

# WHY RGU MADE A POWERFUL SHOW OF SUPPORT FOR LOCAL

Organisation: RGU

Town & City Gift Card: The Aberdeen Gift Card



The Aberdeen Gift Card can be spent with around 300 businesses in the city, giving our staff the choice to spend at their discretion in many shops, restaurants, venues, hotels and more. The incentive for choosing the Aberdeen Gift Card is the story it tells about our values as an organisation. Choosing the Aberdeen Gift Card represents a powerful message about the investment we're making in the local community.



**Julie Skinner**

**Resourcing & Benefits Manager**

## Why RGU chose the Aberdeen Gift Card

A government funded organisation, RGU offer a diverse range of benefits to suit their diverse workforce, with the ultimate aim of attracting and retaining the right talent. Moving 'beyond the carriage clock' they looked at a range of options for their long service awards, and felt it was important that the recognition reflected the diversity of their staff. They chose the Aberdeen Gift Card for the choice and the support for local.

## Benefits

With rising living costs, RGU appreciated that the Aberdeen Gift Card could be spent with 300 plus businesses in the city, making the reward flexible and useful for their staff. They appreciated the fact that the card has to be spent in Aberdeen, putting the focus back on the community.





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## How they use the card

RGU use the Aberdeen Gift Card as part of the reward staff receive for long service accompanied by a certificate from RGU's principal. For 10 years, staff receive a certificate, for 20 years they receive a certificate and a £100 Aberdeen Gift Card. 30 years is a certificate and a £200 Aberdeen Gift Card. 40 years is a certificate and a £300 Aberdeen Gift Card. Line managers are notified in advance if they have a staff member due to receive a long service award so they can be presented to the individual in an appropriate way.

## Employee feedback

RGU ordered the Aberdeen Gift Cards online in a big batch before ordering their second batch, and found the whole process positive. They acknowledge that there are many Gift Cards out there but feel the Aberdeen Gift Card tells a powerful story about their values as an organisation.