrates the good that independent schools are doing in their areas, especially in small towns.