

# HOW SUNDERLAND BID DELIVERED £410K LOCAL SPEND

Program Name: Sunderland Gift Card

Client: Sunderland BID

Launch Date: 19 November 2020



Launching your own Town & City Gift Card is one of the easiest and most cost effective ways to prove a BID's worth, showing the monetary return on investment for BID levies. Businesses are very receptive to the idea as they can physically see money coming in.



**Sharon Appleby**  
Sunderland BID Manager

## Why they launched a program

Launching their own Gift Card was always a priority for Sunderland BID to support their businesses but it became more important in the pandemic as part of its wider mission to revive its high streets, drive footfall and sales in the city, and encourage collaboration. The Gift Card was integral to the BID's Levelling Up strategy, working alongside Sunderland Council and local traders' associations.

## Benefits

Sunderland BID were keen to support the city as a whole, rolling out the Gift Card to city neighbourhoods, helping them to feel more connected to the city and significantly impacting outlying areas. Businesses say the Gift Card helps everyone to work together for the benefit of the city.

Who bought Gift Cards?

Organisations

Individuals

Where were Gift Cards purchased?

In person

Online

What type of Gift Cards were purchased?

Physical

Dig.





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## Challenges

Accessibility and choice were key for Sunderland BID. They attracted a wide range of sectors to their card, reflecting a variety of price points to suit all needs. In 2022, they collaborated with The Bridges Shopping Centre bringing a range of new nationals on board, and worked alongside Miconex to introduce a digital version of the card plus sales points across the city - all boosting sales. In 2024, the BID introduced a Click and Collect option, giving people the chance to buy online and collect from the BID office - enhancing accessibility further.

## Opportunities

Sunderland BID has capitalised on demand for Gift Cards from a wide range of organisations. Corporate firms rewarding staff has enabled strong repeat year on year growth for the program, including significant repeat orders from Sunderland based Ocado. Sunderland Council used the card to support families in need in the festive season and charities use the card to distribute funding and boost hyper local economies. Strategic marketing and PR alongside involvement in Miconex led campaigns has kept the Sunderland Gift Card front of mind throughout the year, building awareness, interest and adoption.

**£410K**

Local  
Spend  
Delivered

**5097**

Cards sold in  
2024

**200**

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 CAMBRIDGE DRIVE £100,000 IN GIFT CARD SALES EACH YEAR

Driving footfall and spend was key for Cambridge BID when introducing their Gift Card. Discover how they put customer proposition to the forefront, embraced corporate incentives and collaborated with city non-profits to support those experiencing homelessness.

[Read more.](#)



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