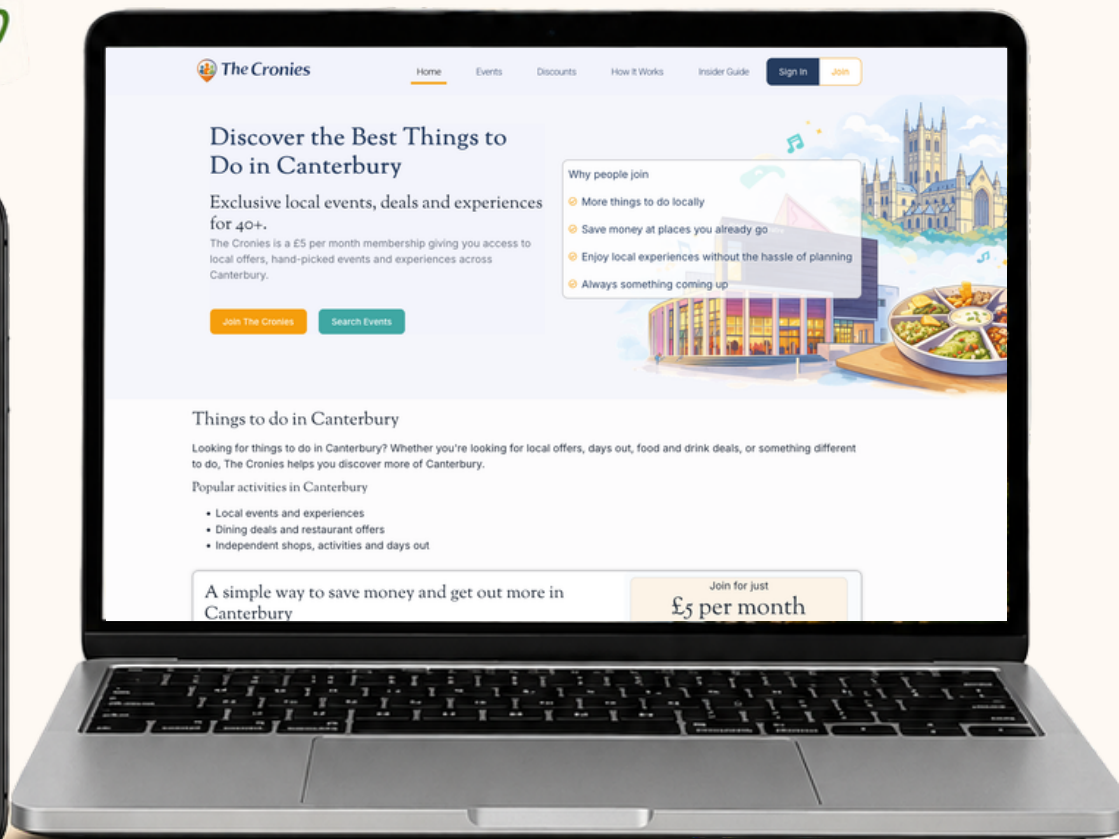
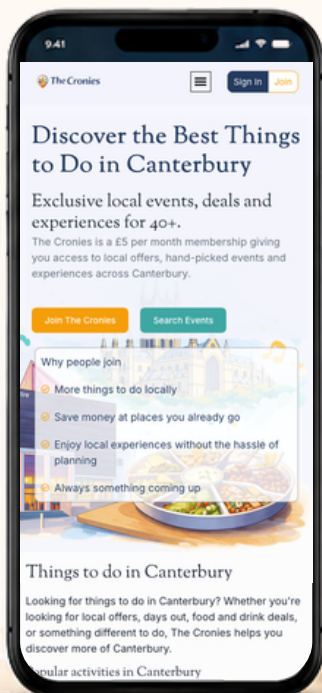




The Cronies

Helping Canterbury businesses reach the right local audience.

Exclusive offers, experiences
and events for the
40+ community.



thecronies.co.uk

What is The Cronies?



A new way for local people to discover local businesses, events and experiences.

The Cronies is a new platform built for the 40+ community in Canterbury.

We bring together the very best local businesses, events and experiences all in one place.



Curated

Quality businesses hand-picked for our members



Local

Supporting independent businesses



Community

Designed for the 40+ community to connect and enjoy more



Trusted

Real offers, real experiences, real value

Fetes & fairs Meet new people Weekly restaurant bookings
 Secure payments Attend with Friends Coffee shop meets Easy to contact
 Local Events Spa events Festivals Free event listing
 Indoor games Lectures Walks with pets
 Simple to use Book clubs local venues
 Classes & lessons Member reviews Last minute offers

Why businesses join The Cronies



Reach the right audience

Our audience is made up of local 40+ residents actively looking for quality experiences and services.



Encourage repeat visits

Exclusive member offers and experiences help drive first-time visits and long-term customer loyalty.



No upfront cost

There is no cost to be featured on the platform. You choose the offer or experience you wish to provide.



Flexible partnership formats

Offers, events, experiences and promotions can be tailored to suit your business and quieter periods.



We actively organise experiences

We run regular social events, including our popular restaurant table for 10, wellbeing experiences, classes and more – helping bring new faces through your door during quieter times.



How it works for businesses



1



Create your listing

Add your business details, photos, opening hours and a short description.

2



Choose your offer or event

Select the type of offer, event or experience you want to share with the community.

3



Go live and get discovered

Your offer or event is shared with local 40+ members who love supporting local.

4



Welcome new customers

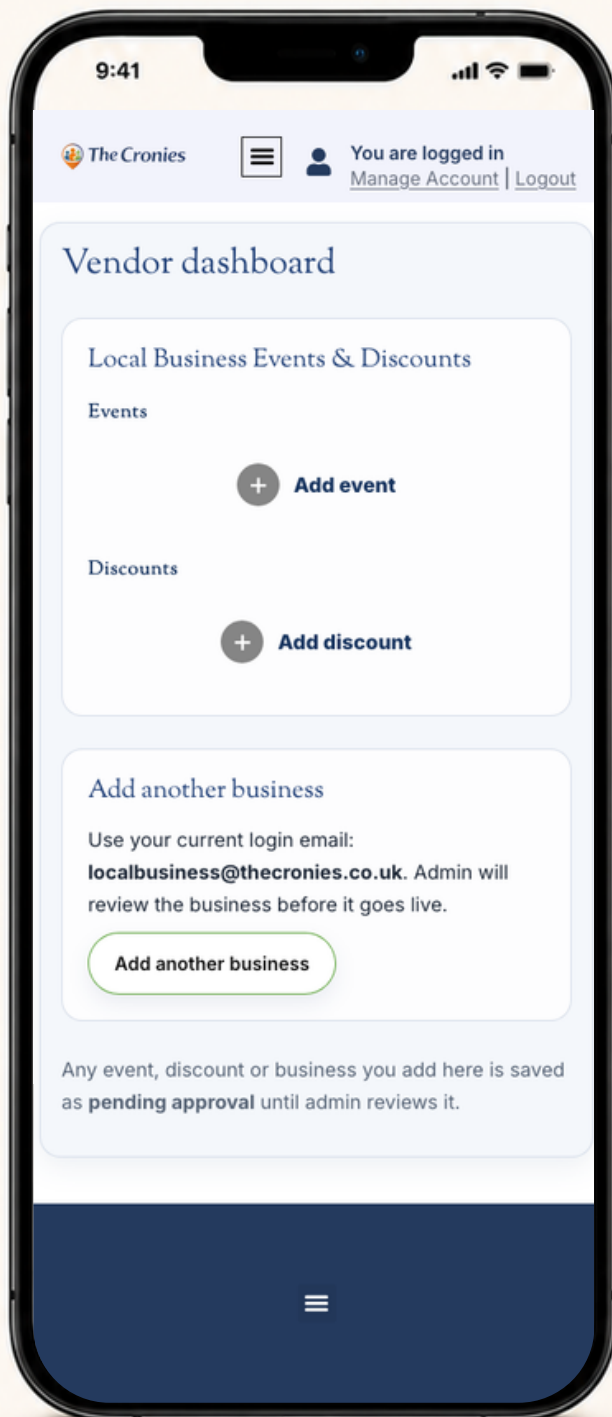
Attract new visitors, build loyalty and grow your business through meaningful local connections.

5



Track your impact

See views, engagement and redemptions to understand what's working and grow more.



We're here to help

Our friendly team is here to support you with setup, ideas and getting the most from The Cronies. Let's grow great local business – together.

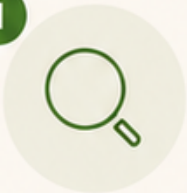


The member journey

A simple experience for members —
and real results for businesses



1



Discover

Members find local businesses, offers and events in their area.

2



Explore

They browse details, learn more and choose something that interests them.

3



Redeem or Book

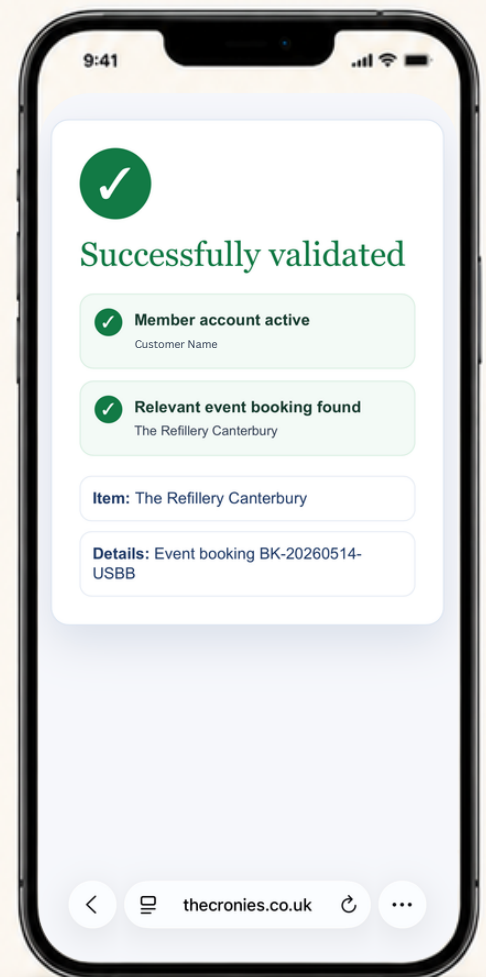
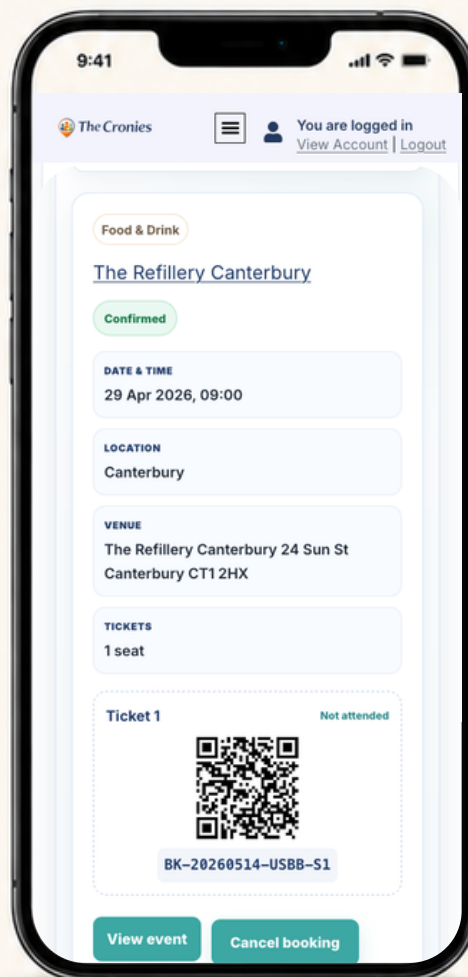
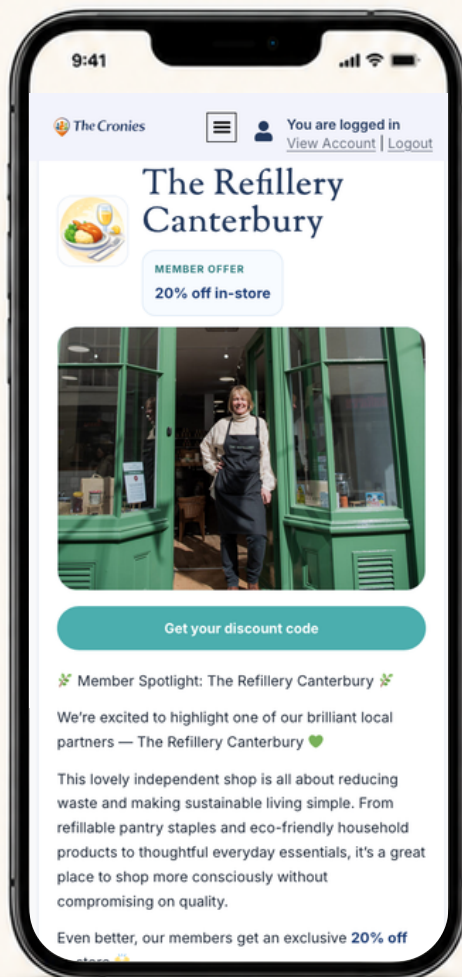
They redeem offers or book experiences directly through the app.

4



Return

Great experiences bring them back — building loyalty and supporting local.



Our goal is more than one visit —
it's long term awareness, loyalty and a community that supports local.

Example partnership ideas



Flexible ideas that create value for members and bring new customers through your door.



Restaurants & Cafés

- 10% off food or drinks
- Special set menu for members
- Free coffee with breakfast
- Members' night or early access



Salons & Wellbeing

- 10% off treatments or services
- Free add-on with selected bookings
- Refer a friend discount
- Seasonal wellbeing offers



Classes & Activities

- First class free
- 10% off block bookings
- Bring a friend offer
- Holiday or school break specials



Retail & Services

- 10% off in-store or online
- Exclusive member only offers
- Early access to new arrivals
- Members' rewards or gift with purchase



We're always open to creating something that works for you and your business goals.



Our audience



The Cronies is built for the 40+ community.



Active
lifestyle



Homeowners



Socially
engaged



Quality
focused



Support local
minded

Our members are looking for trusted recommendations, quality experiences and places to enjoy, connect and support locally.

The ideal audience
for local businesses
like yours.



40+

Age 40+
plus

Local

Canterbury &
surrounding areas

Engaged

Actively seeking new
experiences

Supportive

Choose local & return
when they love it

Let's work together

Let's create something great for
Canterbury – together.

We'd love to discuss how The Cronies
can help your business reach new
customers, fill quieter periods and
build long-term relationships with
the local 40+ community.



hello@thecronies.co.uk



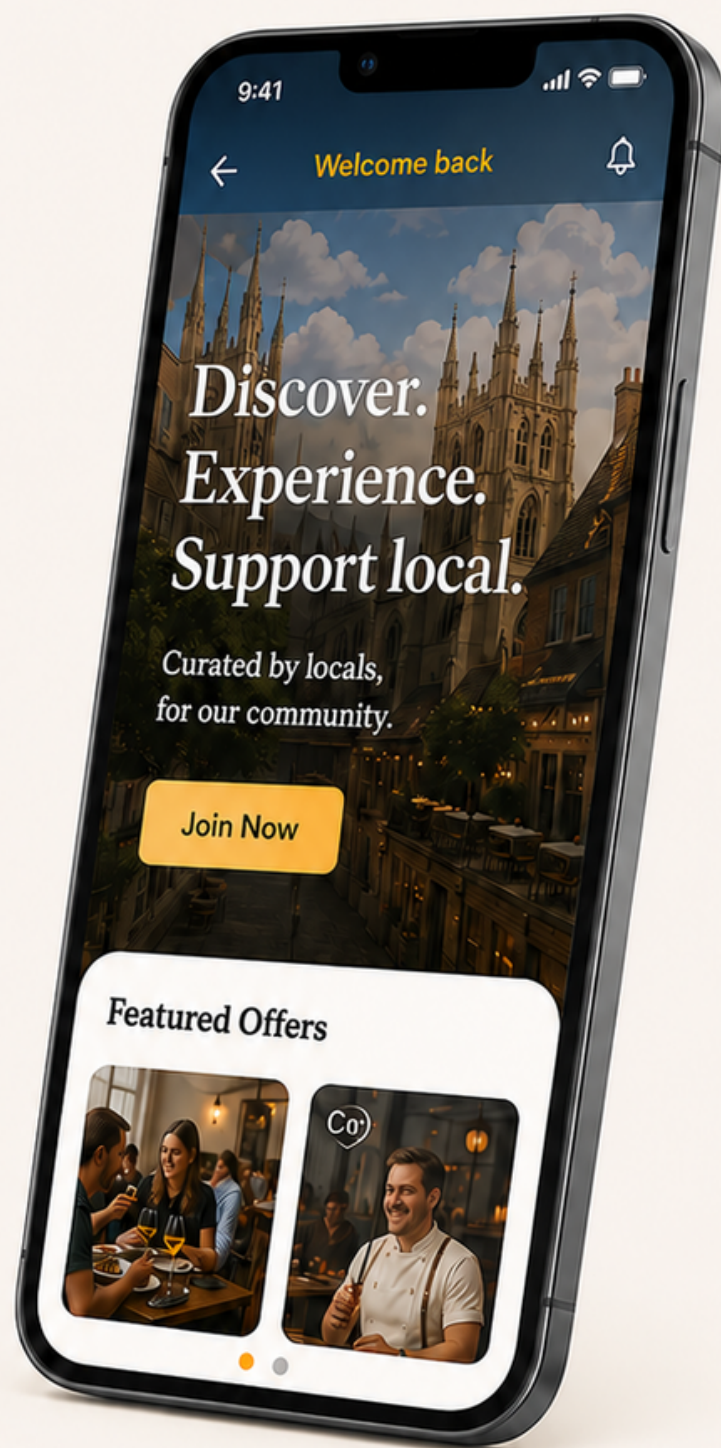
thecronies.co.uk



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@jointhecronies



No cost to join. Real local impact.
We can't wait to partner with you.

