

# HOW EC LANGUAGE SCHOOL SUPPORTED STUDENTS AND THEIR CITY

**Organisation:** EC Language School  
**Town & City Gift Card:** The Brighton Gift Card

“As a company, CSR is very important to us which we demonstrate through support for local businesses and the community. So we loved the fact that the Brighton Gift Card includes many independent businesses that would benefit from the investment we were making. Choosing the Brighton Gift Card for our students is a really positive thing we’re doing for the community and in turn that benefits us and reflects positively on us. Anything we can do to support the community, we will try to do.

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**Gosia Stewart**  
Centre Director,  
EC Language School

## Why EC Language School chose the Brighton Gift Card

Hosting students learning English year-round, EC Language School had also secured a residence for under 18s and were looking at various options to provide food as part of their half board provision, including food vouchers for specific businesses. They’d previously used the Brighton Gift Card, and opted for this again for the choice it offered to students, from supermarkets to coffee shops and restaurants.

## Benefits

Working alongside Miconex, EC Language School ensured hyper local businesses were set up to accept the card, giving students plenty of affordable business options within walking distance.





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## Experience of using the card

As the students were all 16-17, EC Language School decided to distribute the £100 Brighton Gift Cards weekly at a meeting rather than handing out one Gift Card at the start of the trip. Even though people can go online and search where the cards can be spent, EC Language School created a handbook for students with options of 3 places students could go and spend their Gift Card for breakfast, lunch and dinner, so they had all information to hand. Students were in Brighton to learn English but it was also about the whole experience. Receiving the Gift Card also helped students to explore Brighton and try out different businesses, including independent businesses, they might not otherwise have tried. EC Language School purchased their cards online, received an invoice to pay, and cards were despatched, finding the whole process quick and easy.

## Service user feedback

Feedback from students to the cards was positive. So much so that they had queries from students staying with host families asking why they hadn't received a card.

Gosia adds: "For other organisations supporting students, I'd say that using your local Town & City Gift Card is a great idea. It's an easy option for students and it's an easy option for you."