



## **High Wycombe 'Keep Spend Local' Brief**

### **Introduction:**

HWBIDCo is a dynamic not-for-profit organisation which exists to represent town centre businesses in High Wycombe and run events, activities and projects that are innovative and make a difference to the trading environment ensuring that the town centre is a vibrant, fun and safe place to work, visit and shop.

High Wycombe BID is currently in its third term which began 1<sup>st</sup> October 2022, the BID is made up of approximately 675 levy paying businesses that are located within a zoned area of High Wycombe town centre.

HWBIDCo Ltd is looking to introduce a MyWycombe Gift Card Programme for businesses across the BID area, designed to lock in spend, drive footfall and stimulate additional economic activity over an initial 3-year period Sept 2023 – 2026.

Management and delivery of the scheme is required for a 4 year period to cover the 1 year run off period, to allow any outstanding active vouchers in circulation to be redeemed.

Keeping spend local and customer retention are really important themes for town centre businesses and we are looking for a Giftcard scheme that enables businesses to:

- 1) Ring fence funds to the BID area
- 2) Supports businesses in promoting themselves
- 3) Raises awareness of all that is on offer in the town
- 4) Provides an opportunity for members of the public to access seasonal discounts and offers

### **Scope of service required**

The Gift Card must be a “closed loop” solution - limited to businesses who are located within High Wycombe BID area, locking money into the local economy whilst driving footfall and encouraging additional spend. The Gift Card which will be pre-loaded with money allowing the recipient to spend in participating businesses located exclusively in the High Wycombe BID area, helping to lock in spend to the local economy.

A further extension of the MyWycombe Gift Card Programme may be required for a further period pending the success and delivery of the initial programme and the availability of budget.

The MyWycombe Gift Card Programme should be developed and delivered based on the following, and as a minimum, the support services must include:



1. Be operational for September 2023
2. The Management Agent will be required to design, develop, deliver and manage the MyWycombe Gift Card Programme.
3. The gift card must use an existing Mastercard or Visa secure network so that any business who accepts debit/credit payments can participate, with no additional cost to that business. The Management Agent must ensure that their Banking arrangements facilitate the programme and must have a secure webpage for payment gateway.
4. The receiving merchant should not be charged any fees or commission for accepting the gift card.
5. The Management Agent must provide an Apple, Google and Samsung PAYs Digital Gift card.
6. Management Agent must provide support and guidance to the BID to help get businesses signed up to participate on the High Wycombe Gift Card Programme, to include training, materials, dedicated support and regular updates on best practice. The card must only be redeemable within registered and participating businesses operating within the High Wycombe BID area.
7. Management Agent must provide support and guidance to BID to develop, promote and launch a MyWycombe Gift Card Programme brand identity, in line with BID's marketing and communications policy. Including the design, print and supply of 5,000 unique recyclable MyWycombe Gift Cards and all additional promotional materials across all media channels, to include print, in-store, online, social and press.
8. Management Agent must provide appropriate ongoing training and management support for the length of the programme to help BID improve and grow the High Wycombe Gift Card Programme.
9. To attend regular meetings with the BID to ensure compliance with BID's requirements.
10. The system must facilitate all the requirements around managing and auditing its own prepaid gift card system for registered and participating businesses
11. Cards must have the facility to be used for more than one transaction, at more than one participating business, until the face value is exhausted.
12. Management Agent must provide all relevant monthly usage or other reports as requested by BID.
13. Full Hosting, Licensing, Setup, Management and Maintenance of an ecommerce platform to sell the gift cards to include online payment processing fees.
14. The Management Agent must provide an inclusive fulfilment service to load, pack and post gift cards ordered via the ecommerce platform. This includes orders from consumers and corporate customers.
15. Management Agent must provide the ability for additional sales points located in BID facilities.
16. Management Agent must ensure that sufficient funds are always available to load cards.
17. Management Agent must provide training, resource, and ongoing support to aid registering businesses to accept the gift card. Seven day a week call centre support for



card holders and participating businesses on any related queries regarding the High Wycombe Gift Card programme.

18. A minimum of 7 full day's assistance to recruit the first wave of businesses prior to launch of the MyWycombe Gift Card Programme and on a 6 monthly basis thereafter.
19. Any system holding personal data must be in compliance with the data protection regulation 2018, the data must be stored preferably in the UK (and at the least in the EA European Area). Data held off site by third parties must demonstrate compliance of GDPR and the technical security controls to protect personal data to allow the BID to manage its data in compliance of the regulations in a secure manner.

Please demonstrate the following:

- Experience of operating in the Giftcard & Customer loyalty sector with a team and representatives with experience and knowledge of working with town centre businesses.
- Detail on relevant experience of the operational team and their knowledge of BIDs and projects they have personally delivered in their role with BIDs. Whenever possible, contact will be made with other BIDs to ascertain if said supplier has been used and degree of satisfaction.
- Please therefore provide 3 recent (within 6 months) references of similar programmes delivered with BIDs and their outcomes for both identified and realised member savings.

For further information please contact [melanie@hwbidco.co.uk](mailto:melanie@hwbidco.co.uk)