

UK **gift card**  
& **voucher** association



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UKGCVA & PR AGENCY ONE  
PRESS & MEDIA COVERAGE

**OCTOBER**

**Title:** Retail Technology Review

**Date:** 01.10.19

**Link:** <https://www.retailtechnologyreview.com/articles/2019/10/01/gift-card-and-voucher-sales-grow-despite-challenging-trading-conditions/>



## Gift card and voucher sales grow despite challenging trading conditions

📅 Oct 01, 2019 🗝 Critical Issues, Data Capture, Retail Supply Chain 🗨 Comments (0)

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The UK's gift card and voucher market has grown by 7.2% year-on-year, according to the latest analysis carried out by the UK Gift Card & Voucher Association (UKGCVA) and KPMG UK.



The analysis – looking at sales performance in the first half of 2019 compared to the same period the year before – recorded a healthy 15.6% growth in business-to-business (B2B) sales, which includes gift cards issued via an employer's reward programme.

While sales direct to consumers contracted by 9%, likely due to low retail sales growth in recent months\*, they remain the main driver of business-to-consumer (B2C) gift card sales, accounting for two-thirds of the market.

Retail remains the most important sector within the gift card industry, with retail sales making up 67% of the overall market, but there was also strong improvement in the leisure industry, with the sector having grown by 13% year-on-year.

Although a preference for physical gift cards continues – taking 72.5% of the market share – digital and e-vouchers are proving increasingly popular, now accounting for 26.9% of sales (up from 12% in the first half of 2018).

Promisingly, gift card malls (the selection of gift cards stocked by third party businesses) grew by 3.6% on a like-for-like basis, highlighting the growing importance consumers place on convenience and choice in the gift card market.

Gail Cohen, director general for the UK Gift Card & Voucher Association, said: "The continued growth of the market only underlines gift cards' increasing importance as a revenue and loyalty generation tool. It's particularly encouraging to record this growth in the first half of the year, which tends to be slower compared with the months leading up to Christmas.

"The growth of gift card malls is also noteworthy, pointing not only to the consumer's calls for added convenience and choice, but also how consumer businesses are forming alliances and partnerships to generate additional revenue and loyalty."

Paul Martin, UK head of retail at KPMG, added: "Placed against a backdrop of lacklustre sales in retail in recent months, it's perhaps easy to have overlooked the significant role gift cards and vouchers play in obtaining additional revenue and encouraging customer loyalty. This is arguably even more important during tough times, like those currently being faced by retail and consumer business more broadly.

"As is evident in the latest analysis, businesses need to think carefully about the interplay between physical and online offerings, as well as their partnerships with other businesses. Relationships with other reward partners, or business-to-business sales, may well provide a welcome boost of consumer interest. It is certainly a channel many players must now consider, and just like their product sales more broadly, there is a vital need to offer flexibility where purchase and redemption is concerned."

### Methodology

The UK Gift Card & Voucher Association (UKGCVA) and KPMG UK analysed six months of gift and voucher sales data from 31 members of the UKGCVA. KPMG UK then aggregated and analysed the data, sorting by market (business-to-consumer or business-to-business), by sector (leisure, retail or agent), by product (physical card, paper voucher, digital or e-voucher), by channel (direct, online, gift card malls or via third party), and also by method of redemption (closed loop, multi-choice or open loop).

The data in the report is provided by UKGCVA participating retailers & issuers, representing the key industry players in the market.

\* The BRC-KPMG Retail Sales Monitor recorded record lows in the months of May, June and July 2019. To view press releases outlining each month's performance, please click on the respective month.

**Title:** Incentive & Motivation

**Date:** 01.10.19

**Link:** <http://incentiveandmotivation.com/hall-fame-awards-celebrate-gift-card-industrys-stars-2019/>



[Home](#) > [Featured](#)

## Hall of Fame Awards celebrate the Gift Card industry's stars of 2019

The winners of the third-annual Hall of Fame awards, celebrating the best of the UK gift card and voucher industry, have been announced.

The UK Gift Card and Voucher Association's annual awards saw the gift card-related successes, achievements and innovation of its members, which span the retail, leisure, incentives and payments sectors, celebrated across nine categories.

Mitchells & Butlers won the coveted Industry Retailer – Issuer of the Year accolade, with WeGift being awarded the strongly-contended Industry Service Provider of the Year trophy. M&S for Business took home the award for Best UK Creative Marketing Campaign and Ticketmaster was highly commended in the same category.

Theatre Tokens was also delighted to take home the Most Innovative Technology Product or Service award. Theatre Tokens, an experience-led theatre gift voucher that can be redeemed at over 240 theatres across the UK, won the award for its work to digitalise its nationwide gift card programme, allowing for theatre tokens to be redeemed online. Judges were particularly impressed by how the ambitious project improved the customer experience, increased engagement and enabled flexible, frictionless purchasing for customers.

New categories this year included the Corporate Social Responsibility (CSR) award, which was deservedly won by National Book Tokens – originators of the UK's first-ever gift voucher in 1932 – which took home the accolade for its charity work with World Book Day. The Gift Card Programme Team of the Year, also new for 2019, was won by SVS (Stored Value Solutions) and Dixons Carphone, who worked in close collaboration.

The Honoured Contributor of the Year award, voted for by the UKGCV&A's members, was won by Siobhan Moore, partner & global head of cards and payments at Locke Lord LLP and UKGCV&A executive committee member. Siobhan was an extremely popular choice, with voters particularly impressed by her tireless work over the past decade to inform UKGCV&A members and the wider gift card industry of changing industry legislation. Simon Osgood, SVP & MD of InComm EMEA and Russia, was highly commended.

More than 150 industry professionals attended the event, which was held at 30 Euston Square on Thursday 12th September. The entries were judged by an expert panel, comprised of both UKGCV&A members and its executive team.

The Hall of Fame awards follow the recent release of the UKGCV&A's biennial data report, compiled in association with KPMG UK, which highlighted the gift card market's sustained growth, with the overall market up by 7.2% year-on-year, and B2B sales up by 15.6%. Interestingly, the research also found that digital gift cards and e-vouchers now make up 26.9% of the market, highlighting consumer and business appetite for innovation from the gift card industry.

Gail Cohen, director general of the UKGCV&A, commented: "It's fantastic to be able to recognise the best our industry, which is going from strength to strength, has to offer. We've seen some brilliantly innovative work from industry players large and small over the last year, making it extremely difficult to pick the best of the bunch."

"After the success of the previous two years' awards, we wanted to make this year's ceremony bigger and better than ever before – a challenge the team rose to superbly. The standard of entries across all categories this year was incredibly high, with worthy winners and commendations across the board. We've already got some big plans for next year, so watch this space!"

The awards were sponsored by SVS, the leading global provider of gift cards and stored value services. The awards were sponsored by SVS, the leading global provider of gift cards and stored value services.

Sarah Poynter, VP of Account Services for SVS, commented: "We were delighted and excited to be an integral part of this year's event, which was once again a fantastic celebration of retailers coming together to celebrate the positive impact the gift card industry has had on consumers and businesses alike over the past year."

"The UKGCV&A does a fantastic job promoting awareness of the integral role gift cards play across a wide variety of sectors, raising the profile of the industry for the benefit of all."

**Title:** Retail Technology Innovation Hub

**Date:** 01.10.19

**Link:** <https://retailtechinnovationhub.com/home/2019/10/1/the-retail-tech-space-in-september-good-monthbad-month>



## The retail tech space in September: good month/bad month

RETAIL TECHNOLOGY

Retail Technology Innovation Hub takes a look at the retail technology space during September and rounds up the winners and losers.

### Good month for...

Spilio has closed a €10 million funding round led by Ring Capital and also including Swei Capital Partners and existing investors, BPI France and Annandi PEE.

Support for Bitcoin payments will soon be launched at 25,000+ sales points across 30 French retailers, including Decathlon and Sephora.

Blockchain platform startup Everledger has closed a \$20 million Series A funding round. This was led by Tencent Holdings, with Graphene Ventures, Bloomberg Beta, Rakuten, Fidelity and Vickers Venture Partners also participating.

UK-based AI-powered customer marketing startup, Onustria, has raised \$21 million in a Series B funding round led by Octopus Ventures and also including existing investors Sonae IM, Summit Action, Samos and Adjoivo.

Lookiero has closed a \$19 million funding round led by MMC Ventures and also including existing investor All Iron Ventures, and new investors Bonsai Partners, 10x and Santander Smart.

Lidl gained 618,000 new shoppers in the past year. According to research from Kantar, it saw its sales rise by 9.2% to £1.6 billion in the 12 weeks to 8th September compared to a year earlier.

About 6% of all sales in UK supermarkets are now at the retailer. Rival discounter Aldi also saw its market share increase rapidly, up 6.3% over the same period.

Mobile self-checkout startup MishiPay has completed a Series A funding round of £3.5 million, involving American Express Ventures, Nauta Capital and United Ventures.

Darlstore, a fulfilment solution enabling e-commerce companies to offer same-day delivery, has announced a \$21 million Series B round led by EQT Ventures. This came less than one year after Darlstore closed a \$7.5 million Series A round. It has thus far pulled in more than \$30 million in funding.

Global online retail sales will exceed \$6 trillion in physical and digital goods by 2024, according to Juniper Research.

Beekeeper has closed a \$45 million Series B funding round.

Fold has raised \$2.5 million from the likes of Craft Ventures, CoinShares, Slow Ventures, Goldcrest Capital and Fulgur Ventures.

The startup is also giving easy access to its mobile shopping app. Available on iOS and Android, this lets users spend fiat or Bitcoin and get up to 20% cashback in the cryptocurrency at such retailers as Amazon, Uber, Starbucks and Hotels.com.

Trigo Vision, a computer vision startup providing checkout-free systems to grocery retailers, has raised \$22 million in a Series A round.

Sinbe Robotics has landed \$26 million in a Series A equity funding round led by Venrock, with participation from Future Shape, Valo Ventures, and Activant Capital.

Scott Thompson

### Latest Article



The five most important retail tech news stories of the week

OCT 4, 2019

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**Title:** Insight DIY

**Date:** 07.10.19

**Link:** <https://www.insightdiy.co.uk/news/gift-card-and-voucher-sales-grow-despite-challenging-trading-conditions/7652.htm>

**DA:** 36

**Insightdiy**

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Source : Insight DIY Team and the [UK Gift Card & Voucher Association \(UKCGVA\)](#) and [KPMG UK](#)

For all the very latest news and intelligence on the UK's largest home improvement and garden retailers, sign up for the [Insight DIY weekly newsletter](#).

30 September 2019

**Title:** A1 Retail

**Date:** 18.10.19

**Link:** <https://www.a1retailmagazine.com/latest-news/gift-card-and-voucher-sales-grow-despite-challenging-trading-conditions/>

**DA:** 35



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\* The BRC-KPMG Retail Sales Monitor recorded record lows in the months of [May](#), [June](#) and [July](#) 2019. To view press releases outlining each month's performance, please click on the respective month.

**Title:** Government Business

**Date:** 25.10.19

**Link:** <https://governmentbusiness.co.uk/features/how-keep-staff-motivated-run-christmas>

**Government  
Business**  
Business Information for Local and Central Government



## Keeping staff motivated in the run up to Christmas



Feature: **Incentives**

*On behalf of the UK Gift Card & Voucher Association, Michael Dawson, CEO at One4all Rewards, looks at how employers can boost morale and maintain staff productivity as thoughts begin to turn to Christmas*

It's well known that maintaining workplace productivity in the run up to Christmas can be challenging. This means that employers must work even harder to find ways to keep staff motivated, productive and engaged throughout December.

In order to establish which perks, incentives and rewards can really make a difference, it's important to first take the time to understand exactly what contributes to lower productivity over the festive period.

### **Why is motivation particularly low around Christmas?**

While it may be that some of the decline in productivity around Christmas can be attributed to people entering holiday mode, it's also important to bear in mind that there are also a number of other, more serious, contributing factors.

International research has shown that December is actually the most stressful time of the year for 42 per cent of workers, while another survey found that 23 per cent of UK employees feel more stressed in the run up to Christmas. This is partly due to the fact that December is one of the shortest working months, with as few as 20 working days, due to Bank Holidays. This, coupled with the fact many workplaces are closed between Christmas and New Year, means employees are often under huge pressure to get all their work done and ensure targets are met before the end of the year.

It's also likely that many people face increased financial worries over the festive period, with the average household spending an extra £500 in December compared with other months. And with public sector employees less likely to receive a Christmas bonus than their private sector counterparts, they may feel forced to turn to credit cards, savings or even payday loans to cover the additional cost.

So, what can be done? In order to improve staff morale in December, employers should look to introduce measures that will specifically tackle these issues.

**Title:** Entirely London

**Date:** 31.10.19

**Link:** <https://www.entirelylondon.co.uk/news/retail/cityoflondon/flagship-sector-conference-to-celebrate-thriving-gift-card-industry7977>

**DA:** 20



## Flagship sector conference to celebrate thriving gift card industry

1.1k    



The UK Gift Card & Voucher Association (UKGCVA) has announced the details of its 2020 conference, which will focus on how the gift card industry can build on its sustained growth.

The conference, which attracts over 400 gift card and voucher specialists from across the UK, Europe and worldwide, will be held at Leonardo Royal Hotel London Tower Bridge on 4th and 5th March 2020. The two-day event is set to offer a diverse range of insights, views and expertise, including debates, case studies, workshops, interactive Q&A sessions and the very best networking opportunities.

As the gift card market continues to prosper, having grown by 7.2% year-on-year according to the latest data from the UKGCVA and KPMG UK – the conference will bring the sector together to explore ways to continue this momentum. It will also showcase the best industry innovations and explore both evolving marketing strategies and consumer needs.

Day one will focus on topics such as market trends, sustainability and legislative developments, while day two will see the UKGCVA launch its ground-breaking research, with attendees also able to hear from sector leaders.

The UKGCVA conference, which is one of the key events in the gift card and voucher calendar, is open to all members of the industry, including retailers, service providers, innovators and both established providers and those looking to launch in the sector.

**Gail Cohen, director general of the UKGCVA, commented:** "The UKGCVA conference, like the wider gift card and voucher industry, continues to get bigger and better every year. It's fantastic to see the sector continue to defy wider challenges to go from strength to strength within the UK and wider global audiences, with the B2B market in particular booming. We look forward to exploring the reasons behind this in depth at the event.

"Gift cards hold a multitude of benefits for retailers and consumers alike – increasing both sales and customer loyalty through offering consumers the choice to shop when, where and how they want, whether this be in-store or, as is increasingly the case, online. The onus is on us to continue to promote these benefits, ensuring the continued growth of both the gift card and voucher market and those we service in the years to come."

For more information about how to purchase tickets, please visit: <https://www.eventbrite.co.uk/e/ukgcva-conference-2020-tickets-69169581079>

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### Entirely London Jobs

#### Trainee Retail Recruitment Consultant - Central London City of London

Trainee Retail Recruitment Consultant - Central London Salary for Trainee Recruitment Consultant: £24k + uncapped commission (OTE YR1 £40k, YR2 £70k, YR3 £100k+) Benefits for Trainee Recruitment Consultant: Luxurious incentives, 5 star holidays, Michelin star lunch clubs, 28 days holiday, Virgin gym membership, company iPhone X, travel loan and more!

#### Media Analyst, Retail, Central London - £40K London

Media Analyst, Retail, Central London - £40K About the Role This is a rare opportunity to join a fantastic luxury retail brand who are looking for a Media Analyst to provide insight and recommendations to drive cost efficient revenue.

#### Retail Sales Assistant North West London

£20,000 Basic £29,000 Average OTE Award Winning, national blue-chip business.

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#### Retail Sales Consultant White City

The position of sales consultant in Westfield has just been passed to me by an exciting business who have opened up a new concept store specialising in fitness and wellbeing.

#### CMO - Retail - London - c. £80K plus equity London

CMO - Retail - London - c.

#### Affiliate manager - Retail - London - c. £35K London

Affiliate Marketing Manager - Retail - London - c.

#### Middle Office Analyst (retail energy) Canary Wharf

Role : Middle Office Analyst (retail energy) Salary : Up to £33K + 20% bonus + benefits Location : Canary Wharf Role Purpose: A retail energy supplier is looking for a Middle Office Analyst to report on risk exposure and P&L of a European gas & power portfolio, producing associated



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**Date:** 31.10.19

**Link:** <https://www.entirelyretail.com/news/london/cityoflondon/flagship-sector-conference-to-celebrate-thriving-gift-card-industry7977>

**DA:** 18



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1.1k    



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