





# Derbyshire County Council

the brand new travel & discount card **free** for over 60s and disabled people in Derbyshire



**take off**



**with Gold Card**

Gold Card is jointly financed and administered by: Derbyshire County Council, Amber Valley Borough Council, District of Bolsover, Chesterfield Borough Council, Derby City Council, Derbyshire Dales District Council, Erewash Borough Council, High Peak Borough Council, North East Derbyshire District Council, South Derbyshire District Council.



**a golden opportunity**  
for shops and services...

Grow your business by reaching Derbyshire's over 60s

Derbyshire County Council is working with the city council and all district councils to re-launch the bus pass as a travel and discount scheme called Gold Card. Please see pages 10 and 11 for more information about the scheme.

If you already offer special rates to older people or you would like to start offering a discount, don't miss the opportunity to have your business listed in the Gold Card Discount Directory completely free of charge.

**to find out more call 01629 585721**



**DERBYSHIRE**  
County Council  
Improving life for local people



**spread your wings**  
with Gold Card



**golden discounts**  
with Gold Card

The new Derbyshire travel and discount card FREE for people aged 60 & over and disabled people

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## Open Opportunity

The Dairy was asked to re-launch the 'old person's bus pass' as Gold Card, a smart new travel and discount card. As well as communicating the change to the local 'silver' market and to council bus drivers, we needed to encourage retailers and service providers across the county to offer discounts to card holders.

## Open mind

Rather than use 'twilight' imagery, we capitalised on positive metaphors. Recognising that OAPs are increasingly active and cash rich consumers, advertising, PR and road shows positioned the Gold Card as an opportunity for life to 'take off'. Businesses received mailings and follow up calls to ensure that they signed up to 'a golden opportunity' for loyalty from this key sector.

## Open doors

The launch was a total success, with conversion/registration rates an amazing 84%. Currently 73% of registered card holders use their Gold Card on a regular basis for both travel and retail discounts. By the end of year one, over 1,300 retail outlets had signed up to offer Gold Card discounts, necessitating the publication of a discount 'directory'. By the second edition this number had grown to 1,500 businesses. Gold!

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