

IT'S TIME TO SWITCH TO LOCAL

The big brands they know, the local businesses they love



It's easy to gift unbeatable local choice

Whether reward, incentive or thank you, give them **the only Gift Card that offers both high street brands and independent businesses**. A Gift Card for shopping, eating out, pampering and leisure. For the things that they want and the things that they need. With Town & City Gift Cards, you can offer unbeatable local choice through one Gift Card.

And with our [dedicated corporate order site](#), you can **effortlessly reward your people with physical or digital Town & City Gift Cards**. New for 2024 - send digital Town & City Gift Cards to multiple people at once, either immediately or on a future date, making it easier than ever to gift unbeatable local choice.



FOOD & DRINK



SHOPPING



HEALTH & BEAUTY



LEISURE



ACCOMMODATION



SERVICES

With a Town & City Gift Card in their hand, a journey of local discovery awaits. With freedom to spend their Gift Card where they choose, in one go, or a little here and there, Town & City Gift Cards cater for a wide variety of ages and interests. So whether they're 18 or 80, this is a reward that they'll love spending.

Find out more at: corporate.townandcitygiftcards.com

100+
programs
in the UK

£45m+
spent in local
businesses

120
local businesses
to spend with
(on average)

3 Reasons to Make the Switch to Local

Would you like a more meaningful reward for your employees, customers and service users, one that blends ultimate choice with a tangible cash injection into the local economy?

Town & City Gift Cards gather the best of local in one Gift Card - helping support local businesses and keep communities thriving.



IT'S THE GIFT PEOPLE WANT

In our research, 98% of people said that supporting local businesses is important and 86% prefer to receive multi-store Gift Cards over single retailer Gift Cards. Town & City Gift Cards combine support for local with ultimate choice



THE MONEY STAYS LOCAL

Choose Town & City Gift Cards, and know that every £1 you spend rewarding your people has to be spent in your community, meaning more jobs, greater prosperity and a stronger community.



YOU'LL BE A LOCAL HERO

From enhancing CSR efforts to supporting recruitment, there are so many benefits of choosing local for your rewards. And we're ready to celebrate every organisation that makes the switch to local.

“ Previously, we've used John Lewis vouchers. Now, we often use the Aberdeen Gift Card for Christmas rewards, and to thank staff upon leaving Shell. We chose the Aberdeen Gift card because it's a local initiative that supports local businesses, and is great for the city.

There are lots of options for staff to spend the card, including major retailers and local independent businesses. It's a really good mix and there is something for everybody, right across the age range of our staff.

Julie Barlow, Real Estate Operations Manager at Shell.



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98%

of people are keen to support local businesses

83%

would prefer to receive a £50 Gift Card (tax free) than £50 cash through payroll (taxed)

94%

said it is important that the organisation they work for supports local businesses

6 ways Town & City Gift Cards can elevate your R&I strategy



Recruiting Staff

49% of employers are worried about attracting the right talent. Use Town & City Gift Cards in employee referral schemes or as a new employee welcome to show your care for local.

Surprise and Delight

An unexpected Town & City Gift Card for anything from Easter to the start of summer can motivate your people and give them the means to treat themselves.

Retaining Staff

A perennial challenge for organisations, Town & City Gift Cards are the local choice for your retention efforts

Financial Wellbeing

28% of people say money worries have impacted their work performance. Town & City Gift Cards can also be used in a practical way to buy food, fuel or anything else your people need.

Boosting Wellbeing

63.1% of employees said wellbeing was their top concern. Salons, gyms, swimming pools, attractions, your team can use their Town & City Gift Card to have a relaxing day out or time just for them.

Celebrating Success

From organisation milestones to targets reached, thank your team for their hard work in achieving success with a Town & City Gift Card they can spend locally.

94%

of organisations said supporting local was important when planning rewards/incentives

84%

of organisations said CSR has become more important to their organisation over the past 12 months

89%

of organisations said offering choice in their rewards and incentives was important

Use the trivial benefits scheme to help your team



The UK Government's trivial benefits scheme allows an organisation to give their staff a non-cash reward, such as a Town & City Gift Card, of up to £50 with no tax or national insurance to pay.

The trivial benefit scheme can be used more than once a year as long as it doesn't become part of their regular salary.

“ The trivial benefit scheme is a useful piece of legislation that allows organisations to gift staff a non-cash reward of up to £50 multiple times throughout the year. Gift cards like Town & City Gift Cards work well because employees treat them differently to cash. If you give staff an extra £50 in their pay, firstly they will pay tax and national insurance on the £50 so they will only receive two thirds of that, and secondly, it goes into their bank account and gets lost amongst all of the credits and debits, so they never really feel the benefit of it.

A key point to note when using the trivial benefit scheme is that it can't be linked to performance because it would be considered by HMRC as compensation as part of the employee's salary, and therefore taxable. Consider other reasons for rewarding staff, such as the fact they've been working hard, or because you want to use local Gift Cards to support your community.

Alasdair McGill, Ashton McGill Accountants.



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Find out more: corporate.townandcitygiftcards.com



Case Study: Why Ocado switched from Amazon to Town & City Gift Cards

We look at why Ocado Retail Hub switched from Amazon vouchers to the Sunderland Gift Card in a range of reward and recognition initiatives, as a way for them to offer choice and flexibility to their teams.

How they used the card:



Surprise & Delight

A mug containing treats and a £10 Sunderland Gift Card was given to staff on an ad-hoc basis, to buy a coffee as a reward for demonstrating team values.



Employee Rewards

Staff were able to spend their 'Ocadough' on the Sunderland Gift Card through employee platform Mint. It was the top seller!



Celebrations

Team leaders took their teams out for Christmas lunch using the Sunderland Gift Card. The activity scored 97% satisfaction!



It was a lightbulb moment when we thought 'why are we using Amazon vouchers when we could be putting money back into the city?' The feedback we've had from staff to the Sunderland Gift Card has been really positive.

Colleagues are happy and prefer the Sunderland Gift Card to the Amazon vouchers we used in the past. It's the small things that have the biggest impact and for us the Sunderland Gift Card offers choice and flexibility for staff, with support for local as part of our community ethos.



Kelly Swinney. Head of Customer Hub, Ocado Retail



200+

Staff Members
Benefitting

190+

Local Businesses
Benefitting

97%

Staff Satisfaction
Rate

Further Case Studies



How McDonald's led the way with staff rewards and incentives

McDonald's Leicester switched from Love2Shop vouchers to the Leicester Gift Card in a range of reward and recognition initiatives, including employee of the month, rising star and long service awards. As a large city centre employer with 450 staff, using the Leicester Gift Card helps them to play their part in driving footfall and spend in the city centre, leading the way by choosing local.



How Back on the Map distributed funding with dignity

Back on the Map supports over 4500 residents and 700 families. They used the Sunderland Gift Card to easily distribute funding to service users, supporting their objectives to help local people and the local community. Using the cards offered ease and dignity for service users, while the reporting enabled the charity to easily track spend and monitor the effectiveness.



How Riada demonstrated their company values by choosing local

As a community focused business, NI based recruitment firm Riada chose the Causeway Coast & Glens Gift Card as it aligns with their values as a business while supporting the local economy. The Gift Card offers flexibility for staff and is also seen as a thoughtful gift from Riada, giving the team the ability to spend with local businesses reflective of the various interests and preferences of staff.



How the University of Dundee supported students

Cashless since the pandemic, switching from Tesco vouchers to the Dundee Gift Card gave the University of Dundee the means to easily distribute emergency funding to students, while supporting the local economy in Dundee. The switch gave their students increased choice, from the ability to top up gas and electricity meters to do their grocery shopping at a wide range of retailers, including big brands like Lidl.

Read all of our case studies online at corporate.townandcitygiftcards.com/case-studies

MICONEX

TOWN & CITY



Are you ready to be a local hero?

Phone: 01738 444376 Email: info@mi-cnx.com

corporate.townandcitygiftcards.com

Local Spend, Delivered