

Gift Card & Voucher Association

Meet our Newsletter Sponsor:



In this issue:

- July Consumer Data Report - [out now](#)
 - GCVA Hall of Fame Awards - [book now](#)
 - GCVA Connect July Open Forum - [catch up here](#)
 - GCVA November One Day Summit - *NEW for '23*. Talks, discussions, networking, exhibition, refreshments, social event - [register now](#)
 - GiftBetter - reserve your PEAK spots now: giftbetter@gcva.co.uk
 - GoGift Newsletter Sponsor Content - '*Breaking the Mold: The GoGift Way*'
-



Did you feature this month? Send us your company and personal news and updates to feature in the next Newswire.

Welcome to your July newsletter...

Dear GCVA Members,

I hope you're having an A+ month. For those tennis lovers, what a nail-biting Wimbledon men's final - well done Carlos Alcaraz. Great to welcome the next generation in and see GB boy wonder Searle win his match too - one to watch. Will leave someone else to update on the cricket...any takers?

Lovely to catch up at the GCVA Summer Networking Social and see so many members enjoying themselves - and to welcome our newest GCVA Members Wishcard and Cadogan - lots of exciting opportunities ahead.

GCVA July Open Forum - new Cost-of-Living research, one year on and a deep dive into the crisis at this session and how it has affected gift cards. We also discussed how gift cards enhance loyalty and attract new customers, and why gift cards are the answer to loyalty! Fascinating poll results. It's been a tough year, but the industry is resilient and moving in the right direction. Thank you to all our speakers.

If you couldn't make it, make sure you catch up [here](#).

Conversation to be continued at the GCVA November One Day Summit - [book now](#) for a full day of networking, talks, debates, GCVA AGM, 'Loyalty & Giftcards' new research; cyber-crime, fraud, security and other stories; exhibition area and after party. Exhibition and Quick X opportunities are available and limited, email members@gcva.co.uk.

The GCVA Hall of Fame Awards is fast approaching. We can't wait to announce the winners; I just love this event. Great to see so many members taking part - we have had over 65 entries. Thank you all. Let the judging process commence!

You can still book single tickets [here](#). Gold tables are now sold out, but there are a few silver tables remaining. Last few sponsorship opportunities are available - do get in touch: awards@gcva.co.uk.

Executive news - we are sad to say goodbye to Steph MacNeill as an executive member who has accepted a fabulous new job at Tesco Bank. Steph was not with us for long but has made a great contribution to the executive, thank you so much.

Steph would like to take this opportunity to say;

'A huge thank you to Gail, the Exec and also all of the GCVA community for welcoming me on to the Exec and for the last 7 years. This industry is truly unique in the way we embrace change and make a difference for customers and its underpinned by fantastic people.'

We will be going out to ballot in early August for a new executive member: Service member, CEO, MD or senior role - nominations from SMEs or Europe/International members are welcome. Watch this space.

And a sad farewell to Allyson Kolan, our brilliant Operations Manager who is leaving us to return to the US. She has done an amazing job keeping things running smoothly over the last 4.5 years. Thank you. You will be greatly missed. A very warm welcome to Georgia Wellard, our new Administration Executive. And as the GCVA grows, we are recruiting a Strategy, Business & Special Projects Manager. Interested? Get in touch for more information.

Thank you to everyone who renewed their membership for 23/24 - if you haven't returned the signed form or let us know (you know who you are) - please do so ASAP. Many thanks.

No GCVA newsletter in August - we'll be back with all the latest industry news in the first week of September. Please keep sending in your news & updates to feature in the Newswire.

I am off to mother-sit and celebrate her 91st birthday in sunny Jerusalem - the next person who wishes me a happy holiday has to buy me the next one!!!!

Have a great week and stay safe in the sun. Looking forward to seeing you all in September. It's going to be a fantastic night.

A handwritten signature in black ink that reads "Gail". The signature is written in a cursive, flowing style.

Gail Cohen | Director General, GCVA



Tillo's Hannah Dickens, the lovely winner of our Summer Networking and Social Raffle. Thank you again to Virgin Experience Days for your fabulous prize donation.

GCVA Events

Take a look at the full programme of upcoming GCVA events. Mark the date and register now to confirm your place.

Catch Up: Missed an event?
GCVA Connect Webinars:

- HMT's Payment Services Regulations Review and Call for Evidence. Full recording [here](#)
- July Open Forum [here](#)

Upcoming events:

KPMG Data H1 '23 Webinar:

Register [here](#)

5 September: 12:00-13:00

Presentation of the KPMG H1 Data Report, led by Alastair Cowan, Manager, Data & Analytics, KPMG UK. Followed by a member discussion.

GCVA Hall of Fame Awards '23 -



The GCVA Team, ready for the Summer Networking and Social.

GCVA Hall of Fame Awards

Lead Sponsor



Thank you for all your fantastic entries and good luck!

Make sure you are at the awards, with limited availability remaining

14 September: 18:30 till 1:30

GCVA Connect October Open Forum

- Register [here](#)

12 October: 12:30-14:00

Retailer-only Forum:

26 October: 12:30-14:00 - Register

[here](#)

GCVA November One Day Summit - a full day of networking, talks, debates, 'Loyalty & Giftcards' research, GCVA AGM, exhibition and evening social. Register [here](#).

9 November: 10:30-17:30, *followed by social till 21:30*, St Mary's Marylebone W1.

2024 events:

January Networking and Social – details tbc.

Hold the Date

GCVA Annual Conference '24 - 6/7 March.

book your tables by emailing awards@gcva.co.uk or single tickets [here](#).

In the gorgeous new venue of 8 Northumberland Avenue, enjoy pre-drinks, a 3-course meal, awards ceremony, a raffle, and after party, as we recognise GCVA members for their achievements.

When: 14 September, 18:30-1:30

Where: 8 Northumberland Avenue, WC2N 5BY

Become the ever popular After Party Sponsor, or a coveted Awards Category Sponsor by emailing awards@gcva.co.uk.

Thank you to Blackhawk Network, Lead Sponsor and Category Sponsors: Motivates, lastminute.com, Prezzy and Blackhawk Network.

Industry Events



OBEXCO UK & Europe
18-19 October | London
Now a two-day event!

If Open Banking, Open Finance,
Open Data or Open Banking

GCVA Conference 2024



Payments is your thing, this is your must-attend event. Sold out in 2022.

It is the ONLY event of its kind in the UK and Europe, and it is where the next phase of Open Banking will begin. Event info [here](#).

Did you make it to the IMA Summit 2023 in Boston? We're enjoying the highlights on LinkedIn #IMASummit2023. Congratulations to all members who won an award.

GCVA Research & Data Reports



GCVA continue to deliver the latest research and insight.

July's GCVA Connect Open Forum session shared new GCVA cost-of-living research in partnership with [PR Agency One](#), delivered by its Director, [Steve Leigh](#). Top takeaways include:

- In response to the cost-of-living crisis, 69% of households changed spending habits. 57% limit monthly spending and 44% have reduced gift

The Gift Card flagship industry event of the year, over 450 industry experts come together for two amazing days in London... Make sure the date is in your diary.

Never too early to enquire about sponsorship and exhibition opportunities, email members@gcva.co.uk.

EARLY BIRD TICKETS GO ON SALE OCTOBER 5.

GCVA July Consumer Data



The GCVA July Consumer Data report is out now – [Read here](#).

Key takeaways:

- UK retail spend to increase by 3.8% in 2023 as shoppers react to cost-of-living pressures
- Gift purchasing sees slight rise, driven by Father's Day
- Gift purchase penetration remained weak over June 2023
- Signs that employers are beginning to leverage gift cards as

budgets.

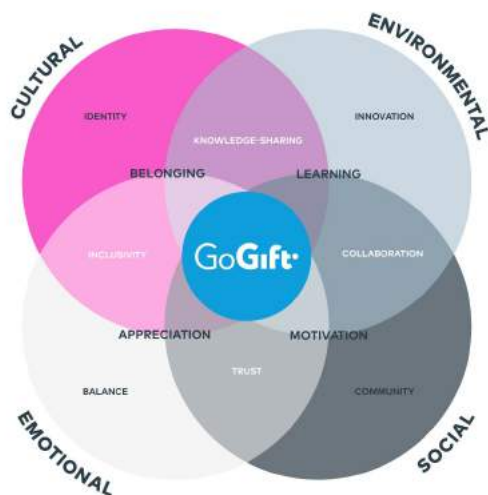
- 45% intend to reduce spending on gifting, compared to 29% in July 2022 after the first wave of the cost-of-living crisis.

However, gift cards are used as a tool for discounts, spending caps and budgeting for luxury items.

- Supermarket reward cards have the most significant impact on loyalty, with 54% of respondents more likely to be positively influenced.

Go [HERE](#) to access all the latest data in one place.

GoGift Newsletter Sponsor Content



Breaking the Mold: The GoGift Way

Gone are the days of generic gifts and uninspiring gestures.

At GoGift, we believe in crafting tailor-made solutions that ignite excitement and seamlessly connect

a support medium

- Digital continues to rise in prominence
- Gift card buyers increasingly turn their attention towards retail gift cards
- Leisure and experience gift cards experience lower demand vs. 2022

GiftBetter Campaigns



#GiftBetter - Boost your gift card programmes across Facebook, Twitter and Instagram.

June campaigns total reach: 109,921. Followers increased over all platforms - over 2K new followers on Twitter, finally reaching 20K+ followers.

Thanks to the following members who took part in the July 'Thank You Teacher' promotions:

- July 16 - Sainsbury's
- July 17 - Incomm/Vanilla Mastercard
- July 18 - Society Of London Theatre UK
- July 19 - Marks & Spencer

people across the globe.

Our philosophy is simple: gifting should be an effortless adventure, an unforgettable experience that both the giver and the receiver cherish.

This philosophy only works because we have core values that drive our ambitions into reality. It's these values that help to set GoGift apart from the crowd.

Discover the [4 pillars of awesomeness](#) that define who we are and our mission to gifting greatness.

- July 20 - Motivates
- July 21 - WHSmith

Read the [June social report](#).

Peak GiftBetter campaigns always sell out fast. Don't delay, secure your spot today by emailing giftbetter@gcva.co.uk.

Get your own branded posts using #Giftbetter as a marketing channel (subject to availability and GCVA campaigns) - contact us for details.

GCVA News & PR



Press office activity continues to gain a steady stream of coverage, with the use of research (State of the Nation, KPMG, What's in a Name) generating the best results.

New cost-of-living research and the behavioural science campaign later this year will help to expand the volume of coverage, the breadth of titles we are reaching, and the number of links secured.

In the first half of '23, we produced several thought leadership pieces. We are planning to build on this with

GCVA Charity '23



As the cost-of-living crisis continues to hit the poorest and most in need in our communities, the GCVA is committed to raising as much money as possible for The Trussell Trust, eradicating food poverty in the UK.

We have so far raised **£2300** and are now open for your fabulous and most desirable raffle prizes, to raise even more money at the Hall of Fame Awards.

Give now and help change lives!

- Donate via our [fundraising page](#) or scan the QR code

a new synopsis each month leading to more posts on key topics. Read the reports below.

- [July PR Report](#)
- [Q1 2023 PR Report](#)

GCVA in the news:

[Why give a local multi-business gift card to your employees | Colorado Biz Magazine](#)

Members News and Moves



Introducing Tag Systems UK's newly designed website.

We are proud to unveil our newly designed website, showcasing over 26 years of manufacturing experience and expertise.

With a wealth of information on a diverse range of products and services, the website is poised to be a valuable resource for those seeking exceptional gift card solutions. [Learn more.](#)

[Fiserv Q2 2023 Gift Card Gauge](#) - new trends and passing fads characterise the 2023 gift card market.

below

- Text 'GCVA' followed by your donation amount to 70085

Together, we can make a difference - financially via food donations and volunteering.



Members Secret Skills



Congratulations to our brilliant GCVA Digital Marketing & Events Executive Rhiannon Whitehead who did the 5K Race for Life last weekend to raise money for Cancer Research.

Rhiannon and her friend Mollie smashed their fundraising target and have raised £480 so far. If you'd like to donate [go here](#).

What do you get up to in your spare time to relax or challenge yourself?

[Share your stories](#) and we'll give you a shoutout!

GCVA Job Board

Opportunities at the GCVA, Edenred, GoGift, and Red Letter Days!

[Runa: 2023 State of Loyalty](#)

[Rewards Webinar](#) - discover what rewards actually retain loyalty and cashback program members year over year.

PRA1 partners with rapping teacher MC Grammar and Markettiers to create an incredible rap about the perfect gift for teachers - feat. One4all Gift Cards centrestage - watch [here](#).

[Voucher Express: The Charity Shop Gift Card is now available as a physical Gift Card in their range.](#)

[Voucherline shortlisted as a finalist in the SME Buckinghamshire Awards for Best Family Business of the Year and Happy 20th anniversary!](#)

Gift Cards in the News



The health of retail
2023

[The Health of Retail Report, by The Retail Trust](#)

[New York Department of State reminds businesses of new laws to protect consumers from potential gift card scams](#)

BRC-KPMG
Retail Sales Monitor



Find new career opportunities by browsing our [featured posts](#), and post your own job ad for free!

Email members@gcva.co.uk with your open roles and we'll add them to the website and newsletter.

- [GCVA: Strategy, Business & Special Projects Manager](#) - email info@gcva.co.uk for details
- [Edenred: Business Development Manager](#)
- [GoGift: Global Sales Talent wanted](#)
- [Red Letter Days: Product Designers](#)

Team GCVA



GCVA team (l-r): Rhiannon, Victoria, Gail, Amberlie, and Laura.



The BRC-KPMG Retail Sales Monitor for June reported sales up 4.9% overall.

Food up 9.8% and non-food up 0.3% over 3 months. Non-food online sales were down 1%, while stores were up 2%. Read the full report [here](#).

Also worth a read:

[June sunshine brightens retail sales](#)

[How retailers are supporting customers during cost-of-living crisis](#)

[AI in stores in The Metaverse in reverse, by Shoosmiths](#)

[The virtual world of products & services offers great opportunities for brands. The World of Web 3, by Lewis Silkin](#)

[Growth of buy now pay later, by Grant Thornton](#)

[The new rules of customer satisfaction, by Goodays](#)

[RSM UK launch consumer sentiment mid-year update, tracking how attitudes to spending have changed against the backdrop of the cost-of-living crisis](#)

GCVA Staff:

Gail Cohen | Director General
Allyson Kolan | Operations Manager
Laura Guy | Marketing & Events Manager
Victoria Evans | Events & Sponsorship Manager
Rhiannon Whitehead | Digital Content & Events Executive
Georgia Wellard | Administration Executive

GCVA Freelance:

Nika Talbot | Copywriter & Newsletters
Always Live/NR Events | Event production & delivery

Any topics, ideas or innovations you want to discuss?

News, moves, or an inspiring story to share?

*Email
members@gcva.co.uk.*

Happy holidays - see you in September!



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Forward

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