

SHEFFIELD CITY CENTRE GIFT CARD

USER GUIDE FOR PARTICIPATING VENUES

What your business needs to know

Can my business accept the Sheffield Gift Card?

Yes, so long as your business has pre-registered to join the scheme and accepts Mastercard as payment.

Why Mastercard?

The Sheffield Gift Card is a pre-loaded payment card administered through the global card solutions provider EML using the existing Mastercard payment infrastructure.

Who else accepts the card?

Over 90 businesses here in the city centre now accept the Sheffield Gift Card. The full list of venues can be found at www.sheffieldgiftcard.co.uk/where-to-spend

Is it free to join the scheme?

Sheffield BID does not charge businesses in the city centre to join the scheme. It is Sheffield BID that underwrites the costs of operating the gift card platform.

Registered businesses will be charged a processing fee by their merchant provider in the same way that the provider charges for normal debit or credit card transactions.

Why do we need a city centre gift card?

With a custom gift-card programme for the city centre, Sheffield BID can help keep the spend local to city centre businesses, helping to boost the economy by attracting new customers and more business.

As a business we provide our own gift cards. Why do we need to accept the city centre gift card?

There is no obligation to register to accept the gift card. Many businesses – including independents and high street brands – see the value of a place gift card and have already signed up. The card works in the same way as accepting payment using a debit or credit card so why not get your share of the growing number of cards now being redeemed in Sheffield city centre? The greater choice consumers are given, the more cards we can sell to support the city centre.

Does my business need to sell the gift card if I register to accept it?

No. The card is sold online at www.sheffieldgiftcard.co.uk. There is also a dedicated sales point in the city centre at Unit 1, Surrey Street, next to the Winter Garden.

I'm registered on the scheme but have just upgraded my payment system. Do I need to re-register?

Yes, it's best to tell us if this happens. We've experienced several instances where gift cards have been rejected because the business has a different set of IDs to those originally registered on the gift card platform. These issues are easily resolved, and the customers compensated.

To ensure the customer experience remains strong please do let us know in advance of any changes to your payment system that might impact on the card.

Can my customers redeem the gift card on my website?

No. The gift cards cannot be redeemed online.

What if I replace or install new terminals?

Please contact Sheffield BID so that we can register the replacement or new terminals.

As my business already accepts Mastercard, am I obliged to accept the gift card anyway?

The gift cards are private label and not Mastercard branded. This means that no business is obliged to accept the cards just because they accept Mastercard in general. However, once we have set you up on the Gift Card platform and included you in our "where to spend" directory then Sheffield BID expects that you will ensure that all staff are aware of your acceptance of the card.

What your staff need to know

How do I take payment from the gift card?

The gift card doesn't operate as a pin and chip or contactless card. You need to swipe the card.

I've swiped the customer's gift card, but it has been declined.

The gift card may be declined if there aren't enough funds on the card to cover the full payment.

Can I accept the card as part payment or goods and services?

Yes, the value of the card can be redeemed against a higher purchase value and the customer can pay the balance by an alternative payment method.

The customer doesn't know how much is left on the card.

It's the customer's responsibility to check that they have enough funds left on the card to cover payment (in full or in part). Customers can check the balance of their cards at:

www.sheffieldgiftcard.co.uk/check-balance

Customers with the new-style gift cards will also find a 24-hour balance enquiry number on the reverse of their cards.

The customer has checked the balance which should be enough for the purchase, but the card still isn't working

Customers experiencing problems with their cards should email info@sheffieldgiftcard.co.uk for assistance. Customers with the new-style gift cards will also find a 24-hour customer support number on the reverse of their cards.

My business is registered but my payment terminal keeps rejecting the card

Only terminals registered on the gift card platform will be able to process the Sheffield Gift Card. When we registered your business, the test transaction provided data on the merchant ID and acquirer ID. If your business has several payment systems using different IDs this may explain why a terminal has rejected a card. We take all reasonable steps to check this with the business during the registration process. Any issues are easily resolved if we are made aware of problems.

What your customers need to know

New style cards

If the customer has a new style card that looks like this (without a number on the front) ... they can ring the balance enquiry line on 0114 399 2508 or the Customer Support helpline on 0114 399 2509 or they can visit www.getmybalance.com.



Old style cards

If the customer has an old-style card that looks like this with a number on the front ... they can email info@sheffieldgiftcard.co.uk for assistance and they can look up their card balance at: <https://www.sheffieldgiftcard.co.uk/check-balance/>



Old-style cards remain valid but are no longer issued. However, there are still a small amount of these cards in circulation until their expiry date.

Where can customers buy the gift card?

The gift card can be purchased online at www.sheffieldgiftcard.co.uk or in person at:

Sheffield BID
Unit 1, The Winter Garden
Surrey Street
Sheffield
S1 1LH