

Corporate case study: McDonald's, Leicester

About McDonald's, Leicester

Angus Fraser is franchisee of 4 McDonald's stores in Leicester. Angus told us more about how and why they use the Leicester Gift Card to reward and incentivise staff.

What rewards/incentives do you offer?

"Rewards and incentives are a huge and important part of the employee proposition. People want to be acknowledged and rewarded for doing a good job. We have various initiatives for staff from employee of the month or quarter to rising star and long service awards across our 4 McDonald's restaurants in Leicester.

"In the past, we used Love2Shop vouchers for our staff as a thank you, however, as most of our team live and work in Leicester, it made sense for us to start using the Leicester Gift Card instead. It's good for our team to see that we're actively supporting the city through our rewards and incentives, and the Leicester Gift Card is an easy way for us to provide a valued reward."

Why did you choose Town & City Gift Cards?

"It's all very well for businesses to buy Amazon vouchers for their staff rewards but the benefit of the Leicester Gift Card is that it feeds into our city centre. As a large city centre employer, it's important for us to encourage our staff to spend locally as part of our corporate social responsibility efforts. Of our 450 staff, perhaps around 25% of those wouldn't regularly shop in the city centre, but having the Leicester Gift Card as a thank you encourages them to do just that. Many of our staff are younger and have grown up with online shopping as the norm but the card gives them an incentive and a reason to shop in the city.

"Our use of the Leicester Gift Card is our small contribution to encouraging footfall and spend in the city centre but imagine if every organisation made that choice. The more employers choosing to support local through the Leicester Gift Card, the greater the impact for Leicester. The element of choice is also really important and there is more than enough choice on the Leicester Gift Card for my team."

How did you use Town & City Gift Cards?

"The process of ordering the Leicester Gift Cards through Miconex has been very simple and straightforward. We buy a set amount and then use the cards as they're needed across the month or quarter.

"We know that if we give staff a £25 Leicester Gift Card, they might spend £30 in total and this initial spend and overspend is hugely beneficial for Leicester businesses of all types and sizes,

and I'm equally happy to see the money spent with nationals or independents because a thriving city benefits us all. The range of independents in Leicester is one of our USPs as a city; they help to differentiate us from other places and encourage people to visit us over other towns or cities."

Do you have any advice for other organisations?

"As responsible businesses, we need to support the city where we operate and local gift cards, like the Leicester Gift Card, make that possible. And I think it's especially important for large businesses and brands to be leading the way by choosing local with their rewards and incentives. Switching from generic gift cards to your local Town & City Gift Card is a no-brainer."

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