

Dear [relevant person or organisation name, e.g. local mayor]

I am writing as [job title], of [BID/Chamber/LA department], which is based in your local area here in [town/cityname]. [One line overview of your BID/Chamber/LA department, including details of your Town & City Gift Card program and impact in terms of money locked into the community].

We are a member of the [Gift Card and Voucher Association \(GCVA\)](#) and supporter of their [It's Not Trivial](#) campaign. The campaign is calling for a targeted intervention from HM Treasury, asking them to uprate the Trivial Benefit Allowance (TBA) in this year's Autumn Budget. The Government has a powerful, low-cost lever at its fingertips – one that could unlock millions in local economic activity, support small businesses, and help workers manage the cost of living – including here in [town/city name].

The TBA, introduced in 2016, allows employers to provide small, tax-free, non-cash gifts (such as gift cards) to employees. However, the £50 limit has not increased in nearly a decade and has lost more than 20% of its real value. We're calling on the Government to uprate the allowance to £1,500 annually, enabling employers to give up to five gifts per year. This would restore the scheme's relevance and unlock a range of benefits in line with the Government's priorities. In particular, the increase in the TBA would enhance the impact of the [Town & City Gift Card program name], helping us to lock even more spend into our local economy

Reforming the TBA is a small change, delivering a big impact to both employees and businesses:

- **Supporting economic growth** – 86% of consumers spend more than the value of a gift card when they redeem it, driving local consumer spending.
- **Helping with the cost of living** – 83% of employees prefer a £50 gift card tax-free vs £50 cash taxed through payroll; gift cards put meaningful, tax-free support into workers' hands.
- **Improving employee wellbeing and productivity** – 69% of employees think their employer could improve incentives and 50% don't feel valued;

providing firms the tools to better support their employees is key to improving worker happiness and boosting productivity.

- **Offering excellent value for money to the Treasury** as a proven, high-return measure.

There is international precedent for the potential benefits such a change could make. In Ireland, the Small Benefit Exemption (SBE) has been embraced and was lifted to €1,500 in 2025. Last year, one Town & City Gift Card scheme in Letterkenny generated €7 million in sales – 80% of which came from employers. Similar UK Town & City Gift Card initiatives under the current £50 cap, generate only a fraction of that impact. Enniskillen, just over the border in Northern Ireland, for example, saw gift card sales generate £228k in 2024.

I would be delighted to meet with you to share more about the campaign and the positive impact it could have in [town/cityname] in relation to the [name of your Town & City Gift Card program] and hopefully secure your support for the uplift. The GCVA is currently developing new economic modelling to evidence the impact of uprating the allowance further. We would be happy to arrange a site visit or meeting to showcase the local impact that gift cards have, and provide personal testimony to the benefits a TBA uplift would bring for our community.

Please let us know if you would be open to a meeting to explore how we can work together to push this simple but powerful change forward.

Kind regards,

[Your Name]

[Title], [BID/Chamber/LA department]