



**Award winning entrepreneurs join forces with North Notts BID to boost the area's digital footprint.**

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For immediate use

Two young entrepreneurs have launched an exciting new partnership designed to boost high street footfall. [Jason Nesbitt](#) and [Sophie Hainsworth](#), founders of multi-award winning phone app LoyalFree, have teamed up with North Notts BID to deliver this incredibly successful project which is rapidly gathering traction across UK high streets.

LoyalFree, is an entirely self-funded, innovative digital loyalty scheme which helps businesses attract new customers via a profile showcasing their offers, reviews, images and more. It pulls together all the vital information for an area, allowing users to benefit from using just one app for the whole of the UK.

The duo founded LoyalFree two years ago, from a coffee shop in Edinburgh, with the intention of boosting trade for businesses across the UK through an online loyalty scheme. Following a period of incredible growth, they have now joined forces with North Notts BID to support BID members in promoting their offers across Retford, Worksop and the surrounding areas within the Bassetlaw District.

North Notts BID, the UK's first area wide BID (Business Improvement District), is Jason and Sophie's 11<sup>th</sup> UK partnership and marks the end of a fantastic 18 months for the pair. With tens of thousands of existing users already on the app, the partnership is anticipated to grow at an incredible pace.

This new partnership means that BID members will benefit from advertising in the local area, customer insights and social media support. A local guide will also help visitors with vital tourism information while an events section will showcase activities in the area. BID members already on board include Honey & Fig coffee shop and Spencer's on the Square Restaurant in Retford and Eyre's of Worksop furniture and beds and The Lock Keeper in Worksop.

Jason, who created the app from scratch, said: 'It's a great pleasure to launch LoyalFree into a new area of the UK and work across a whole area. The businesses have been really receptive, and we are excited to see the growth of the app in North Notts.'

Sally Gillborn, Chief Executive of North Notts BID, commented saying 'This partnership with LoyalFree enables us to provide real value to most sectors of businesses within the area, in a tangible way to help them reach new customers and reward existing ones. With over 30 offers going



BUILDING A BETTER FUTURE

live in week one we are very excited for the rapid adoption of the app and would encourage people to take part and take advantage of the great local offers in North Nottinghamshire.'

If you are a resident, or visitor to the area, then click here to download the app for free and start saving money at local businesses: <https://www.getloyalfree.com/>

If you are a North Notts BID member please email [info@loyalfree.co.uk](mailto:info@loyalfree.co.uk) for details of how you can get involved in the scheme.

**ENDS**

**Notes to Editors:**

There are currently around 350 Business Improvement Districts (BIDs) in the UK and these are generally towns, cities or industrial areas. North Notts BID is the UK's first ever district-wide, place-shaping BID.

The BID will receive £3.2m in funding over a five-year period, which is being introduced through a capped levy on businesses in the area.

Visit [www.northnottsbid.co.uk](http://www.northnottsbid.co.uk) for more details.

For more information contact North Notts BID Chief Executive Sally Gillborn  
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