

Your invitation to join the



**GIFT
CARD**



What is it?

The Love Bristol Gift Card is free for all businesses within Bristol city centre to sign up to. Encouraging local spend, opening up gifting opportunities across the city centre, and supporting local businesses regardless of sector or size.

From the Left Handed Giant to Locked In A Room escape rooms, the Watershed cinema to Primark. Whether you're an independent business just starting out or a national chain looking to increase sales, the Love Bristol Gift Card scheme is for everyone.

'I encourage all business owners to get involved with their local gift card. It doesn't cost anything and it's very simple.'



How does it work?

Working like a loaded Mastercard, the physical gift card is simply swiped through your card machine or the digital card tapped like Apple or Google Pay, with no new equipment or technology needed. With no extra charges, the gift card operates under your standard Mastercard fees, making this a free scheme to sign up to.

What's in it for my business?

- On average, the user ends up spending 65% over the value of the gift card
- 50% of users discover new businesses when spending
- Provision of promotional POS materials, posting on social channels for increased reach and including your details on the website under where to spend to encourage redemptions
- Marketing campaigns throughout the year to support both the sale and spend of the gift card, including Christmas, Mother's Day, Teacher's Treats and Summer days out
- Use of the gift card in giveaways and competitions
- Use of local influencers throughout the year, who create content specific to spending the Love Bristol gift card, to their vast reach of followers
- Ongoing promotion of the corporate sale of the gift card as, with the trivial tax benefit, businesses can spend £50 per employee per gift card tax free.

'Being a part of the gift card is great exposure and encourages people through the door to try us, and then they are likely to become regular customers.'

'We've accepted a lot of trade through the scheme and it's allowed us to ensure we are opening our doors to more customers.'



Sign up today:



Find out more:



The Love Bristol Gift Card is brought to you by: Bristol City Centre BID, Redcliffe & Temple BID and Broadmead BID.

