

Aberdeenshire Gift Card Q&A

The following questions and answers were given during the webinar:

Q1. How do I register more than one business premise?
If your business has multiple locations, there are no limitations to this. You would need to complete a form for each location, but you can register as many as you have.
Q2. How does the scheme benefit low-income households?
<p>The Council will be front-loading the gift cards for a disbursement scheme. We know there are approx. 11,000 young people and children living in poverty across the Shire so we will be pulling together this data and sending out cards right across Aberdeenshire to targeted households with low incomes. These will be posted out in January/February to help people at a time of year that is traditionally difficult. We will also be able to support individuals who maybe cannot get out to retailers to use the cards. Members of a lived experience group are helping to plan and market the campaign. The disbursement will put money into people's pockets, providing an opportunity to go out and buy local and explore businesses and services that they maybe wouldn't normally.</p> <p>From a business perspective these funds can only be spent via the gift card with Aberdeenshire registered businesses.</p> <p>Contact Annette Johnston, Tackling Poverty & Inequalities Coordinator: Annette.johnston@aberdeenshire.gov.uk</p>
Q3. How can we engage businesses?
<p>The team can attend Business Association meetings if that is helpful to talk about the scheme. Also, targeting businesses face-to-face has been a powerful way to explain the scheme. This can be time-consuming, so it is good to identify key businesses to start with and encourage businesses to spread the word amongst themselves. We also have explanatory letters and FAQs available to give out to businesses.</p> <p>Alison Pollock from E3 who provides a Business Support service in Aboyne, (another branch in Huntly with about 200 clients between them) offered to help share information with new and existing clients.</p>
Q4. Can you assist with marketing materials/information for our website?
Yes, we can provide materials, logos etc to promote the scheme.
Q5. Your focus seems to be on towns and town centres, will this benefit those businesses in other areas across Aberdeenshire?
<p>The Council does focus its work on town centres as a priority area, however the card is for the whole of the Shire and people will be receiving this card through the disbursement scheme across towns and villages. The card is also for all sectors not just retail, so tourism and hospitality venues are encouraged to get involved to broaden the appeal of the offering.</p> <p>The Aberdeenshire gift card is a part of the wider Scotland Loves Local campaign so there is opportunity to promote all types of businesses. Have a look at the Scotland Loves Local website to</p>

see examples of this. In Glasgow over 900 businesses have been supported through their disbursement scheme across all sectors.

There are lots of opportunities for different offerings, days out with families for example have been well taken up so it's a programme for all.

Q6. Can the card be used online if you don't have a physical presence?

Any business in Aberdeenshire area can participate (at the discretion of the local authority) if the business can take Mastercard payments for online transactions. The cards are pre-paid Mastercard's so have a normal 16 digit number, expiry and CVV on them. The main exclusion is that we do not want large online only operators to take part.

Q7. When will the branded cards be available?

We are looking to have this in place for year 2 of the scheme, so hopefully in the next few months. Our creative team are currently working on a design to help it stand out more on the marketing materials and to celebrate the Aberdeenshire brand.

Q8. How can I hold cards in my store?

Businesses hold stock through the 'Hold this Card' option. This operates as a 'Collect and Click' system. Customers can visit the store and pick up the card which is in an envelope. This envelope has the details on it for how to load the card, so the member of staff just hands over the envelope. There is no need for training – you hold the cards, share the word, and give them out when people come in.