

The East Lothian Gift Card
It's time to switch to local



TOWN & CITY GIFT CARDS



Make the switch to local



The UK b2b gift card market is worth **£5.6bn per annum**. 40% of staff have had a gift card in the last 3 years

What if we could get just 10% of that spent in East Lothian businesses instead of online?



About The East Lothian Gift Card



Ensures money stays local for longer: **boosting local businesses**, providing **economic stimulus**, protecting jobs and making communities stronger.

Over **130 independent businesses** registered to accept the East Lothian Gift Card

A reward scheme that benefits **your people** and **our local economy**.

A reward with **true purpose**.

A reward that shows your **support**.



Supporting local independent businesses



A gift card for shopping, eating out, pampering and leisure.

Unbeatable local choice through one gift card.



Trivial Tax Benefits



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Tax on trivial benefits

You don't have to pay tax on a benefit for your employee if all of the following apply:

- it cost you £50 or less to provide
- it isn't cash or a cash voucher
- it isn't a reward for their work or performance
- it isn't in the terms of their contract

This is known as a 'trivial benefit'. You don't need to pay tax or National Insurance or let HM Revenue and Customs (HMRC) know.

You have to pay [tax on any benefits](#) that don't meet all these criteria.

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

This limit for each employee is per gift and NOT per year.

Firms can use this scheme more than once per year as long as it isn't part of the employee's regular salary or contract.



Championing your local area, and being celebrated for doing it

Ashton McGill gives staff cost of living reward

Preston's BID encourages people to spend locally this Christmas and support Preston businesses

Gift cards are top of employee wish list for Christmas 2022

How is the cost-of-living crisis affecting what employees want from their benefits packages?

The colleges and universities putting local at the heart of student experience

NI businesses are encouraging organisations to support and shop local with their rewards and incentives this festive season

Government's trivial benefits a secret weapon for employees in cost of living crisis

Scottish care charity rewards staff with local gift cards

A reward with true purpose.

A reward that shows you support and care about where you're based and where your customers and employees live.

A reward that local and regional press and radio can talk about - like no other reward allows.



In Summary: Choose Local



Loved by employees
for maximum choice



Easy to use



A reward with
purpose built-in



Tax efficient



PR opportunities



Thank you

Request further information



Email: alex@mi-cnx.com
Visit: maxlocalchoice.co.uk

