



GCVA & PR AGENCY ONE
PRESS & MEDIA COVERAGE

April

Title: Direct Commerce

Date: 3rd April 2020

Link:

<https://www.directcommercemagazine.com/news/products/digital-channels/gifting-sector-reports-sharp-digital-rise>

Circulation: 8,000



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magazine

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Gifting sector reports sharp digital rise

As the UK settles down to the current reality of isolation, while the response to COVID-19 takes effect, gifting is yet another area seeing a dramatic change in consumer behaviour according to the latest forecasts from the GiftCard& Voucher Association (GCVA).

With birthdays, Father's Day and Easter representing up to as much as 39 per cent of the UK's annual £3.3 billion spend on gifting for others according to the latest industry valuation, Brits face the challenge of finding ways to show loved ones how much they care while maintaining government-mandated social distancing practices.

Subsequently, gift card providers, including major retailers, hospitality brands and specialist digital and multi-store gift cards are experiencing a major surge in demand as people are needing to change their gifting habits in preparation for the weeks ahead.

As well as popular upcoming gifting occasions, such as Father's Day and Easter, 22.3 million UK birthdays are estimated in the next four months, according to ONS data. This, coupled with a rise in spontaneous gifting to show support for loved ones during the pandemic, means that gifting rates will surge in popularity over the coming months.

The arrival of new babies is also prompting a boost in gift card spending. With new mothers being told to avoid any visitors to their hospital ward or homes after the birth, an estimated 220,000 new babies over the next four months are boosting sales of gift cards offering congratulations.

Due to the pandemic, consumers are increasingly opting for gifting solutions that minimise contact, can be sent instantly, and enjoyed at a later date. Because of this, at least one in four gifts received over the coming months are likely to be digitally 'pinged' rather than posted. Digital gifting already represents 26 per cent of all UK giftcards according to GCVA research, rising to 50 per cent accounting for all gift cards spent online. This figure is predicted to rise sharply as people seek to manage their gifting from home.

The outbreak has also given rise to a brand-new gifting trend known as "sunny day gifting"

Title: The Times

Date: 10th April 2020

Link: <https://www.thetimes.co.uk/article/coronavirus-lockdown-easter-eggs-ditched-in-rush-for-barbecues-parasols-and-pools-7lw80lzkh>

Circulation: 370,005



THE TIMES

Coronavirus lockdown: Easter eggs ditched in rush for barbecues, parasols and pools

Hary Shukman | Ashley Armstrong, Retail Editor

09 Apr 2020 22:34:09

Barbecues, paddling pools and garden furniture are all being snapped up by Britons

[forced to stay at home](#) over the long weekend.

With warmer weather than last Easter forecast, sales of paddling pools on Amazon rose by 4,000 per cent yesterday. There was also a rush for sun loungers and parasols.

For those staying inside, jigsaw puzzles, colouring pencils and books on how to bake sourdough loaves were popular, attracting some of the biggest rises in sales over the past 24 hours.

Waitrose said that sales of yoga equipment had risen threefold this week and demand for barbecues was four times higher than last year.

A number of hospices and churches have adapted Easter egg hunts to life under lockdown, offering virtual events online so that families do not have to venture outside.

Exeter Cathedral has posted an Easter egg hunt on its website asking children to scour photographs of its interior for colourful eggs. Some are inside a Lego model of the cathedral built to raise funds for the building's maintenance. St Nicholas Hospice Care in Bury St Edmunds, Suffolk, is offering a free downloadable egg hunt version of the game.

Searches for DIY equipment deals on Vouchercodes, a discount website, have risen by 445 per cent compared with last year as customers look for cheap offers on paint and power tools from suppliers such as B&Q, Wickes and Halfords. The site also reported an increase of 565 per cent in searches for gardening equipment in the fortnight leading up to Easter weekend.

According to Kantar, the market research company, 12.5 million households plan to keep busy with DIY jobs over the coming weeks. It estimates that 60 per cent of Britons will paint their homes.

While 77 per cent of consumers said that they normally purchase Easter eggs, almost half – 46 per cent – will not buy any this year, according to a survey by the market research company Nielsen. It said that this could be because eggs are usually bought as gifts for people outside the household.

Sunder Sandher, 57, who owns a corner shop in Leamington Spa, Warwickshire, said that there had been a rush on gardening supplies, alcohol and snacks. He added: "We're doing a lot of demand for charcoal – people want to do barbecues for Easter weekend and nobody in our town has charcoal. They also want to do gardening and get their plants in, so we've been selling a lot of peat.

"This week, alcohol and snack sales have gone through the roof. I've got about six metres of snacks and crisps and now it's virtually all empty."

Title: International Supermarket News

Date: 10th April 2020

Link: <https://internationalsupermarketnews.com/sharp-digital-rise-as-uk-seeks-to-lift-spirits-of-loved-ones-in-isolation/>

DA: 47

Circulation: 15,450



Sharp Digital Rise as UK Seeks to Lift Spirits of Loved Ones in Isolation

by ISN Magazine | 9th April 2020 | 338



Gift Industry Reports Sharp Digital Rise as UK Seeks to Lift Spirits of Loved Ones in Isolation

- Gift cards see significant rise as customers plan for weeks ahead
- At least 1 in 4 consumers will 'ping' rather than post a gift as digital gifting rises
- Isolation is causing new gifting behaviour as social distancing creates new demand

As the UK settles down to the current reality of isolation, while the response to COVID-19 takes effect, gifting is yet another area seeing a dramatic change in consumer behaviour according to the latest forecasts from the Gift Card & Voucher Association (GCVA).

With birthdays, Father's Day and Easter representing up to as much as 39% of the UK's annual £3.3 billion spend on gifting for others according to the latest industry valuation, Brits face the challenge of finding ways to show loved ones how much they care while maintaining government-mandated social distancing practices.

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As well as popular upcoming gifting occasions, such as Father's Day and Easter, 22.3 million UK birthdays are estimated in the next four months, according to ONS data. This, coupled with a rise in spontaneous gifting to show support for loved ones during the pandemic, means that gifting rates will surge in popularity over the coming months.

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Due to the pandemic, consumers are increasingly opting for gifting solutions that minimise contact, can be sent instantly, and enjoyed at a later date. Because of this, at least one in four gifts received over the coming months are likely to be digitally 'pinged' rather than posted. Digital gifting already represents 26% of all UK gift cards according to GCVA research, rising to 50% accounting for all gift cards spent online. This figure is predicted to rise sharply as people seek to manage their gifting from home.

The outbreak has also given rise to a brand-new gifting trend known as "sunny day gifting", referring to when a gift – usually a gift card – is purchased with the intention of being used at a later date once everyday life has returned to normal. This new means of gifting has already been adopted positively throughout the retail and hospitality industries, with consumers across the UK purchasing gift cards for their favourite shops, bars and restaurants.

Gail Cohen, director general of the GCVA, commented: "Life as we know it has changed beyond recognition over the past few weeks, however gift cards remain a wonderfully versatile way of both showing your loved ones how much you care – even if you're not able to be with them – and brightening up their day.

"The rise of digital gifting solutions in particular is driving a major change in how we send and receive gifts, meaning they can be shared and enjoyed almost instantly, offering a safe way of gifting that still offers that truly personal touch.

"It's also worth bearing in mind that many physical gift cards can be redeemed online from the comfort of your home, and can often be used to purchase the essentials people may need to see them through the coming weeks."

Aoife Davey, group marketing director at One4all Gift Cards, said: "UK consumers are looking for ways now, more than ever before, to send tokens and gifts to loved ones. Whether it's because they're having to celebrate key occasions such as Mother's Day, arrivals of new babies, wedding milestones and birthdays from afar due to social distancing, or whether it's simply to let loved ones who are self-isolating know that they're thinking of them, despite not being able to see them in person.

"It's never been more important to connect with people from a distance and make sure loved ones know we care. We've seen increased demand for both physical gift cards and for our new, digital gift card which does not require anything to physically exchange hands, and we are offering customers free postage to make it easier for people to connect with one another in this way during this time."

Jamie Mackenzie, director of marketing at Sodexo, said: "As most of the UK adapts to the reality of social distancing, many are missing out on important events and milestones that they would normally celebrate with their loved ones.

"Employers are helping staff with increased Employee Assistance Programmes (EAPs), and employees are using their benefits to purchase digital gift cards for family or friends, or to support local business through such a challenging and unprecedented time. The amount of vouchers bought and donated to schools has increased, for example. People are taking heed of isolation advice, but they still want to support others; that's what we're seeing."

Title: The Times (Scotland)

Date: 10th April 2020

Page: 5

Circulation: 370,005

THE  **TIMES**
SCOTLAND

Easter eggs ditched in rush for barbecues, parasols and pools

Harry Shukman
Ashley Armstrong Retail Editor

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Sunder Sandher, 57, who owns a corner shop in Leamington Spa, Warwickshire, said that there had been a rush on gardening supplies, alcohol and snacks. He added: "We're doing a lot of demand for charcoal — people want to do barbecues for Easter weekend and nobody in our town has charcoal. They also want to do gardening and get their plants in, so we've been selling a lot of peat."

"This week, alcohol and snack sales have gone through the roof. I've got about six metres of snacks and crisps and now it's virtually all empty."

Easter gifts are more likely to have been ordered online and sent to relatives who are self-isolating. At least one in four gifts is likely to be digital rather than sent through the post, according to the Gift Card and Voucher Association.

Britons are expected to have spent £198 million less than last year, however. A survey by finder.com, a shopping comparison site, found that on average people intended to spend about £27 on Easter, 8 per cent less than in 2019.

The Nielsen survey also found that customers were looking to bake their own Easter treats, with sales of fresh dough and pastry surging by 69 per cent and sales of flour, dried fruit and baking mixtures up by 50 per cent last weekend. Grocery spending was down by 2.6 per cent compared to the same period in 2019, which Nielsen suggested was due to shoppers lingering less in supermarkets that have implemented social distancing measures.

Harry Wallop, page 37

Title: The Times (print)

Date: 10th April 2020

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Harry Wallop, page 37

Title: The Times (Ireland)

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Circulation: 370,005



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Harry Wallop, page 37

Title: Customer Experience Magazine

Date: 10th April 2020

Link: <https://cxm.co.uk/uk-digital-gift-card-market-to-soar-as-isolation-crisis-creates-new-demand/>

DA: 42

Circulation: 35,000



UK Digital Gift Card Market to Soar as Isolation Crisis Creates New Demand

📅 April 9, 2020 ⌚ 2 min

According to the latest predictions from the **Gift Card & Voucher Association (GCVA)**, gifting industry is seeing a shift in consumer behaviour towards digital gifting solutions.

With many gifting occasions coming up, Easter, Father's Day and millions of birthdays, people are looking for ways to show care for their loved ones in ways that minimise contact, in order to comply with the isolation rules.

The GCVA research shows that digital gifting already takes up 25 percent of all UK gift cards and the number is expected to increase dramatically in the following weeks.

The forecast says that every fourth consumer will be opting for digital gifting options, coupled with a possibility to use the gift card at a later date – also known as “sunny day gifting” – when the everyday life stabilises.

Gail Cohen, director general of the GCVA, commented: “Life as we know it has changed beyond recognition over the past few weeks, however gift cards remain a wonderfully versatile way of both showing your loved ones how much you care – even if you're not able to be with them – and brightening up their day.

“It's also worth bearing in mind that many physical gift cards can be redeemed online from the comfort of your home, and can often be used to purchase the essentials people may need to see them through the coming weeks.”

👁️ Post Views: 549

Title: Gifts Today

Date: 11th April 2020

Link: <http://www.gifts-today.co.uk/news/gift-cards-popular-during-covid19-lockdown.aspx>

Circulation: 7,090



'Sunny day gifting' popular during Covid-19 lockdown

Gift industry reports sharp rise in purchase of digital gift cards to be used at a later date, according to the Gift Card & Voucher Association (GCVA)

As the UK settles down to the current reality of isolation, while the response to COVID-19 takes effect, gifting is yet another area seeing a dramatic change in consumer behaviour according to the latest forecasts from the GCVA.

With birthdays, Father's Day and Easter representing up to as much as 39% of the UK's annual £3.3 billion spend on gifting for others according to the latest industry valuation, Brits face the challenge of finding ways to show loved ones how much they care while maintaining government-mandated social distancing practices.

Subsequently, gift card providers, including major retailers, hospitality brands and specialist digital and multi-store gift cards are experiencing a major surge in demand as people are needing to change their gifting habits in preparation for the weeks ahead.

As well as popular upcoming gifting occasions, such as Father's Day, 22.3 million UK birthdays are estimated in the next four months, according to ONS data. This, coupled with a rise in spontaneous gifting to show support for loved ones during the pandemic, means that gifting rates will surge in popularity over the coming months.

The arrival of new babies is also prompting a boost in gift card spending. With new mothers being told to avoid any visitors to their hospital ward or homes after the birth, an estimated 220,000 new babies over the next four months are boosting sales of gift cards offering congratulations.

Due to the pandemic, consumers are increasingly opting for gifting solutions that minimise contact, can be sent instantly, and enjoyed at a later date. Because of this, at least one in four gifts received over the coming months are likely to be digitally 'yinged' rather than posted. Digital gifting already represents 26% of all UK gift cards according to GCVA research, rising to 50% accounting for all gift cards spent online. This figure is predicted to rise sharply as people seek to manage their gifting from home.

The outbreak has also given rise to a brand-new gifting trend known as 'sunny day gifting', referring to when a gift – usually a gift card – is purchased with the intention of being used at a later date once everyday life has returned to normal. This new means of gifting has already been adopted positively throughout the retail and hospitality industries, with consumers across the UK purchasing gift cards for their favourite shops, bars and restaurants.

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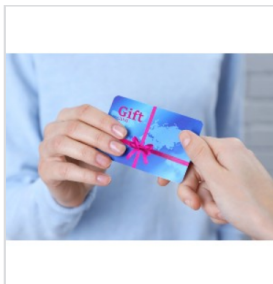
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'It's never been more important to connect with people from a distance and make sure loved ones know we care. We've seen increased demand for both physical gift cards and for our new, digital gift card which does not require anything to physically exchange hands, and we are offering customers free postage to make it easier for people to connect with one another in this way during this time.'

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gcva.co.uk



Title: Gift Focus

Date: 15th April 2020

Link: <https://www.giftfocus.com/news/15372/gift-cards-witness-surge-during-covid-19-pandemic>

DA: 29

Circulation: 6,880

giftfocus
MAGAZINE

Gift cards witness surge in demand during COVID-19 pandemic

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Gift card providers are reportedly seeing a surge in demand as consumers continue to stay at home during the COVID-19 pandemic, reports the Gift Card & Voucher Association (GCVA).

As consumers continue to change their spending habits, major retailers, hospitality brands and specialist digital and multi-store gift cards are reporting strong growth.

According to a press release, "As well as popular upcoming gifting occasions, such as Father's Day, 22.3 million UK birthdays are estimated in the next four months, according to ONS data. This, coupled with a rise in spontaneous gifting to show support for loved ones during the pandemic, means that gifting rates will surge in popularity over the coming months." "The arrival of new babies is also prompting a boost in gift card spending. With new mothers being told to avoid any visitors to their hospital ward or homes after the birth, an estimated 220,000 new babies over the next four months are boosting sales of gift cards offering congratulations."

A new gifting trend has also emerged, coined 'Sunny Day Gifting', with consumers purchasing gift cards with the intention of being used at a later date once everyday life has returned to normal. According to the report, "This new means of gifting has already been adopted positively throughout the retail and hospitality industries, with consumers across the UK purchasing gift cards for their favourite shops, bars and restaurants."

Gail Cohen, director general of the GCVA, commented: "Life as we know it has changed beyond recognition over the past few weeks, however gift cards remain a wonderfully versatile way of both showing your loved ones how much you care – even if you're not able to be with them – and brightening up their day. "The rise of digital gifting solutions in particular is driving a major change in how we send and receive gifts, meaning they can be shared and enjoyed almost instantly, offering a safe way of gifting that still offers that truly personal touch." "It's also worth bearing in mind that many physical gift cards can be redeemed online from the comfort of your home, and can often be used to purchase the essentials people may need to see them through the coming weeks."

For more information visit www.gcva.co.uk

Title: Attire Accessories

Date: 16th April 2020

Link: <https://www.attireaccessories.com/news/15372/gift-cards-witness-surge-during-covid-19-pandemic>

DA: 26

ATTIRE ACCESSORIES

Gift cards witness surge in demand during COVID-19 pandemic

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For more information visit www.gcva.co.uk

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Title: Giftware Review

Date: 16th April 2020

Link: <http://www.giftwarereview.net/archived-news/1080-gifting-industry-reports-sharp-digital-rise-as-uk-seeks-to-lift-spirits-of-loved-ones-in-isolation>

DA: 24

“WHERE PRODUCT COMES FIRST”
giftware
review & home
interiors

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With birthdays, Father's Day and Easter representing up to as much as 39% of the UK's annual £3.3 billion spend on gifting for others according to the latest industry valuation, Brits face the challenge of finding ways to show loved ones how much they care while maintaining government-mandated social distancing practices.

Subsequently, gift card providers, including major retailers, hospitality brands and specialist digital and multi-store gift cards are experiencing a major surge in demand as people are needing to change their gifting habits in preparation for the weeks ahead.

As well as popular upcoming gifting occasions, such as Father's Day and Easter, 22.3 million UK birthdays are estimated in the next four months, according to ONS data. This, coupled with a rise in spontaneous gifting to show support for loved ones during the pandemic, means that gifting rates will surge in popularity over the coming months.

The arrival of new babies is also prompting a boost in gift card spending. With new mothers being told to avoid any visitors to their hospital ward or homes after the birth, an estimated 220,000 new babies over the next four months are boosting sales of gift cards offering congratulations.

Due to the pandemic, consumers are increasingly opting for gifting solutions that minimise contact, can be sent instantly, and enjoyed at a later date. Because of this, at least one in four gifts received over the coming months are likely to be digitally 'pinged' rather than posted. Digital gifting already represents 26% of all UK gift cards according to GCVA research, rising to 50% accounting for all gift cards spent online. This figure is predicted to rise sharply as people seek to manage their gifting from home.

The outbreak has also given rise to a brand-new gifting trend known as "sunny day gifting", referring to when a gift – usually a gift card – is purchased with the intention of being used at a later date once everyday life has returned to normal. This new means of gifting has already been adopted positively throughout the retail and hospitality industries, with consumers across the UK purchasing gift cards for their favourite shops, bars and restaurants.

Gail Cohen, director general of the GCVA, commented: "Life as we know it has changed beyond recognition over the past few weeks, however gift cards remain a wonderfully versatile way of both showing your loved ones how much you care – even if you're not able to be with them – and brightening up their day.

"The rise of digital gifting solutions in particular is driving a major change in how we send and receive gifts, meaning they can be shared and enjoyed almost instantly, offering a safe way of gifting that still offers that truly personal touch.

"It's also worth bearing in mind that many physical gift cards can be redeemed online from the comfort of your home, and can often be used to purchase the essentials people may need to see them through the coming weeks."

Aoife Davey, group marketing director at One4all Gift Cards, said: "UK consumers are looking for ways now, more than ever before, to send tokens and gifts to loved ones. Whether it's because they're having to celebrate key occasions such as Mother's Day, arrivals of new babies, wedding milestones and birthdays from afar due to social distancing, or whether it's simply to let loved ones who are self-isolating know that they're thinking of them, despite not being able to see them in person.

"It's never been more important to connect with people from a distance and make sure loved ones know we care. We've seen increased demand for both physical gift cards and for our new, digital gift card which does not require anything to physically exchange hands, and we are offering customers free postage to make it easier for people to connect with one another in this way during this time."

Jamie Mackenzie, director of marketing at Sodexo, said: "As most of the UK adapts to the reality of social distancing, many are missing out on important events and milestones that they would normally celebrate with their loved ones.

"Employers are helping staff with increased Employee Assistance Programmes (EAPs), and employees are using their benefits to purchase digital gift cards for family or friends, or to support local business through such a challenging and unprecedented time. The amount of vouchers bought and donated to schools has increased, for example. People are taking heed of isolation advice, but they still want to support others; that's what we're seeing."

For more information, visit www.gcva.co.uk



Title: A1 Retail

Date: 28th April 2020

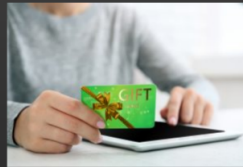
Link: <https://www.a1retailmagazine.com/latest-news/gift-card-industry-unites-to-keep-britain-running-during-covid-19/>

Circulation: 7,000

DA: 33



Gift card industry unites to keep Britain running during COVID-19



Amidst the ongoing COVID-19 pandemic, the gift card market has seen a surge in innovation as shoppers, key workers and businesses alike turn to gift cards to meet ongoing challenges, according to the latest research from the Gift Card & Voucher Association (GCVA).

As the UK adjusts to life in lockdown, gift card providers have come together to provide solutions to a number of COVID-19 related issues, such as:

Supporting key workers and volunteers

A number of leading grocers have created specialised volunteer gift card solutions, offering volunteers a safe way to shop on behalf of the elderly, disabled and vulnerable who are less able to safely shop for themselves in lockdown.

With these cards, customers visit a dedicated web portal and select how much they'd like to spend on their weekly shop. A digital gift card containing this amount is then emailed to the volunteer shopping on their behalf, which can then instantly be spent in-store.

Furthermore, other GCVA members One4all and Motivates have both launched campaigns designed to recognise and reward key workers. The initiatives, called #NationsHeroes and #KeyToOurCountry respectively, have been created to celebrate key workers, such as NHS frontline staff, and those going above and beyond for their communities, with well-deserved nominees receiving a £50 or £25 gift card.

Feeding the nation

Through key providers, children that would usually be eligible for free school meals benefit from a national voucher scheme, which enables them allowing them to continue receiving free meals while schools remain closed.

Every eligible child is provided with a weekly shopping voucher worth £15, which can be spent at many supermarket shops.

Through this scheme, schools temporarily unable to provide meals for collection or delivery can provide vouchers to families electronically, or as a gift card for those without internet access.

Gifting for loved ones in isolation

Gift card providers, including major retailers, hospitality brands and specialist digital and multi-store gift cards are also experiencing a surge in demand as people have been adapting their gifting habits – worth an annual £3.3 billion spend when gifting for others, according to the latest industry valuation – in response to the outbreak.

Due to the pandemic, consumers are increasingly opting for gifting solutions that minimise contact, can be sent instantly, and enjoyed at a later date. Because of this, at least one in four gifts received over the coming months are likely to be digitally 'pinged' rather than posted. Digital gifting already represents 26% of total UK gift card spend according to GCVA research, with this figure predicted to rise sharply as people seek to manage their gifting from home.

The outbreak has also given rise to a brand-new gifting trend known as "sunny day gifting", referring to when a gift – usually a gift card – is purchased with the intention of being used at a later date once everyday life has returned to normal. This new means of gifting has already been adopted positively throughout the retail and hospitality industries, with consumers across the UK purchasing gift cards for their favourite shops, bars and restaurants, to support these businesses throughout the pandemic.

Gail Cohen, director general of the GCVA, commented: "As our need for safe, instant payment solutions has increased in line with the emergence of COVID-19, gift cards have emerged as the solution of choice.

"Gift cards' versatility makes them the ideal payment, engagement or reward method across a variety of scenarios and, as an industry, we want to ensure we are doing everything we can to be doing our part to keep the nation running and safe throughout these extraordinary times."

For more information, visit www.gcva.co.uk

Title: Giftware Review

Date: 30th April 2020

Link: <http://www.giftwarereview.net/news/1098-gift-card-industry-unites-to-keep-britain-running-during-covid-19>

DA: 24



Gift card industry unites to keep Britain running during COVID-19

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As the UK adjusts to life in lockdown, gift card providers have come together to provide solutions to a number of COVID-19 related issues, such as:



Supporting key workers and volunteers

A number of leading grocers, including GCVA members Asda, Sainsbury's and Marks & Spencer, as well as Tesco and Waitrose, have created specialised volunteer gift card solutions, offering volunteers a safe way to shop on behalf of the elderly, disabled and vulnerable who are less able to safely shop for themselves in lockdown.

With these cards, customers visit a dedicated web portal and select how much they'd like to spend on their weekly shop. A digital gift card containing this amount is then emailed to the volunteer shopping on their behalf, which can then instantly be spent in-store.

Furthermore, other GCVA members One4all and Motivates have both launched campaigns designed to recognise and reward key workers. The initiatives, called #NationsHeroes and #KeyToOurCountry respectively, have been created to celebrate key workers, such as NHS frontline staff, and those going above and beyond for their communities, with well-deserved nominees receiving a £50 or £25 gift card.

Feeding the nation

Through key supplier Edenred Ltd, as well as other providers, children that would usually be eligible for free school meals benefit from a national voucher scheme, which enables them allowing them to continue receiving free meals while schools remain closed.

Every eligible child is provided with a weekly shopping voucher worth £15, which can be spent at shops including Sainsbury's, Tesco, Asda, Morrisons, Waitrose, Aldi and M&S.

Through this scheme, schools temporarily unable to provide meals for collection or delivery can provide vouchers to families electronically, or as a gift card for those without internet access.

Gifts for loved ones in isolation

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"Gift cards' versatility makes them the ideal payment, engagement or reward method across a variety of scenarios and, as an industry, we want to ensure we are doing everything we can to be doing our part to keep the nation running and safe throughout these extraordinary times."

Matthew Collinge, head of gift cards at Asda, said: "At a time when so many of us are in need, it has never been more important for us to come together and support each other. Particularly now, it is crucial for people to be able to shop and pay for goods however is easiest for them, whether this be in-store, online or even through a trusted volunteer.

"People are turning to gift cards because of their proven capacity to offer this flexibility, and we are proud to have been able to leverage our industry knowledge and expertise to help feed the nation, support our brave volunteers and ensure everybody can continue to purchase the food and daily essentials they need."

For more information, visit www.gcva.co.uk