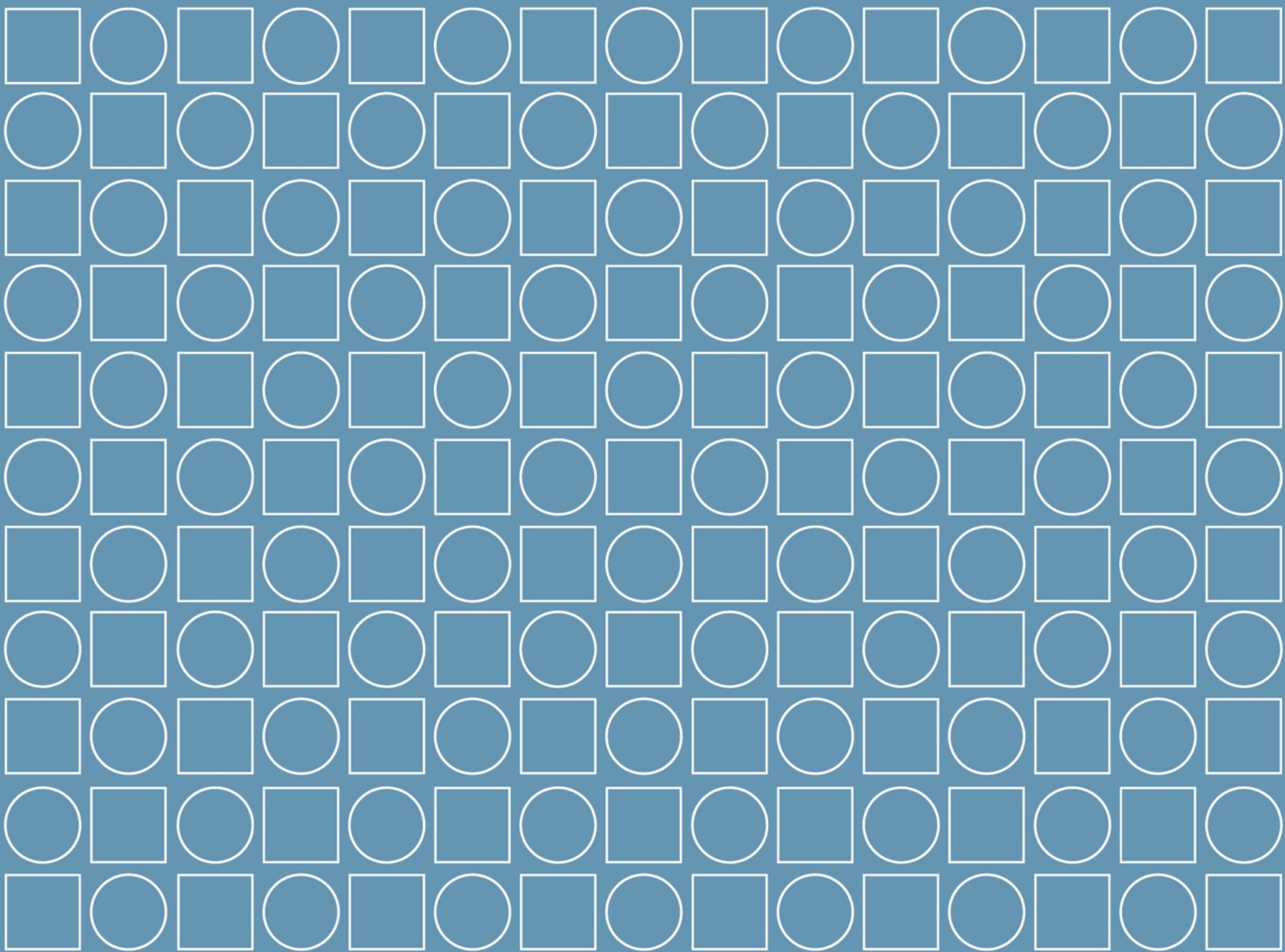


GCVA & PR  
Agency One

Press & Media  
Coverage

January 2022



# Ardrossan & Saltcoats Herald – State of the Nation 2021 figures



**Title:** Ardrossan & Saltcoats Herald

**Date:** 2<sup>nd</sup> January 2022

**Link:** <https://www.ardrossanherald.com/news/19816089.arrancard-continues-help-island-businesses-tough-times/>

**Circulation:** 5,040



## NEWS 2nd January 'ArranCard' continues to help island businesses in tough times

By Darren Gibson  
Reporter



Arran Active's Andrew Walsh is just one business owner who will benefit.

f t in m 0 comment

ARRAN is one step closer to being completely digital after new gifting technology gets added to the already popular "ArranCard".

The ArranCard works in the same way as other gift cards for specific businesses, but ArranCard can be used all over the island.

The island is one of the first places to introduce the technology, with the ArranCard now available as an e-card which can be sent to a recipient's phone instantly as a text or email.

Sheila Gilmore, Executive Director of VisitArran said: "We have introduced the digital ArranCard to make shopping and experiencing Arran more accessible and appealing for a wide variety of customers, adapting to how they want to shop and pay both now and in the future."

Want to get more from data?

Read the e-book

Red Hat Marketplace  
Operating by Dell

"A 2021 Gift Card and Voucher Association report found that over 38 per cent of respondents converted to digital gift cards during the pandemic."

"In store gift card redemption declined from 69.6 per cent in 2019 to 54.7 per cent in 2020. 21.6 per cent spent their gift card using their mobile in 2020, up from 11.4 per cent in 2019."

"Almost 50 per cent of 18-34 year olds use digital wallets, it's a trend that isn't going away and it is time for Arran to adapt so our island can prosper."



"The ArranCard has already locked over £60,000 into our local economy, encouraging people to spend here in Arran rather than online or in other destinations."

"The introduction of the digital ArranCard takes that one step further, making it even easier for people to show their support for local businesses in a convenient way."

"We're pleased to have our own digital gift card in place."

"Customers now have the choice between the physical ArranCard that they can wrap up and hand over in person or the digital ArranCard that they can send to family and friends instantly."

f t in m 0 comment

# Daily Echo – Xmas sustainability figures – release 1

## DAILY ECHO

**Title:** Daily Echo

**Date:** 3<sup>rd</sup> January 2022

**Page:** 14

**Circulation:** 12,289

### IN BRIEF

#### Donating your Christmas gifts

THE AGE UK shop in Highcliffe is encouraging local people to keep the Christmas spirit alive by donating their unwanted presents to help the charity to raise funds.

Findings from the Gift Card & Voucher Association revealed that each year Brits receive an average of two unwanted Christmas presents each, equating to more than 119.5 million gifts that miss the mark every year. Of these, 22.7 million unwanted gifts are sent to landfill.

Sandra Boulton, manager at the Age UK shop in Highcliffe, said: "It can be difficult to know what to do with gifts that will never be used, or that you don't want. As a nation we are more environmentally aware than ever before, so instead of chucking or hiding them away, we are encouraging local residents to donate them to the Age UK shop in Highcliffe."

The Argus – Xmas sustainability figures – release 1

# The Argus

Title: The Argus  
Date: 4<sup>th</sup> January 2022  
Page: 10  
Circulation: 10,581



**YOUR LETTERS**  
**to the editor**

**email us**  
*Email letters@theargus.co.uk  
with your thoughts and pictures*

## Recycle gifts

CHRISTMAS may be over, but that doesn't mean the goodwill has to be.

The Age UK shop in Hangleton is encouraging people to keep the Christmas spirit alive by donating their unwanted presents to help the charity to raise funds so it can continue to run its vital services and make this winter a little brighter for older people.

Winter can be one of the toughest and most challenging times of year for older people, with many routine services scaled back over the holiday period and the colder weather making it harder to get out and about.

At what can be a difficult time, Age UK's support services, including the charity's free and confidential advice line and telephone friendship services, as well as the Age UK network of local charities, become invaluable lifelines for the most vulnerable older people.

As well as raising funds so that Age UK can continue its vital work, by recycling gifts people will also be helping to reduce waste.

We all want to do our bit to make the planet a better place so to help ensure the Age UK shop in Hangleton is able to sell on your items and help to reduce landfill waste the charity has compiled a list of top tips for people looking to donate.

Findings from the Gift Card and Voucher Association revealed that each year Brits receive an average of two unwanted Christmas presents each, equating to more than 119.5 million gifts that miss the mark every year.

Of these, an incredible 22.7 mil-

lion unwanted gifts are sent to landfill.

So instead of letting that book you've already read or that novelty jumper you'll probably never wear gather dust in the loft, donate them to Age UK where they will be sold on to be loved again.

Age UK's top tips for donating items to its charity shops:

**Check before you donate**  
Age UK shops sell a range of clothing and accessories, books, toys, household items and shoes.

However, what our shops can accept may vary, for example, some may be able to accept and sell electrical items, others may be in need of more books or prefer to offer a wide range of clothes.

Do check with your local shop before donating.

Shop teams will be happy to tell you what they need, or can and can't sell.

**Wash and dry clothing before donating**

Sadly many charity shops find themselves dealing with damaged or soiled items, which is a waste of time and can be unpleasant for staff and volunteers.

Before donating any clothes please ensure they are clean and dry.

**Check the quality before donating**

Also check the quality of clothing and other items – if there are stains, or tears or an item is missing (for example a button or a piece from a game), it's unlikely that we can sell them.

Donate directly to a charity shop

Charity shops are often able to sell clothing on to other markets.

Christine Smith, manager at the

Age UK shop in Hangleton said; "It can be difficult to know what to do with gifts that will never be used, or that you don't want.

As a nation we are more environmentally aware than ever before, so instead of chucking or hiding them away, we are encouraging local residents to donate them to the Age UK shop in Hangleton Hove.

"Age UK is on a mission to collect more donation bags in 2022 than ever before.

So do check out Age UK's top tips on donating items and speak to the shop team if you are unsure, as we are happy to help and advise.

We'll turn every bag into bags more support for older people in the local community and across the UK."

The Age UK Hangleton shop is also encouraging people to make their donation worth an extra 25 per cent by signing up to Gift Aid. Simply completing a basic form when donating goods means that Age UK will receive an extra 25p from the government for every £1 that is raised from donations and it won't cost you a penny.

Age UK are on a mission to collect more donation bags in 2022 than ever before.

We'll turn every bag into bags more support for older people in the local community and across the UK.

Hannah Barker-Green  
Age UK

# In Your Area – Xmas sustainability figures – release 1



**Title:** In Your Area

**Date:** 5<sup>th</sup> January 2022

**Link:** <https://www.inyourarea.co.uk/news/crosby-residents-encouraged-to-donated-unwanted-christmas-gifts/>

**MUU:** 40,000



## Crosby residents encouraged to donated unwanted Christmas gifts

Unwanted gifts often get binned or put into storage every year, but this year Age UK are encouraging people to donate them

Residents of Crosby are being asked to keep up the Christmas goodwill by donating any unwanted gifts to Age UK.

Age UK store in Crosby is hoping to raise funds to run the vital services with the help of donations to the shop.

Winter can be one of the toughest and most challenging times of year for older people, with many routine services scaled back over the holiday period and the colder weather making it harder to get out and about.

At what can be a difficult time, Age UK's support services, including the Charity's free and confidential Advice Line and Telephone Friendship services, as well as the Age UK network of local charities, become invaluable lifelines for the most vulnerable older people.

As well as raising funds so that Age UK can continue its vital work, by recycling gifts people will also be helping to reduce waste.

Findings from the Gift Card & Voucher Association revealed that each year Brits receive an average of two unwanted Christmas presents each, equating to more than 119.5 million gifts that miss the mark every year. Of these, an incredible 22.7 million unwanted gifts are sent to landfill.

So this year, instead of letting unwanted gifts gather dust in the loft, donate them to Age UK where they will be sold on to be loved again!

# Grantham Journal – Xmas sustainability figures – release 1



**Title:** Grantham Journal

**Date:** 5<sup>th</sup> January 2022

**Link:** <https://www.granthamjournal.co.uk/news/age-uk-encouraging-donations-of-unwanted-presents-9233541/>

**MUU:** 37,020



## Age UK encourages local people to donate unwanted presents to help raise funds

A charity is asking people to keep the spirit of Christmas alive by donating unwanted presents.

Grantham's Age UK store, based in Market Place, is collecting unwanted presents to help raise funds for the charity's vital services and make winter a little brighter for older people.

Winter can be a challenging time of the year, with routine services scaled back over the holiday period and the colder weather making it harder to get about.

Age UK support services can become invaluable lifelines for the most vulnerable older people, such as the charity's free and confidential advice line and telephone friendship services.

Kim McGettigan, shop manager at Grantham's Age UK shop, said: "It can be difficult to know what to do with gifts that will never be used, or that you don't want.

"As a nation we are more environmentally aware than ever before, so instead of chucking or hiding them away, we are encouraging local residents to donate them to the Age UK shop in Grantham."

The Gift Card & Voucher Association has revealed that each year Brits receive an average of two unwanted Christmas presents, equating to more than 119.5 million gifts annually that miss the mark.

Of these unwanted gifts, 22.7 million are sent to the landfill, so instead of letting unwanted items gather dust, donate them to Age UK where they can be sold and loved by someone else.

Age UK asks that people check what items their local shop can and cannot accept, as this can vary in different shops.

# London TV – Industry valuation 2020 figures



**Title:** London TV

**Date:** 10<sup>th</sup> January 2022

**Link:** <https://www.london-tv.co.uk/traid-signs-up-to-the-new-charity-shop-gift-card/>

**MUU:** 85,000



## TRAID signs up to the new Charity Shop Gift Card

JAN 10, 2022 by LONDON-TV in BUSINESS

Clothes reuse charity TRAIID is the latest charity nationwide to sign up to the first multi-retailer gift card that can be used exclusively in charity shops.

The Charity Shop Gift Card will be sold and accepted in TRAIID's 12 London-based shops which raise funds to tackle the negative socio-environmental impacts of producing, consuming, and wasting clothes.

The Charity Shop Gift Card has been developed by Gift Card CIC, a social enterprise, in partnership with the Charity Retail Association (CRA) and can be redeemed at the retail stores of participating CRA members.

The scheme will support the growing second-hand revolution, which is being led by the environmentally aware Gen Z and Millennials and helping to reduce the amount of waste sent to landfill.

It will also offer national and regional charities the opportunity to tap into the £7billion gift card market\*.

The single-load gift cards themselves will be recyclable and compostable and will be on sale to consumers in all TRAIID charity shops, online at [www.thecharityshopgiftcard.co.uk](http://www.thecharityshopgiftcard.co.uk), and through supermarkets and other major retailers in 2022.

The Charity Shop Gift Card is a member of Social Enterprise UK, and the Gift Card and Voucher Association.

Enedina Columbano, Commercial Director for TRAIID said: "We are thrilled to be part of this first of a kind gift card scheme for use in charity shops nationwide. It will help to introduce even more people to charity shopping and second-hand, one of the most sustainable ways to source clothes and reduce our impact on the environment."

Lee Fellows, Managing Director of The Charity Shop Gift Card, said: "The gift card market is huge and growing, and central to our aim is to come up with a nationally-accepted, multi-retailer scheme that allows charity shops to tap into that for the first time.

For more information see [www.thecharityshopgiftcard.co.uk](http://www.thecharityshopgiftcard.co.uk).

# Hertfordshire Mercury – Xmas sustainability figures – release 1

Hertfordshire  
**MERCURY**

**Title:** Hertfordshire Mercury

**Date:** 13<sup>th</sup> January 2022

**Page:** 24

**Circulation:** 6771



## Keep up the goodwill and donate the presents you don't want to charity

**By CHARLOTTE PAGE**

charlotte.page@reachpic.com  
@journalpage

CHRISTMAS may be over - but that does not mean the goodwill has to be.

Age UK is asking residents to help keep the festive spirit alive by donating any unwanted presents to its charity shops, including its branches in Ware and Hoddesdon.

Data from the Gift Card and Voucher Association has revealed that each year Brits receive an average of two unwanted Christmas presents.

That equates to more than 119.5 million gifts that miss the mark every year, and of these, a huge 22.7 million are reportedly sent to landfill.

So rather than letting that book you have already read, or the novelty jumper you know you will never wear gather dust, Age UK is asking that you to donate them.

Sarah Grieve, shop manager at the Age UK shop in Hoddesdon, said: "It can be difficult to know what to do with gifts that will never be used, or that you don't want.

"As a nation we are more environmentally aware than ever before, so instead of chucking or hiding them away, we are encouraging local residents to donate them to the Age UK shop in Hoddesdon.

"Age UK is on a mission to collect more donation bags in 2022 than ever before.

"So do check out Age UK's top tips on donating items and speak to the shop team if you're unsure, as we are happy to help and advise.

"We'll turn every bag into bags more support for older people in the local community and across the UK."

Not only does donating gifts mean

that they can be loved again, but will help Age UK to raise important funds so that it can continue to run its vital services and make winter a little brighter for older people.

Winter can be one of the toughest and most challenging times of year for older people, with many routine services scaled back over the holiday period, and the colder weather making it harder to get out and about.

Age UK's support services, including the charity's free and confidential advice line and telephone friendship services, have become invaluable lifelines for the most vulnerable older people.

# In Your Area – Xmas sustainability figures – release 1



**Title:** In Your Area

**Date:** 13<sup>th</sup> January 2022

**Link:** <https://www.inyourarea.co.uk/news/age-uk-urge-hertfordshire-residents-to-donate-any-unwanted-christmas-presents/>

**MUU:** 40,000



### Age UK urge Hertfordshire residents to donate any unwanted Christmas presents

Rather than letting that book you have already read, or the novelty jumper you know you will never wear gather dust, Age UK is asking that you to donate them

13 January 2022

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Search for trusted local businesses near you

By **Charlotte Page**

Pictured above, the shop team outside Age UK in Hoddesdon

Christmas may be over - but that does not mean the goodwill has to be.

Age UK is asking residents to help keep the festive spirit alive by donating any unwanted presents to its charity shops, including its branches in Hoddesdon and Ware, Hertfordshire.

Data from the Gift Card and Voucher Association has revealed that each year Brits receive an average of two unwanted Christmas presents.

That equates to more than 119.5 million gifts that miss the mark every year, and of these, a huge 22.7 million are reportedly sent to landfill.

So rather than letting that book you have already read, or the novelty jumper you know you will never wear gather dust, Age UK is asking that you to donate them.

Sarah Grieve, shop manager at the Age UK shop in Hoddesdon, Hertfordshire, said: "It can be difficult to know what to do with gifts that will never be used, or that you don't want.

"As a nation we are more environmentally aware than ever before, so instead of chucking or hiding them away, we are encouraging local residents to donate them to the Age UK shop in Hoddesdon.

# Rugby Observer – Industry valuation 2020 figures



**Title:** Rugby Observer

**Date:** 20<sup>th</sup> January 2022

**Link:** <https://rugbyobserver.co.uk/news/the-myton-hospices-sign-up-to-charity-shop-exclusive-gift-card-35122/>

**MUU:** 20,460



## The Myton Hospices sign up to charity shop exclusive gift card



THE MYTON Hospices, which provides care and support for people, and their families, living with a terminal illness in Coventry and Warwickshire, is the latest charity nationwide to sign up to the first multi-retailer gift card that can be used exclusively in charity shops.

The Charity Shop Gift Card has been developed by Gift Card CIC, a social enterprise, in partnership with the Charity Retail Association (CRA).

Cards will be sold and accepted in The Myton Hospices' 23 shops, which help raise money to cover the costs of running the charity's hospices in Warwick, Rugby and Coventry, and providing services in the community.

The scheme will support the growing second-hand revolution, which is being led by the environmentally aware Gen Z and Millennials and helping to reduce the amount of waste sent to landfill. Recent figures show that charity shops divert 339,000 tonnes of textiles away from landfill or incineration every year.

It will also offer national and regional charities the opportunity to tap into the £7billion gift card market.

Cath D'Eath, retail development manager at The Myton Hospices, said: "Whilst many people are willing to buy second-hand, gifting pre-loved goods can be tricky but the gift card is a great way to give the gift of choice whilst buying sustainably and supporting a local charity.

"We're delighted to be launching The Charity Shop Gift Card and adding another strand to our retail offer, giving our customers more choice about how they shop with us and hopefully attracting some new ones."

The single-load gift cards themselves will be recyclable and compostable and will be on sale at all The Myton Hospices shops, online at [www.thecharityshopgiftcard.co.uk](http://www.thecharityshopgiftcard.co.uk), and through supermarkets and other major retailers in 2022.

The Charity Shop Gift Card is a member of Social Enterprise UK, and the Gift Card and Voucher Association.

Lee Fellows, managing director of The Charity Shop Gift Card, said: "The gift card market is huge and growing, and central to our aim is to come up with a nationally-accepted, multi-retailer scheme that allows charity shops to tap into that for the first time. This is a gift card for good."

Visit [www.thecharityshopgiftcard.co.uk](http://www.thecharityshopgiftcard.co.uk) for full details.

# Leamington Observer – Industry valuation 2020 figures

Leamington  
**Observer**

**Title:** Leamington Observer

**Date:** 20<sup>th</sup> January 2022

**Link:** <https://leamingtonobserver.co.uk/news/the-myton-hospices-sign-up-to-charity-shop-exclusive-gift-card-35122/>

**MUU:** 13,535



## The Myton Hospices sign up to charity shop exclusive gift card



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It will also offer national and regional charities the opportunity to tap into the £7billion gift card market.

Cath D'Eath, retail development manager at The Myton Hospices, said: "Whilst many people are willing to buy second-hand, gifting pre-loved goods can be tricky but the gift card is a great way to give the gift of choice whilst buying sustainably and supporting a local charity.

"We're delighted to be launching The Charity Shop Gift Card and adding another strand to our retail offer, giving our customers more choice about how they shop with us and hopefully attracting some new ones."

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# Stratford Observer – Industry valuation 2020 figures



**Title:** Stratford Observer

**Date:** 20<sup>th</sup> January 2022

**Link:** <https://stratfordobserver.co.uk/news/the-myton-hospices-sign-up-to-charity-shop-exclusive-gift-card-35122/>

**MUU:** 13,878



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