

Rewards that meet the needs of the modern organisation

Wrapping up choice, thoughtfulness and support for local

No doubt things have changed a little (or even a lot) at your organisation over recent years. With the ever evolving corporate landscape, you might be considering how you can better reward, incentivise and motivate your people this Christmas? Town & City Gift Cards are local gift cards which tap into the desire to support local, meet the growing demand for multi-store gift cards and offer unbeatable local choice.

Rewarding for you. Rewarding for them

In 2022, we undertook research with 1500 organisations, employees and customers to find out what they wanted from their staff rewards and incentives. And, we'd love to show you why choosing local with Town & City Gift Cards could be a smart move for your organisation, and for your employees too.



9 Reasons That Town & City Gift Cards Are Great For Organisations

They can support recruitment and retention.

When firms describe benefits and rewards in their recruitment, they attract up to 300% more applicants. Not only this, but the more rewards signal a positive, caring culture (such as care for local), the more applicants the firm is likely to attract. Town & City Gift Cards enhance corporate culture through care for local, so you can attract talent with the right mind-set, and differentiate from the competition.

They're ideal for remote teams.

Incentive budgets are set to increase by 34% in 2022. And if many of your team are remote, the Incentive Research Foundation found that non-cash incentives and rewards are, if anything, more vital. Town & City Gift Cards are available in over 150 towns and cities in the UK, and make it easy for your organisation to choose local, even if your people are spread out across the country.

They're local and national.

When choosing a gift card, 73.3% of companies said having a mix of national brands was important/very important. Town & City Gift Cards can be spent with both high street favourites and independents, so you can cater for diverse wants, needs and interests.

They help you to meet the needs of your staff.

32.8% of organisations have placed staff wellbeing/mental health at the top of their agenda for the next 12 months, followed by employee experience (30.9%), and the cost of living (19.1%). Town & City Gift Cards can be used for employee experience (part of welcome packs, retention and Christmas thank you), wellbeing and mental health (treat yourself, time for you) and the cost of living (here's a helping hand from us).

It's a way you can be a local hero.

79.8% of employees who receive a gift card through work make a specific visit into the town or city to spend it, typically within 3 months (47.3%). You can make a tangible difference locally when you buy Town & City Gift Cards for your staff.

An alternative to a social event.

Many organisations are planning social events for Christmas 2022. Interestingly though, our employee research suggests that most employees would prefer a gift card to a party.

It's easy to choose Town & City Gift Cards.

Town & City Gift Cards are used by a variety of organisations, for a range of people, in a number of ways. From preloaded Town & City Gift Cards ideal for giving to lots of staff at once, to unique digital codes which are good if staff work remotely, or are spread out across the country. Or even call off cards, brilliant for organisations who want to use gift cards of different denominations through the year.

They're not just for Christmas.

The most common type of reward given by organisations is performance based bonuses or rewards (62.2%), followed by work anniversaries and long service awards (60.7%), and Christmas bonuses (44.8%). Town & City Gift Cards are suitable for all types of reward occasions through the year.

They're good for customers and clients too.

79.6% of organisations give suppliers or customers thank you gifts. Single retailer gift cards are used by many organisations as thank you gifts (48.2%) but there is an alternative that offers even more choice and support for local too – Town & City Gift Cards.

9 Reasons That Town & City Gift Cards Are Great For Employees

Staff want to support local.

28.8% of gift card purchasers each month in 2021 said supporting local businesses or high streets was a factor in buying themselves a gift card, up from 24.5% in 2020. In our research, 99.1% of employees said that supporting local businesses is important to them for Christmas 2022. With a Town & City Gift Card in their pocket, it's easy for your staff to support the businesses they know and love, or discover new ones!

Staff can spend them on what they like.

72.6% of employees say they will spend a gift card from work on something practical. But whether they choose something practical like paying for the weekly shop, or treat themselves to a meal out with friends or family, you're putting the choice in their hands.

They can support wellbeing.

31.7% of employees listed wellbeing/mental health as their main concern for 2022. Town & City Gift Cards can be used in many types of health, beauty and wellbeing businesses, from salons to gyms, opticians to holistic practitioners.

They create more positive memories.

Another reason that gift cards are favoured over cash is the 'hedonic value' of a gift card. It gives the employee permission to use the gift card as they wish and there is less guilt involved in spending a gift card on themselves, with more positive memories vs. cash as part of the salary. This is a reward they'll remember using!

They can help staff with the cost of living.

Since the start of 2022, 46% of the population say they are either slightly (35%) or significantly (11%) worse off. From groceries to petrol, clothes to new glasses, there are so many ways to spend a Town & City Gift Card.

Gift cards are the top reward.

In our research, 53.8% of employees would prefer a gift card from their workplace, higher than cash (33.1%) and social events (9.4%).

Staff want multi-store gift cards.

Multi-store gift cards are rising in popularity, to 38% of monthly gift card purchases in 2021. Our research showed that 73.1% of employees wanted a multi-store gift card, with just 26.9% preferring a single retailer gift card. With Town & City Gift Cards, you can give staff what they want.

They're better than cash.

85.3% would prefer to receive a gift card to cash as part of their salary, mainly because gift cards are more fun to spend but also because cash is seen as part of regular salary and used on day to day expenses. A Town & City Gift Card is the gift your staff want to receive.

They're more motivating.

Studies show that gift cards have the power to motivate, with 56% of people saying they would be positively influenced by a gift card.



Discover Town & City Gift Cards for over 150 places across the UK and Ireland, and make your rewards matter:

townandcitygiftcards.com