

Corporate case study: Ashton McGill

About Ashton McGill

Ashton McGill is a Dundee based accountancy firm which began using Town & City Gift Cards in January 2023 to help their staff during the cost of living crisis.

Founder Alasdair McGill, who is also Entrepreneur in Residence at the University of Dundee, told us more:



What are your key objectives for your employee rewards/incentives?

“Ashton McGill works with around 170 businesses in the UK. Innovation and encouraging businesses to think differently to meet current challenges is a focus right now, and one topic that comes up a lot in conversations is support for employees with the cost of living. An increase in salary is one option, however, this also means an increase in national insurance, which some firms can't afford to do.

“Companies are becoming more aware of the trivial benefits scheme which allows an organisation to give their staff a non-cash gift, such as a gift card, of up to £50 with no tax or national insurance to pay. This is a really useful piece of legislation that firms can use to support their staff as costs rise. Contrary to popular belief, the £50 limit for each employee is per gift rather than per year.

“In theory, firms could utilise the trivial benefits scheme more than once a year if needed as long as it didn't become a part of the employee's regular salary or contract. It's also worth bearing in

mind that company directors are limited to £300 per year through the trivial benefits scheme, so the equivalent of 6 x £50 gift cards.”

What rewards/incentives does Ashton McGill offer?

“From January 2023, alongside a pay rise, we’ll give £50 Town & City Gift Cards to our team as an extra layer of support. As they are based all over Scotland, our staff can choose a gift card that is relevant to where they live, such as Dundee, Perth or Inverness. This allows us to localise the benefit we’re offering. The choice factor was important to us too, as staff can spend their gift card in many different outlets. Our staff are our biggest asset, so we have to look after them.

“Wellness is a big priority for employees now too, and there are various ways for organisations to meet the wellness needs of employees. At Ashton McGill, we offer a monthly self-care allowance, which staff can use to boost their wellness, from a massage to a new book. Town & City Gift Cards could also be used in employee wellness programmes.”

Why did you choose Town & City Gift Cards?

“If you give staff a cash bonus of £50 in their salary, not only do you have the tax and national insurance implications, the money goes into the general salary pot for the employee. A gift card, on the other hand, is more meaningful. It’s something that employees have in their hands, or on their phone, to physically buy what they need. And with the Town & City Gift Card, it’s a push to explore their local area and support local businesses.

“We need to make our places attractive, exciting and vibrant places to live and work, and I believe that employers have their part to play in that. We might think that towns and cities are suffering now but without intervention and support, we could lose many more local businesses. A Town & City Gift Card is a great way that we can look after our employees, and ensure the benefit we give stays in the local economy, driving footfall to our Scottish towns and cities.”

How have you used Town & City Gift Cards

“We ordered the Perth Gift Card plus cards for Dundee and Inverness online with delivery to the office. The ordering process was smooth and the cards arrived quickly, and all ready to go. We’re distributing the cards at regular occasions throughout the year, in between pay days to give staff a little extra to support them during the cost of living crisis.”

What feedback have you received?

“Our team have really appreciated the gift cards because it has given them a chance to spend money on the things that they’ve maybe cut back on, including the little treats like a coffee during the work day or a meal out, as well as the practical things like groceries. As a business, knowing that we can offer staff additional support and ensure the money we spend is going back into the local economy, is a real positive.”

To find out more and to place a Town & City Gift Cards business order, please visit:
<https://corporate.townandcitygiftcards.com/>