



Join the Tavistock Gift Card

What is the Tavistock Gift Card?

The Tavistock Gift Card is run by Tavistock BID who have covered the set-up costs through sponsorship and are committed to covering all the ongoing operational costs for the project on behalf of BID Levy Payers. There is **no extra cost to you** to join. The aim of the project is to offer a truly meaningful gift that keeps money in Tavistock and supports the local economy and jobs. The cards operate on the Mastercard system, so any businesses who accept Mastercard payments can accept it. It is simple to register and simple to accept. The gift cards can be purchased online at www.tavistockgiftcard.co.uk, in person at Lawsons Tavistock or pick up and load at home from all participating businesses.

Why should I sign up/ What's in it for me?

Add an extra revenue stream - 42.6% of gift card recipients made a one-off purchase at a new brand via a gift card and 21.7% said they had become a regular customer

It's free - no extra cost to your business to accept the card

It's easy to join - takes just a few minutes to join the programme

Increase footfall - research shows 15% of gift card recipients are new customers and 65% spend over and above the value of their gift card

Free promotion for your business on the gift card website and ongoing marketing of the card by Tavistock BID and free assets available for you to promote directly to your customers

Positive sentiment from customers as part of a programme designed to support local businesses and jobs

How do I sign up?

Registration takes moments. Do it yourself via the QR code or contact Tavistock BID who will call into the businesses and carry out a test transaction, sign a short form confirming your participation and within a few days you will be able to accept the Tavistock Gift Card. The transaction appears as a Mastercard transaction on the till roll. You will receive a confirmation email with support materials with more detail about the gift card, digital content to promote the card and for staff training, as well as promotional materials such as "Gift Card Accepted Here" sticker. Your business details will also appear on the Tavistock Card website showing customers where they can spend their card.



Sign up here

Or by clicking here:

<https://form.jotform.com/Miconex/universal-TCGC-UK-MPL-merc>

Tavistock BID carries out regular press and promotional opportunities to promote the gift card. For more details or to sign up your business please contact janna@tavistockbid.co.uk

