

# WHY BINN GROUP SWITCHED TO LOCAL FOR THEIR LONG SERVICE AWARDS

**Organisation:** Binn Group  
**Town & City Gift Cards:** Perth, Fife, Dundee, South Ayrshire, Falkirk

“ Making the move to our local Gift Cards has been very easy and I'd encourage all organisations to consider using their local card for their rewards. Do it for your country, for your local economy and for your environment. Cards have to be spent locally with all kinds of local businesses. Local businesses can find it hard to bring in the footfall they need to survive, but by choosing local rewards, we're helping ensure they stay open.

”



**Sarah McCann, HR Manager  
at Binn Group**

## Why they chose local Gift Cards

Scotland's leading recycling and resource management company and a family owned company, Binn Group were looking for an alternative to a physical statue for their 5, 10, 15 and 20 year long service awards, coming across Town & City Gift Cards and Scotland Loves Local Gift Cards. With 160 team members across various locations, they liked the fact they could purchase cards relative to where their team live, making it easy to administer.

## Benefits

A major benefit for Binn Group in using their local Gift Cards was the sustainability angle, linked to their ethos as a business. Once the magnetic strip is removed, the cards are fully recyclable, a real plus point over the plastic cards which are available. Another was the support for local, ensuring their reward spend went back into the local economy.





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## Experience of using the card

Binn Group liked the fact that Town & City Gift Cards/Scotland Loves Local Gift Cards can be spent with big brands like Co-op in addition to many unique independent businesses, giving staff lots of practical ways to spend their cards as well as many treat options, catering for the various demographics that make up the staff team at Binn Group and for all ages, wants and needs. Binn Group have now been using Town & City Gift Cards/Scotland Loves Local Gift Cards for 2.5 years and say it has been very simple and straightforward, buying the cards they need for the year ahead by looking at the long service awards coming up for that year, and activating them as and when needed.

## Staff feedback

Sarah said: “The change to our local Gift Cards as a reward has been well received by our team. If team members are happy to be involved, we tend to make an occasion of them receiving their long service award, posting about it on social media. In the transition from a physical statue as a long service award, it’s nice that we still have a tangible Gift Card to hand over, so it feels like more of an occasion. With a small HR team, it’s 100% vital that any reward initiative is easy to administer and purchasing Town & City Gift Cards/Scotland Loves Local Gift Cards for our team has been incredibly easy. We’ll be continuing to use the card in the years to come too.”

**2.5 years**

Using local Gift Cards  
in long service awards

**5+**

Cards for 5+ areas  
of Scotland used

**160+**

Staff benefitting