



COMMUNITY PLANNING WEST DUNBARTONSHIRE

Report by the Chief Executive - Dunbartonshire Chamber of Commerce

CPWD Management Board: 21 June 2022

Subject: Scotland Loves Local: Gift Card Scheme

1. Purpose

- 1.1 The purpose of this item is to highlight the Loves Local Campaign and associated Gift Card and to encourage its promotion by partners of the Community Planning Management Board.

2. Recommendations

- 2.1 It is recommended that the Management Board note the report and contact Damon Scott at Dunbartonshire Chamber of Commerce for further information.

3. Background

- 3.1 The Love Local Gift Card in West Dunbartonshire was highlighted at a meeting of the Management Board and this report contains further information of interest to partners.
- 3.2 The Scotland Loves Local Gift Card is the innovative new way of keeping spend local for longer in every community and region across Scotland. In West Dunbartonshire it is being supported by West Dunbartonshire Council and being promoted by Dunbartonshire Chamber of Commerce who have been leading the Loves Local Campaign to promote our high streets and support our local economy, jobs and communities. Disbursement of funds to lower income families and creation of a local currency through this initiative supports positive outcomes for community wealth building.
- 3.3 The card has been launched recently in West Dunbartonshire to help communities #ChooseLocal and works in very much the same way as a store gift voucher. The big difference is that, as it is rolled out, it will be accepted by all of the businesses that sign up to participate in West Dunbartonshire – from local independents to big high street brands.

4. Main Issues

4.1 Loves Local Campaign Activity has included:

- Development and curation of dedicated websites for each of the towns in West Dunbartonshire (Alexandria, Dumbarton, Clydebank & Balloch)
- Themes developed to tie in with key trading periods/opportunities across the year (Christmas, Valentines, Mothers Day, Easter, Fathers Day).
- PR campaigns and distribution of campaign information to all local press and digital publications
- A successful partnership with the Community Advertiser has been established to promote the core Loves Local messages, incorporate branding and to help promote #ChooseLocal.
- Desk research & Telemarketing to identify businesses with card payments
- Multiple in-person visits to businesses within each of the towns
- Promotional Activity Via Social Media channels established for each town (Facebook, Instagram, Twitter)
- Regular inclusion in Dunbartonshire Chamber of Commerce enews

5. People Implications

5.1 N/a

6. Financial & Procurement Implications

6.1 Partners are able to share existing published information

7. Risk Analysis

7.1 N/a

8. Equalities Impact Assessment (EIA)

8.1 Promotions are online and via hard copy / flyer posters.

9. Consultation

9.1 N/a

10. Strategic Assessment

10.1 The Loves Local Gift Card provides an opportunity to retain spending in West Dunbartonshire. This contributes to aims of Community Wealth Building.

Name of report author Damon Scott

Designation of report author Chief Executive - Dunbartonshire Chamber of Commerce

Person to Contact: Damon Scott, damon@dunbartonshirechamber.co.uk

Appendices: Web links to further information

Background Papers: None

Wards Affected: All

Appendix: Web links for further information

Buying the Gift Card (consumers)

<https://scotlandgiftslocal.com/>

Business sign up:

<https://lovelocal.scot/giftcard/>

FAQs for businesses:

<https://lovelocal.scot/faqs-merchants/>