CHOOSE LOCAL

MAKE THE SWITCH



Corporate brochure 2026 - UK

TOWN & CITY GIFT CARDS

It’s easy to gift unbeatable local choice

Whether reward, incentive or thank you, give them **the only Gift Card that offers the big brands they know with the local businesses they love**. A Gift Card for shopping, eating out, pampering and leisure. For the things that they want and the things that they need. With Town & City Gift Cards, you can offer unbeatable local choice through one Gift Card.

And with our dedicated corporate order site, you can **effortlessly reward your people with physical or digital Town & City Gift Cards**. Ready to go digital? Send digital Town & City Gift Cards to multiple people at once, either immediately or on a future date, making it easier than ever to gift unbeatable local choice.



FOOD & DRINK

SHOPPING

HEALTH & BEAUTY

LEISURE

ACCOMMODATION

SERVICES

With a Town & City Gift Card in their hand, a journey of local discovery awaits. With freedom to spend their Gift Card where they choose, in one go, or a little here and there, Town & City Gift Cards cater for a wide variety of ages and interests. So whether they’re 18 or 80, this is a reward that they’ll love spending.

Find out more at: corporate.townandcitygiftcards.com

100+
programs in the UK

£69m+
spent in local businesses

120
big brands & indies to spend with
(on average)

Choose local. Make the switch

Organisations like yours are making the move to Town & City Gift Cards, offering a more meaningful reward for employees, customers and service users, and blending unbeatable local choice with a tangible cash injection into the local economy.

Town & City Gift Cards gather the best of local in one Gift Card - helping support local businesses and keep communities thriving. Here are 3 reasons to make the switch.

IT'S THE GIFT PEOPLE WANT

In 2026 Town & City Gift Cards research, 99% of people said that supporting local businesses is important and 97% would like to receive a Gift Card that can be spent with local independent and national businesses. Town & City Gift Cards make support for local simple.

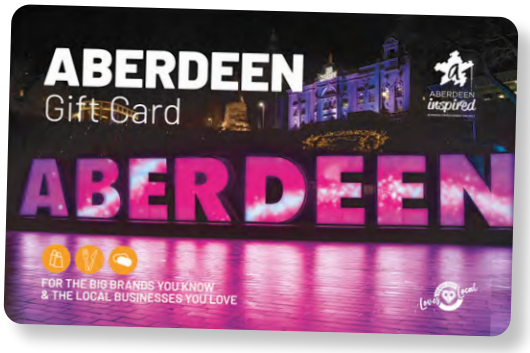
THE MONEY STAYS LOCAL

Choose Town & City Gift Cards, and know that every £1 you spend rewarding your people has to be spent in your community, meaning more jobs, greater prosperity and a stronger community.

YOU'LL BE A LOCAL HERO

From enhancing CSR efforts to supporting recruitment, there are so many benefits of choosing local for your rewards. And we're ready to celebrate every organisation that makes the switch to local.

"Our team was so grateful for the Aberdeen Gift Card. One team member went to M&S for her Christmas food instead of Tesco. A younger member of the team was delighted to buy new clothes for Christmas at Next and Zara. Another team member said she ended up buying more for her family. And another used her Aberdeen Gift Card for nights out over Christmas. Everyone in the team agreed that it was an ideal reward.



As organisations, we can tend to go to Amazon vouchers as the go-to reward but an Amazon voucher will usually be spent on something boring. Choosing your local Town & City Gift Card to reward your team is a good idea, and could enable them to buy something they actually want."

Fiona Wallis, MD of GRN Drilling

99%
of people are keen to support local businesses

98%
would prefer to receive a Gift Card (tax free) than cash through payroll (taxed)

98%
said it is important that the organisation they work for supports local businesses

Source, Miconex 2026 research with 1,000 organisations, employees and consumers

6 ways Town & City Gift Cards can elevate your R&I strategy



Recruiting Staff

49% of employers are worried about attracting the right talent. Use Town & City Gift Cards in employee referral schemes or as a new employee welcome to show your care for local.

Surprise and Delight

An unexpected Town & City Gift Card for anything from Easter to the start of summer can motivate your people and give them the means to treat themselves.

Retaining Staff

A perennial challenge for organisations, Town & City Gift Cards are the local choice for your retention efforts.

Financial Wellbeing

77% of people said the cost of living is a concern for them. Town & City Gift Cards can also be used in a practical way to buy food, fuel or anything else your people need.

Boosting Wellbeing

59% of employees said wellbeing was their top concern. Salons, gyms, swimming pools, attractions, your team can use their Town & City Gift Card to have a relaxing day out or time just for them.

Celebrating Success

From organisation milestones to targets reached, thank your team for their hard work in achieving success with a Town & City Gift Card they can spend locally.

98%

of organisations said supporting local was important when planning rewards/incentives

89%

of organisations said CSR has become more important to their organisation over the past 12 months

88%

of organisations said offering choice in their rewards and incentives was important

Source, Miconex 2026 research with 1,000 organisations, employees and consumers

Use the Trivial Benefits Allowance to help your team, tax free

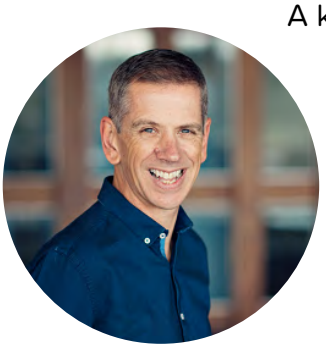


The UK Government's Trivial Benefits Allowance allows an organisation to give their staff a non-cash reward, such as a Town & City Gift Card, of up to £50 with no tax or national insurance to pay.

The Trivial Benefits Allowance can be used more than once a year as long as it doesn't become part of their regular salary.

Find out more: corporate.townandcitygiftcards.com

"The Trivial Benefits Allowance is a useful piece of legislation that allows organisations to gift staff a non-cash reward of up to £50 multiple times throughout the year. Gift cards like Town & City Gift Cards work well because employees treat them differently to cash. If you give staff and extra £50 in their pay, firstly they will pay tax and national insurance on the £50 so they will only receive two thirds of that, and secondly, it goes into their bank account and gets lost amongst all of the credits and debits, so they never really feel the benefit of it.



A key point to note when using the trivial benefit scheme is that it can't be linked to performance because it would be considered by HMRC as compensation as part of the employee's salary, and therefore taxable. Consider other reasons for rewarding staff, such as the fact they've been working hard, or because you want to use local Gift Cards to support your community.

Alasdair McGill, Ashton McGill Accountants."

CASE STUDY:

“It’s the biggest action we’ve taken for our city.”



As one of the UK’s largest web hosting companies, Fasthosts made the switch from Amazon to Town & City Gift Cards for their monthly Star Of The Month Awards as well as in one-off recognition for employees who have gone above and beyond.

By choosing their local Town & City Gift Card, the Gloucester Gift Card, Fasthosts ensures the money they spend on rewards goes back into the city. They were impressed with the range of businesses which accept the Gloucester Gift Card and liked the mix of big brands and independents.

As buying the rewards is something that Fasthosts Managing Director, Rupert Bedell, does personally each month, it has to be an easy system to administer.

Rupert found using the Town & City Gift Cards corporate website for the first time was as easy as Amazon, with staff receiving their digital Gloucester Gift Card by email – ideal for Fasthosts with their hybrid working environment.

“



Buying Town & City Gift Cards is as seamless as Amazon, it took me around 10 minutes to read the blurb on the Town & City Gift Cards website and look at the businesses which accept the Gloucester Gift Card. The process of ordering cards was identical to Amazon.

The real difference was how I felt afterwards, which was an enormous sense of satisfaction that we’d made a change that would have a tangible positive impact for our city this year. And our staff were really happy that we were moving to the card, and rooting the investment where it was needed most. As a leader, if you’re weighing this up, it’s no more hassle than Amazon but much more fulfilling to know you are investing the money where it’s needed, and your employees will thank you for it.

Rupert Bedell, Managing Director of Fasthosts,

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Further Case Studies

Why Siblings Nursery made the switch from M&S to Town & City Gift Cards



An independently run nursery business in Sunderland, Siblings Nursery decided to make the switch from M&S Gift Cards to the Sunderland Gift Card, part of the Town & City Gift Card initiative, for their team Christmas gifts to keep money in the city and support other business owners.

They love the choice that the Sunderland Gift Card offers, not only M&S but over 200 other businesses too including big brands and indies, across a range of sectors. Calling making the switch to local a 'no brainer', Siblings Nursery opted for digital cards as it suited the needs of their team.



Why Ideal Extraction switched from M&S to Town & City Gift Cards

Award-winning dust and fume extraction engineering company, Ideal Extraction, previously gave their team flowers or chocolates as a thank you gift and to celebrate workplace occasions, but made the switch to the Ilkley Gift Card to give staff more choice and show their support for Ilkley.

They utilise the Trivial Benefits Allowance to gift staff a £50 Gift Card multiple times each year, and find purchasing the Ilkley Gift Card easy. Staff love receiving the card, spending on everything from meals out to haircuts or new clothes, with big brands and independent businesses, and the ability to put money back into the town where they live and work.

How McDonald's led the way with staff rewards and incentives

McDonald's Leicester switched from Love2Shop vouchers to the Leicester Gift Card in a range of reward and recognition initiatives, including employee of the month, rising star and long service awards. As a large city centre employer with 450 staff, using the Leicester Gift Card helps them to play their part in driving footfall and spend in the city centre, leading the way by choosing local.





How the University of Dundee supported students

Cashless since the pandemic, switching from Tesco vouchers to the Dundee Gift Card gave the University of Dundee the means to easily distribute emergency funding to students, while supporting the local economy in Dundee. The switch gave their students increased choice, from the ability to top up gas and electricity meters to do their grocery shopping at a wide range of retailers, including big brands like Lidl.

Read all of our case studies online: corporate.townandcitygiftcards.com/case-studies

MICONEX

TOWN & CITY GIFT CARDS

Are you ready to be a local hero?

support@mi-cnx.com

corporate.townandcitygiftcards.com

Local spend, delivered