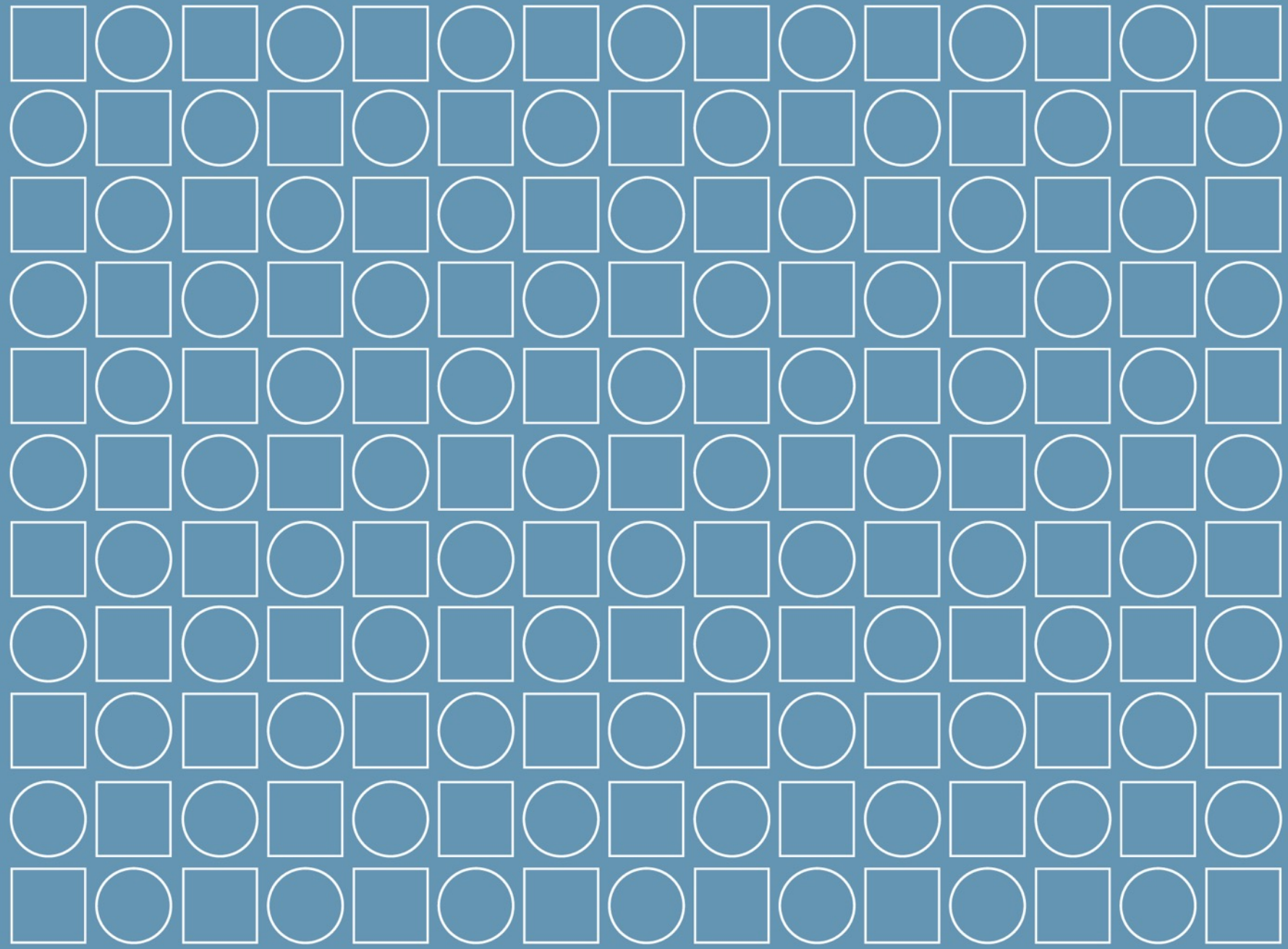


GCVA & PR  
Agency One

Press & Media  
Coverage

October



# Talking Retail – BRC update release

## Talking Retail

brought to you by **Independent Retail News**

**Title:** Talking Retail

**Date:** 2<sup>nd</sup> October

**Link:** <https://www.talkingretail.com/news/industry-news/gift-card-campaign-wins-further-backing-02-10-2020/>

**Circulation:** 67,992



## Gift card campaign wins further backing

By Liz Wells in Industry News 2nd October 2020

Print

The Gift Card & Voucher Association's campaign to support the high street is continuing to attract support.



The campaign calls on the government to increase the tax-free, employer gifting allowance from £50, currently permitted through HMRC's Trivial Benefits Allowance, to £500. The campaign is encouraging employers across the nation to then use the increased tax-free allowance to thank staff for their hard work and raise morale ahead of months of further Covid-19 uncertainty.

The scheme is designed to leverage the increased demand for gift cards, which is now a £7bn per year industry and officially overtook physical gifts during lockdown due to their convenience, safety and ease of use, to drive demand and sales for businesses across the retail and hospitality industries, while incentivising staff to return to the office.

Since launching in August, the #GiftCard500 campaign has attracted a swell of support, including hundreds of signatures from the public, as well as endorsements from the British Retail Consortium and the Association of Town and City Management.

The #GiftCard500 campaign has also been backed by high street businesses including Dixons Carphone, M&S, Virgin Experience and Love2Shop delivered by Appreciate Group PLC, as well as gifting and incentive businesses National Book Tokens, Reward Gateway, and [Blackhawk Network](#).

The Gift Card & Voucher Association has also written to the government including members of the Treasury and the consumer policy & enforcement directorate at BEIS, petitioning them to raise the tax-free limit and offer their support in implementing the scheme. In addition, an online petition has also been launched, to lobby the government to make this change.

Gail Cohen, director-general of the Gift Card & Voucher Association, said: "The effects of lockdown and social distancing, already felt keenly by both high street businesses and the national workforce, now look likely to continue for at least another six months. Given this, major players such as the British Retail Consortium having joined our cause is a fantastic boost to our campaign to utilise gift cards to significantly increase shopper demand, spend and high street businesses bottom line.

# Startups Magazine – BRC update release

## STARTUPS MAGAZINE

**Title:** Startups Magazine

**Date:** 9<sup>th</sup> October 2020

**Link:** <https://startups magazine.co.uk/article-gift-card-campaign-inject-ps2bn-britains-high-street-economy>



## GIFT CARD CAMPAIGN TO INJECT £2BN INTO BRITAIN'S HIGH STREET ECONOMY

WRITER Lanna Cooper

LIKES 0

EXPECTED TIME TO READ 3 min

The Gift Card & Voucher Association (GCVA), supported by the British Retail Consortium (BRC) and the Association of Town and City Management (ATCM), has urged Government to take action to save the high street, in a move that could safeguard thousands of jobs and add £2bn into the high street economy.

The campaign, which is supported by a number of high street giants, calls on the government to increase the tax-free, employer gifting allowance from £50, currently permitted through HMRC's Trivial Benefits Allowance, to £500.

The campaign is encouraging employers across the nation to then use the increased tax-free allowance to thank staff for their hard work and raise morale ahead of months of further COVID-19 uncertainty.

Since launching in August, the #GiftCard500 campaign has attracted a swell of support, including hundreds of signatures from the public, as well as endorsements from the British Retail Consortium and the Association of Town and City Management (ATCM). This support comes as high street footfall fell in September for the first time since April, and the government announced further lockdown restrictions for the retail and hospitality sectors on Tuesday 21st September.

The #GiftCard500 campaign has also been backed by high street businesses including Dixons Carphone, M&S, Virgin Experience and Love2Shop delivered by Appreciate Group PLC, sector ambassadors including James Wallman, futurist and author of *Time and How to Spend It*, as well as gifting and incentive businesses National Book Tokens, Reward Gateway and Blackhawk Network.

The GCVA has also written to the government including members of the Treasury and the consumer policy & enforcement directorate at BEIS, petitioning them to raise the tax-free limit and offer their support in implementing the scheme. In addition, an online petition has also been launched, to lobby the government to making this change.

# Fashion United UK – BRC update release

## FASHIONUNITED

**Title:** Fashion United UK

**Date:** 9<sup>th</sup> October 2020

**Link:** <https://fashionunited.uk/news/retail/brc-supports-gift-card-campaign-to-boost-retail-footfall/2020100951322>

**Circulation:** 1,300,000



### BRC supports gift card campaign to boost retail footfall

Andrea Byrne | Friday, 09 October 2020

The Gift Card and Voucher Association (GCVA), supported by the British Retail Consortium (BRC) and the Association of Town and City Management (ATCM), has urged the government to take action to save the high street.

The campaign, #GiftCard500, calls on the government to increase the tax-free employer gifting allowance from 50 pounds to 500 pounds.

If just one in ten paid employees was rewarded with a 500 pound gift card, this, plus the 67.1 percent in-store uplift (GCVA), would equate to over two billion pounds extra in the gift card industry, which is already worth seven billion pounds per year.

The BRC and ATCM's support for the initiative follows the most recent BRC ShopperTrak footfall monitor reporting that year-on-year retail footfall dropped by almost 31.1 percent in September.

Gail Cohen, director general of the GCVA, said in a statement: "The effects of lockdown and social distancing, already felt keenly by both high street businesses and the national workforce, now look likely to continue for at least another six months.

"If the tax-free limit for employee gifting was to be raised permanently, and even just a small portion of businesses took advantage of the new legislation to thank their loyal staff, millions of shoppers would have money in their pocket to spend on the high street."

The #GiftCard500 campaign has also been backed by high street businesses including Dixons Carphone, Marks & Spencer, Virgin Experience and Love2Shop.

Andrew Cregan, head of finance policy at the BRC, added: "Gift cards have long been an integral tool for retailers across all sectors looking to boost footfall and profitability, and this is exactly what this initiative would achieve.

"The gift card and retail industries are ready to work with the necessary parties to implement to the initiative, and we now urge the Government to step up and make this happen."

Photo credit: GCVA



# Gifts and Greetings Review – BRC update release



**Title:** Gifts and Greetings Review

**Date:** 15<sup>th</sup> October 2020

**Link:** <https://giftsandgreetingsreview.com/2020/10/14/gcva-campaigns-to-inject-2billion-into-britains-high-street-economy/>

**Circulation:** 2,730



## GCVA campaigns to inject £2billion into Britain's high street economy

NEWS 0 COMMENTS 6 VIEWS

The Gift Card & Voucher Association (GCVA), supported by the British Retail Consortium (BRC) and the Association of Town and City Management (ATCM), has urged Government to take action to save the high street, in a move that could safeguard thousands of jobs and add £2 billion\* into the high street economy.



The campaign, which is supported by a number of high street giants, calls on the government to increase the tax-free, employer gifting allowance from £50, currently permitted through HMRC's Trivial Benefits Allowance, to £500. The campaign is encouraging employers across the nation to then use the increased tax-free allowance to thank staff for their hard work and raise morale ahead of months of further COVID-19 uncertainty.

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The GCVA has also written to the government including members of the Treasury and the consumer policy & enforcement directorate at BEIS, petitioning them to raise the tax-free limit and offer their support in implementing the scheme. In addition, an online petition has also been launched, to lobby the government to making this change.

The scheme is designed to leverage the increased demand for gift cards, which is now a £7 billion per year industry and officially overtook physical gifts during lockdown due to their convenience, safety and ease of use, to drive demand and sales for businesses across the retail and hospitality industries, while incentivising staff to return to the office.

Gail Cohen, director general of the GCVA, commented: "The effects of lockdown and social distancing, already felt keenly by both high street businesses and the national workforce, now look likely to continue for at least another six months. Given this, major players such as the British Retail Consortium having joined our cause is a fantastic boost to our campaign to utilise gift cards to significantly increase shopper demand, spend and high street businesses bottom line.

# BBC Radio 4, You & Yours – Gift card expiry dates (broadcast)



**Title:** BBC Radio 4

**Date:** 26<sup>th</sup> October 2020

**Link:** <https://www.bbc.co.uk/programmes/m000nv5b>

**Circulation:** 3,000,000

A screenshot of the BBC Radio 4 'You &amp; Yours' website. The page has a dark blue header with the 'BBC RADIO 4' logo, the 'YOU&amp;YOURS' title, and the subtitle 'Radio 4's consumer affairs programme'. A 'LIVE' indicator and a 'Schedule' link are also present. Below the header is a navigation menu with links for 'Home', 'Episodes', 'Clips', 'Podcast', 'Presenters', and 'Contact Us'. The main content area features a large image of people gathered around a fire pit at night, with a 'Listen now' button overlaid. Below the image is the headline 'Covid misinformation, Gift cards and Heating Gardens'. To the right of the main content is a sidebar with 'Last on' and 'More episodes' sections. The 'Last on' section shows a live broadcast at 12:18 on Monday. The 'More episodes' section lists two previous episodes: 'Welsh lockdown, Scottish flu jabs, Plus-size models' and 'Call You and Yours: What are your plans for Christmas either as a family or as a company?'.