

Scotland Loves Local Gift Card

- keeping community spend local for longer



Campaign Briefing Pack

Key points



- Scotland's Towns Partnership - the organisation behind the Scotland Loves Local campaign - has joined forces with trailblazing Town & City Gift Cards provider Miconex to launch the Scotland Loves Local Gift Card.
- The objective of the Scotland Loves Local Gift Card is to encourage consumers to spend money locally - in turn supporting local businesses that are emerging from the impact of the Covid-19 restrictions.
- The Scotland Loves Local Gift Card is a localised product for each of Scotland's 32 local authority areas, and will be rolled out across Scotland. Rollout success hinges on each local authority area participating in the scheme to allow use of the gift card in every region of Scotland. In doing so, they will enable the active participation of businesses across Scotland, and keep community spend local for longer.
- Thanks to support from the Scottish Government, the scheme will be rolled out this summer. It will embrace the spirit of the Scotland Loves Local campaign, which has played a pivotal part in the national response to the challenges of the coronavirus pandemic by urging people to think local first for all their needs, whether in person or online. For more information on the Scotland Loves Local campaign, visit: www.lovelocal.scot

Think local first: A gift to the entire community



The Scotland Loves Local Gift Card is the innovative new way of keeping spend local for longer in every community and region across Scotland.

By ensuring every region in Scotland signs up to the programme, Scotland's Towns Partnership and Miconex want to give local people another means to support the businesses closest to them. We believe that the gift card will encourage consumers to think local first - supporting the businesses around them, protecting local jobs and making communities stronger. In short, the Scotland Loves Local Gift Card is a present not just for someone personally, but for their local community, allowing it to prosper.

As businesses emerge from the past year of Covid-19 restrictions and high streets begin to fully reopen and resume trading, the



card can benefit local people, local businesses and individual local economies. Local businesses have been there for their communities like never before over the past year, and this scheme allows local people to support them.

Spending through a Scotland Loves Local Gift Card has multiplier effects which go far beyond the point of purchase. Using the card will keep people within their area, supporting many businesses as they buy.

Research shows that two-thirds of money spent in the local economy is then respent locally, further supporting local jobs and making local businesses more sustainable. This multiplier effect is worth millions of pounds to Scotland's national and regional economies.

How it works



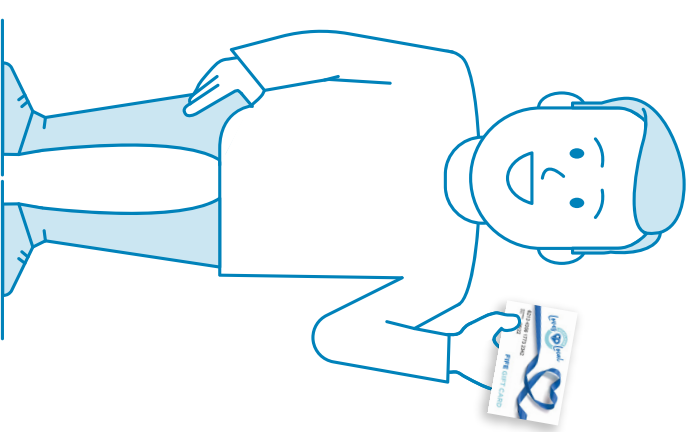
1.

Local authorities across the country sign up to support Scotland Loves Local Gift Card use in their council area.



2.

Businesses register to accept the Scotland Loves Local Gift Card - a simple process, that is free of charge.



3.

Scotland Loves Local Gift Card recipients can then spend their gift card in any participating business premises, but only within the originating local authority area.

Our ask

We want every part of Scotland to have access to the scheme. Here is how you can help us do that:

Local authorities

We are asking every local authority in Scotland to sign up to be part of the scheme and promote it across their communities, so that businesses across their region can unlock a new level of local spending. Scotland's Towns Partnership and Miconex will work with every local authority throughout the process, which is quick and simple.

Businesses

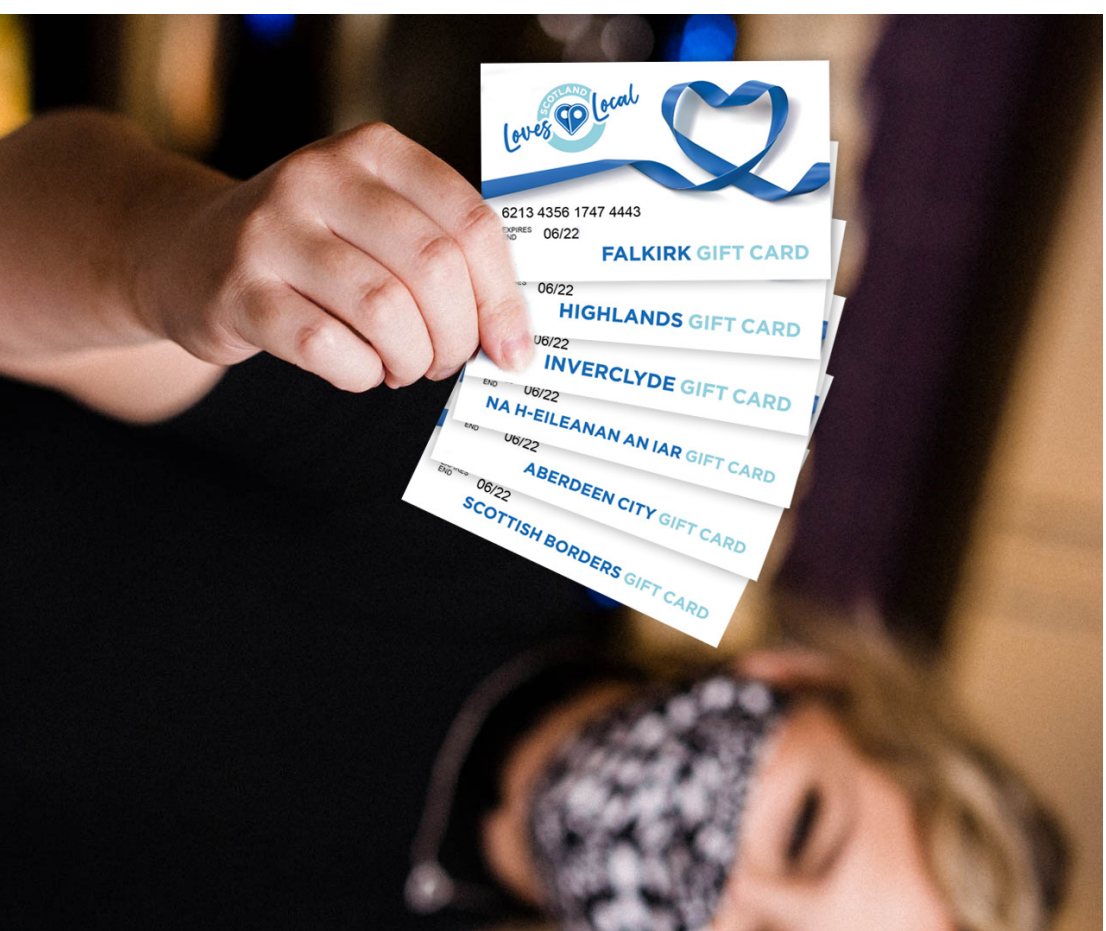
Registering to accept the gift card is a quick and simple process, using existing MasterCard network infrastructure. We encourage businesses to sign up to accept the card at our website:

www.lovelocal.scot/giftcard

Trade associations

Local businesses have been there for their communities like never before in the last year. The Scotland Loves Local Gift Card will allow local people to support their local businesses in return, with spending creating multiplier effects far beyond the point of purchase. We ask you to encourage sign-up amongst your members and stakeholders via our sign-up page at:

www.lovelocal.scot/giftcard



Signing up

To arrange a briefing on how your local authority or organisation's membership could support and benefit from the Scotland Loves Local Gift card, contact Kimberley Guthrie, Strategy and Relationship Consultant, Scotland's Towns Partnership - kimberley@scotlandstowns.org / 07766 441822

If you're a business and want to sign up immediately, you can do so at www.lovelocal.scot/giftcard - and it's simple.

There are no costs for businesses which participate - and use of the MasterCard network means that Scotland Loves Local Gift Cards can be accepted by small independent businesses as well as national retailers operating within local communities.



TOP STORIES

Scotland's Towns Partnership

Scots urged to shop locally to help small business

• Campaign encourages shoppers to keep money in the local economy

• Help, advice, loans and grants available

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TOP STORIES ACROSS SCOTLAND

We're not spent: Poll boost

for Scottish independent retailers

Safer Summer Days Out

Phil Prentice
 Scotland's Towns Partnership
 Director Scotland

Scots urged to shop locally to fuel pandemic recovery

Scotland Loves Local campaign urges public to safely support traders in their communities.

The benefits



The effects of supporting the Scotland Loves Local Gift Card will be powerful - fuelling the “feel-good factor” in our town and city centres, and keeping community spend local for longer.

By supporting the rollout of the Scotland Loves Local Gift Card in your area - urging stores to sign up as part of the programme - you will be encouraging more shoppers to stay local, triggering a lucrative multiplier effect on the region's economy. It will protect jobs, encourage more local investment and reduce travel out of the area. For everyone, it's win-win, providing another way by which locals can support businesses in their communities - driving footfall and stimulating wider economic activity as people spend more time in towns and shopping areas close to home.

Research by Milconex has found that multi-venue gift cards such as Scotland Loves Locals grew in popularity during 2020 - giving people the power to spend with many different businesses.



The average purchase price of a gift card is £34.56 but recipients of a gift card see this as ‘free money’ and will spend up to an additional 65%, supporting not only local shops, but cafes, restaurants, leisure and cultural attractions too. They will also be more experimental, trying out new businesses which they may have never used before.

The mechanics of the system guarantee that cards can only be accepted within the region for which they are branded, ensuring it is a true grassroots gift to the local economy.

The Scotland Loves Local Gift Card is the ideal way to support your local area, from individual family gifts, to corporate reward and incentive schemes which ensure that the spend supports local jobs and communities.

Case Study 1



East Ayrshire Council - transferring local spending power to residents

East Ayrshire Council has used the Gift Card platform to distribute 4500 gift cards to families over Easter, as part of a support care package.

The initiative has allowed local families to redeem the disbursed funds with dignity at over 120 participating businesses in East Ayrshire.

Case Study 2



East Lothian - keeping incentive schemes' value in the local economy

The local authority used to provide department store vouchers for long-service awards - now it's the local Gift Card, locking the value into the local economy and making a statement of support for local businesses.

About Scotland Loves Local



Scotland Loves Local is the national drive for people to support their community's recovery from the coronavirus pandemic by thinking local first.

Launched in July 2020, the Campaign - delivered by Scotland's Towns Partnership and supported by a range of partners, including the Scottish Government - has been credited with shining a spotlight on the importance of local businesses and the people behind them, recognising the remarkable ways in which they have supported those around the during Covid-19. That has included celebrating Scotland's High Street Heroes.

The emotional drive behind the campaign is to encourage people to support their local town centres out of a sense of localism, loyalty and community solidarity, much in the same way communities came together during the worst of the lockdown period.

More details can be found at www.lovelocal.scot



About STP



Scotland's Towns Partnership is Scotland's national towns' collective; representing and promoting the diversity of our towns and places, and supporting those organisations and groups that have an interest in, or ownership of, them.

The organisation's role is to act as a hub for relevant news and resources, knowledge and good practice; to support learning and community through our events; to influence and share policies that impact towns; and to raise the profile of Scotland's towns, including by spearheading the Scotland Loves Local campaign, with the support of the Scottish Government and other sponsors.

Scotland's Towns Partnership is also responsible for Scotland's Improvement Districts, which foster the development and continued success of Business Improvement Districts across Scotland.

Find out more about STP at www.scotlandstowns.org

About Miconex



Miconex has spent more than a decade working with communities to ensure that spending stays local for longer. The Perth-based firm, founded in 2010, works with towns and cities across the UK to support successful local economies.

In 2015, it developed the UK's first city-wide gift card programme in Perth. Miconex has subsequently gone on to help towns and cities across the UK to launch their own local currencies using the Mastercard network. The firm also now works in Ireland and North America.

Miconex have also trail-blazed a new approach to town and city loyalty, removing all friction for participating businesses and consumers. Mi Rewards automatically rewards people for spending money in the local economy and at the same time helps towns/cities and participating businesses to better understand their customers and measure the impact of different changes on customer behaviour.

For more details go to www.mi-cnx.com

MICONEX

Contact us

You can find more information and sign up to the scheme at: www.lovelocal.scot/giftcard

To arrange a briefing, please contact:

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