

Frodsham Town Council Community Committee - 9 April 2019

Take-up and operation of the over 70s voucher scheme 2018

Take-up of the scheme

The scheme this year was delivered within the budget of £12,000.

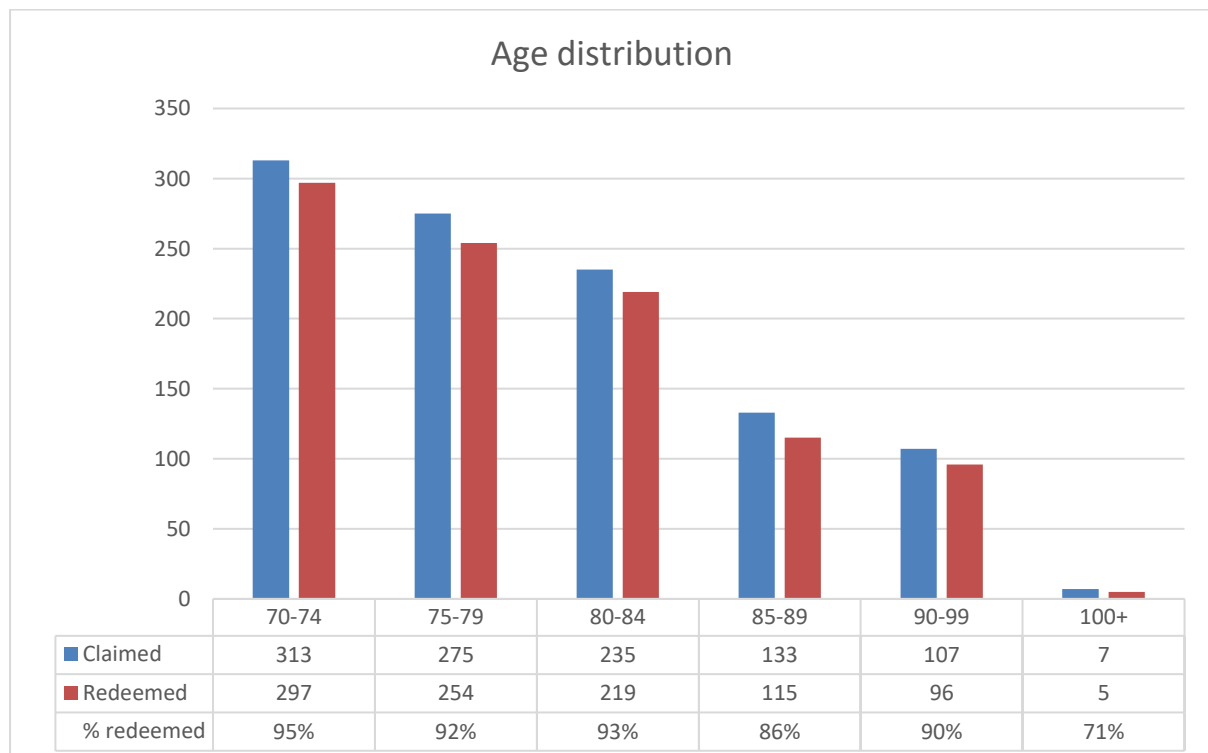
£9,860 was disbursed to organisations redeeming the vouchers. A further £140 was spent on printing the vouchers and posters, and £250 was paid to Frodsham Life for a half-page advertisement.

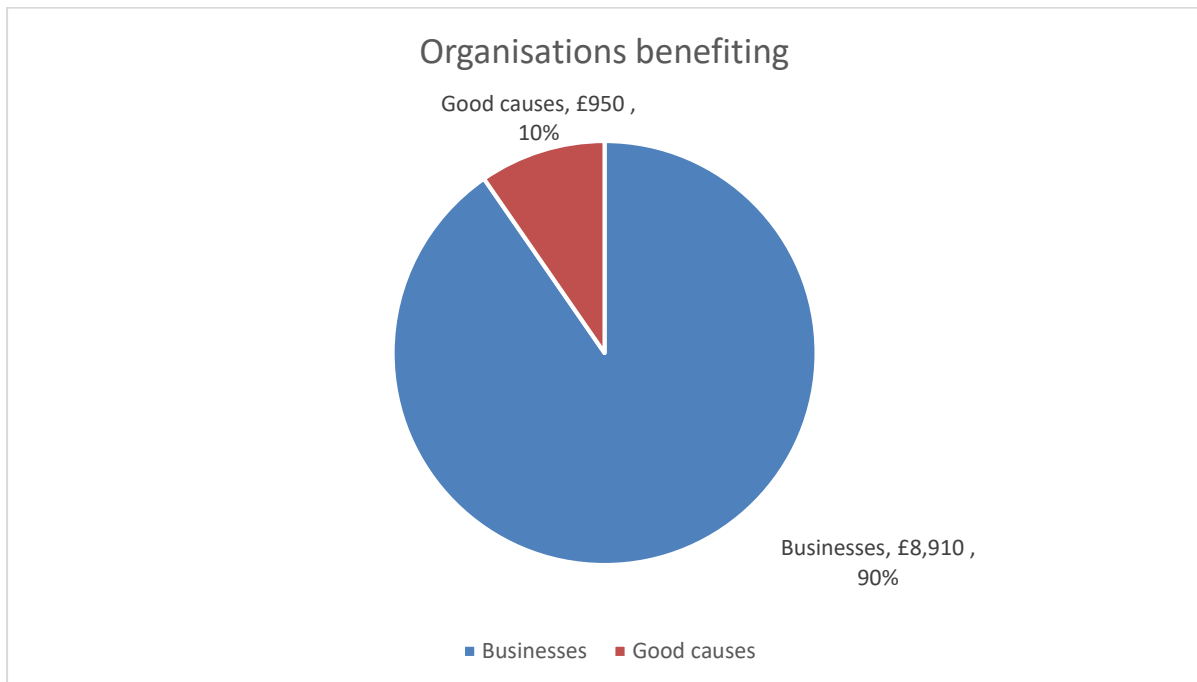
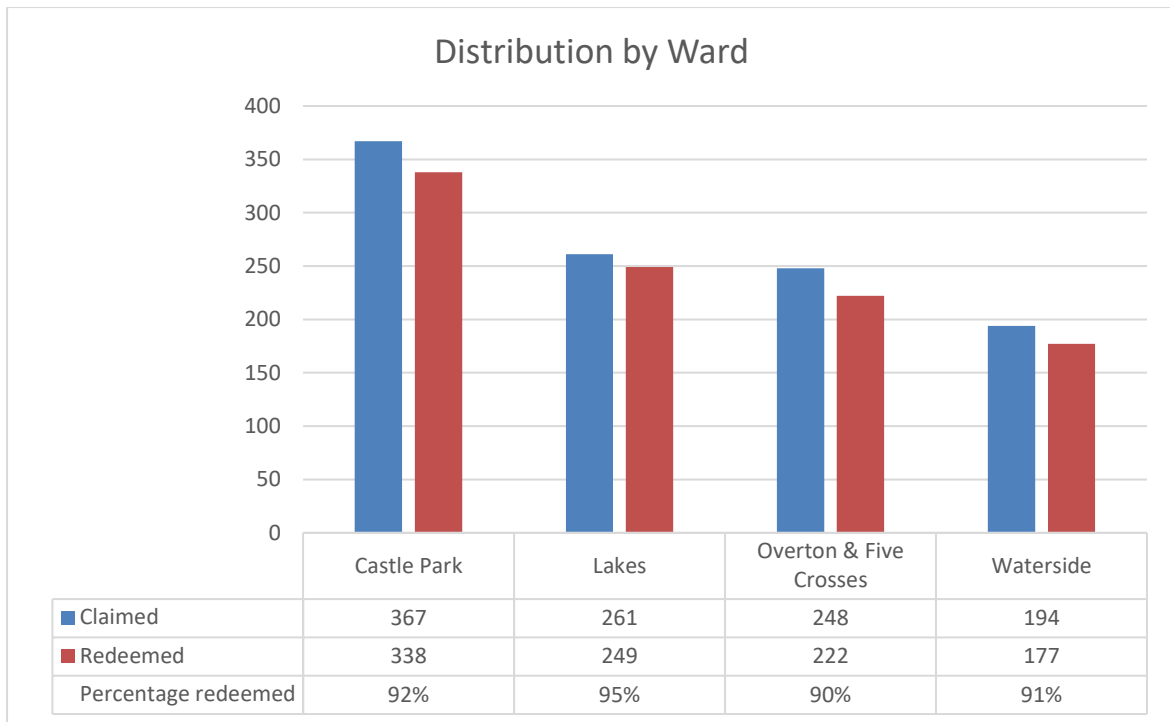
1,070 vouchers were issued and 986 (92%) were redeemed. This represents an increase of 19 (2%) on last year. The redemption rate is the same as last year.

26 (31%) of those not redeemed had been issued to residents in sheltered accommodation or care homes.

Where did the applications come from?

Of the 812 voucher applications forms received, 243 (30%) came from the form printed in Frodsham Life – the remainder were from printed forms available from local outlets and councillors.





Where were the vouchers redeemed?

25 businesses accepted the vouchers in 2018, compared with 27 last year. Participating good causes remained at 6.

Businesses

HE Coward Butchers	£3,720
Ring 'O Bells	£790
Top Shop	£500
Devonshire Bakery	£470
Flowers by Jenny Penny	£440
Top Marks	£430
Home and Beauty	£330
The Cottage Teashop	£330
Alan Pickup Butchers	£280
Hales Fruits	£240
Robert Gleave & Sons	£240
St Hilda's Drive Post Office	£200
Paws & Claws	£180
Overton Village Store	£150
Dandelion Gifts	£120
4 Seasons 4 Food	£90
Millmark Foods	£90
Les Harris Jewellers	£80
Celebrations	£60
DRB Jewellers	£50
Brew + Tucker	£40
Frodsham Coffee Shop	£40
Browsers Bazaar	£20
No. 5 The Barbers	£10
Peers Hairdressing	£10

Totals £8,9100

Good causes

St Laurence Parish Church	£310
Frodsham Community Association	£170
Halton Haven Hospice Shop	£160
Will to Work Workshop	£160
Frodsham & District Stroke Club	£80
4th Frodsham Scout Group	£70

£950

Learning point

Several voucher recipients have sent their vouchers directly to the Council to donate to good causes, claiming that they didn't know how to donate the vouchers directly to the good cause. It's suggested that next year, good causes be asked to provide information as part of their application detailing members of the public can donate.