

# HOW CAMBRIDGE DRIVE £100,000 IN GIFT CARD SALES EVERY YEAR

Program Name: Cambridge Gift Card

Client: Cambridge BID

Launch Date: 6th August 2018



We introduced the Love Cambridge Gift Card to drive footfall and lock money into the Cambridge BID area and that is exactly what it has done. The Love Cambridge Gift Card retained over £100,000 in the local economy in 2021, 2022, 2023 and 2024, money that is ring-fenced for local businesses and has to be spent in person here in Cambridge. That is a very powerful message.



**Helen Hames**  
Director of Destination

## Why they launched a program

Cambridge BID were looking for a solution to drive footfall and spend into the city, providing measurable and tangible support for a range of businesses in the BID area.

## Benefits

Alongside ring-fencing money into the city, Cambridge BID found that the Love Cambridge Gift Card enhanced awareness and understanding of the overall Love Cambridge brand. With a card in their hand, people were more likely to explore new businesses, enhancing their overall experience in the city. The program gave the BID a product through which they could talk to businesses, and provide them with a tangible means to support local.

Who bought Gift Cards?



Where were Gift Cards purchased?



What type of Gift Cards were purchased?





# HOW CAMBRIDGE DRIVE £100,000 IN GIFT CARD SALES EVERY YEAR

## Challenges

Cambridge BID were keen to ensure that the Gift Card was suitable for a wide range of uses and demographics, onboarding a wide variety of businesses across sectors and regularly returning to the proposition of the card viewed through a lens of different age groups and purposes. This work supported the BID's corporate focus for the Gift Card, including a hugely successful annual corporate cash back promotion whereby firms receive 5% 'cash back' in the form of Gift Cards for orders over £1,000, driving sales each year.

## Opportunities

In 2023, Cambridge BID collaborated with non-profit, Pay It Forward, to support those experiencing homelessness using the Love Cambridge Gift Card. Cards were distributed via local charities to those in need, enabling service users easy to use, practical support, from buying food and drink to clothes for interviews or household items in a first tenancy.

**£690K**

Local  
Spend  
Delivered

**£49.40**

Average card  
load value  
2024

**175**

Businesses  
Benefitting

## HOW ABERDEEN BECAME THE NO. 1 LOCAL GIFT CARD IN THE UK

£800,000 of local spend delivered in 2024. Over 300 businesses and 40% year on year growth in 2024, we explore how Aberdeen Inspired has successfully enhanced availability of their Gift Card with in person sales, introduced a self-service kiosk to sell their card, and cracked the corporate market. [Read more.](#)



## HOW ENNISKILLEN ACHIEVED £1 MILLION IN GIFT CARD SALES

The first Town & City Gift Card in Northern Ireland, we find out how this small town of 14,000 people made its Gift Card integral to the community using clever marketing, harnessing local pride and building strong relationships with corporate businesses. [Read more.](#)



## HOW SUNDERLAND BID DELIVERED £410K LOCAL SPEND

From a mission to drive footfall and spend, we look at how Sunderland BID put accessibility and choice firmly on the agenda, for their Gift Card, collaborating with a local shopping centre, capitalising on the trend for digital and making their card convenient to buy with sales points across the city and Load This Card. [Read more.](#)



mi-cnx.com

MICONEX