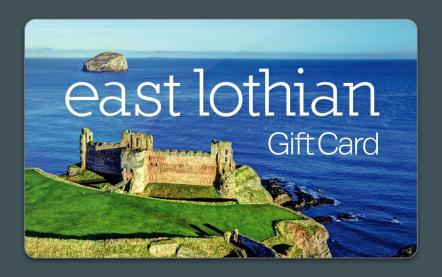
# The East Lothian Gift Card It's time to switch to local







#### Make the switch to local



The UKb2b 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

Areward scheme that benefits your people and our local economy.

Areward with true purpose.

Areward 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**



Home > Business and self-employed > Expenses and empl



#### 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 cont ract.

# Championing your local area, and being celebrated for doing it

Ashton McGill gives staff cost of living Preston's BID encourages people to spend reward locally this Christmas and support Preston businesses Gift cards are top of employee wish list for 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 feative 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



PR opportunities







Thank you

Request further information



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

