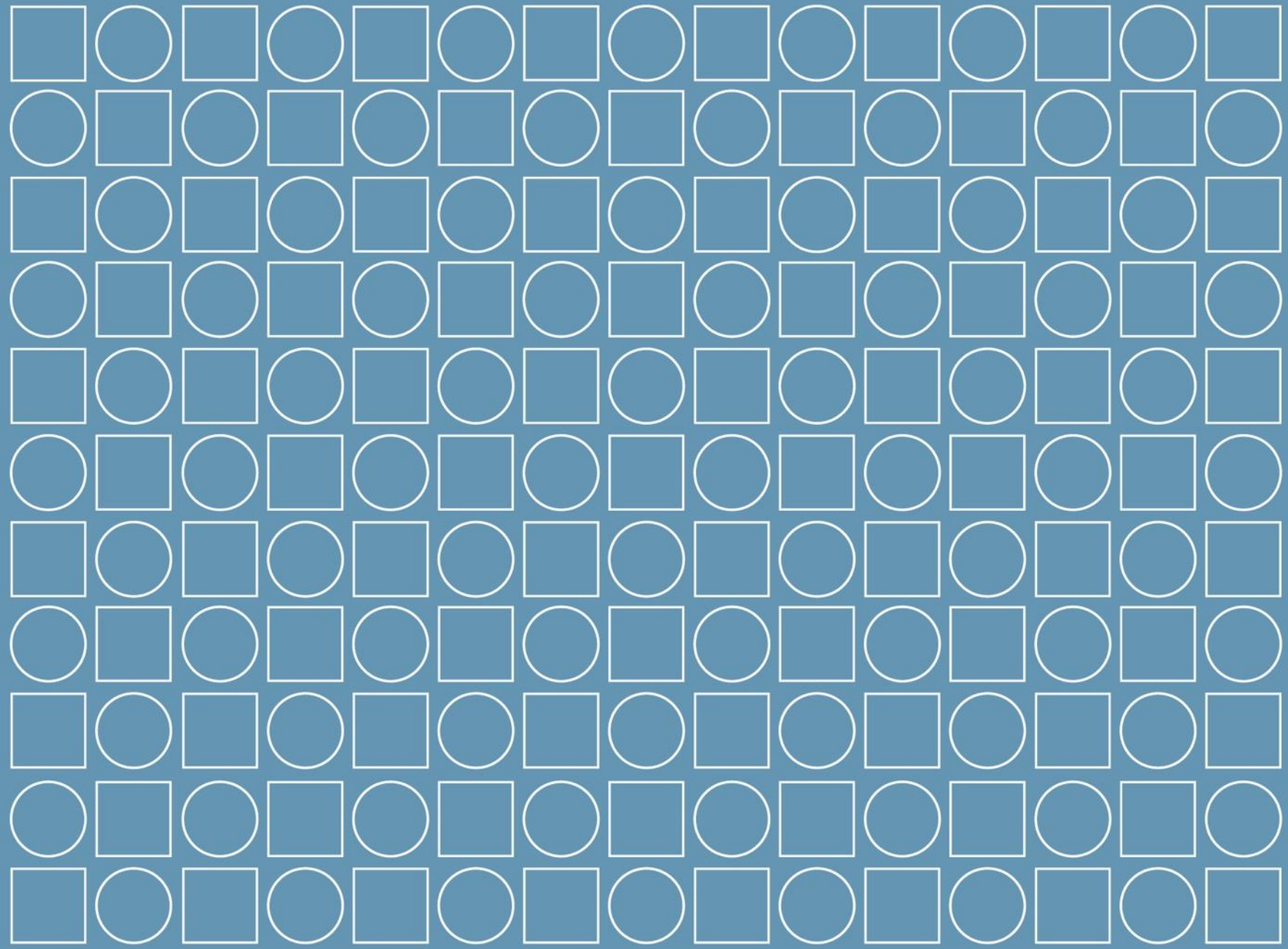


GCVA & PR Agency One

Press & Media
Coverage

June



Government Business – feature

Government Business

Business Information for Local and Central Government

Title: Government Business

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Frameworks

Voucher Schemes framework is the first of its kind

A brand new framework is now available to help customers quickly and efficiently set-up voucher schemes to support citizens - particularly in times of need

The new Voucher Schemes framework (RMC255), the first of its kind created by the Crown Commercial Service, gives you access to voucher-based solutions to meet a wide range of citizen needs. The fully managed service includes the design, implementation and management of schemes tailored to your specific needs. That could be grocery or non-grocery vouchers for people in need, including the dispersal of the coronavirus winter grant, or rewards for survey completions. Suppliers will work with customers to put a scheme in place that meets the particular needs of the organisation and its recipients.

As standard, vouchers are issued as e-vouchers and are 'closed loop', commonly known as gift cards. Physical vouchers, along with any other special requirements you have, can be requested in your further competition. By putting in place a scheme through the framework, users will benefit from: fast and compliant route to market

with a direct award option – a simple scheme can be set up in two to three weeks; discounts on the voucher face value based on the size and value of your scheme; no minimum scheme value needed to use the framework; fast, secure voucher distribution; vouchers are valid for a time-period specified by you; unused or lost vouchers will be replaced or refunded, and a free helpline 24 hours a day, seven days a week, 365 days a year.

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A1 Retail Magazine– State of the Nation release 3



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More than one in three gifts now “pinged” as pandemic accelerates digital gifting growth



After over a year of enforced social distancing measures, new research suggests that the enforced shift to digital gifting caused by the COVID-19 pandemic is here to stay, with gifting through online channels having skyrocketed over the past year.

The *State of the Nation 2021* research, which surveyed 2,000 UK shoppers to determine evolving buying habits and attitudes towards gift cards, found that over a third (38.4%) of shoppers report that they have pivoted to digital gift cards completely since the onset of the COVID-19 pandemic.

The research, carried out by the [Gift Card & Voucher Association \(GCVA\)](#), also found that, nearly half (47.1%) of shoppers now normally spend their gift cards online as opposed to in-store, with a further 21.6% of shoppers spending their gift cards on mobile devices – nearly double the proportion that did so in 2019 (11.4%).

While digital gift cards were growing steadily prior to lockdown, the enforced shift brought about by COVID-19 looks to have accelerated this growth by several years. One in three shoppers (32%) have either purchased a gift card online for the first time, or with greater frequency than previously, since the beginning of the pandemic.

That said, physical gift cards are beginning to see a sharp increase as high street businesses continue to reopen their doors to the public. Gift card purchasing from physical stores regained significant momentum from March onwards, with GCVA research having found that 49.6% of gift card purchasers bought a physical gift card from a bricks-and-mortar store in March, compared with 38.8% in February.