

**Frodsham Town Council
Policy, Process & Revenues Committee - 25 April 2022**

Final Report on Over 70s Christmas Gift Voucher Scheme 2021

Take-up of the scheme

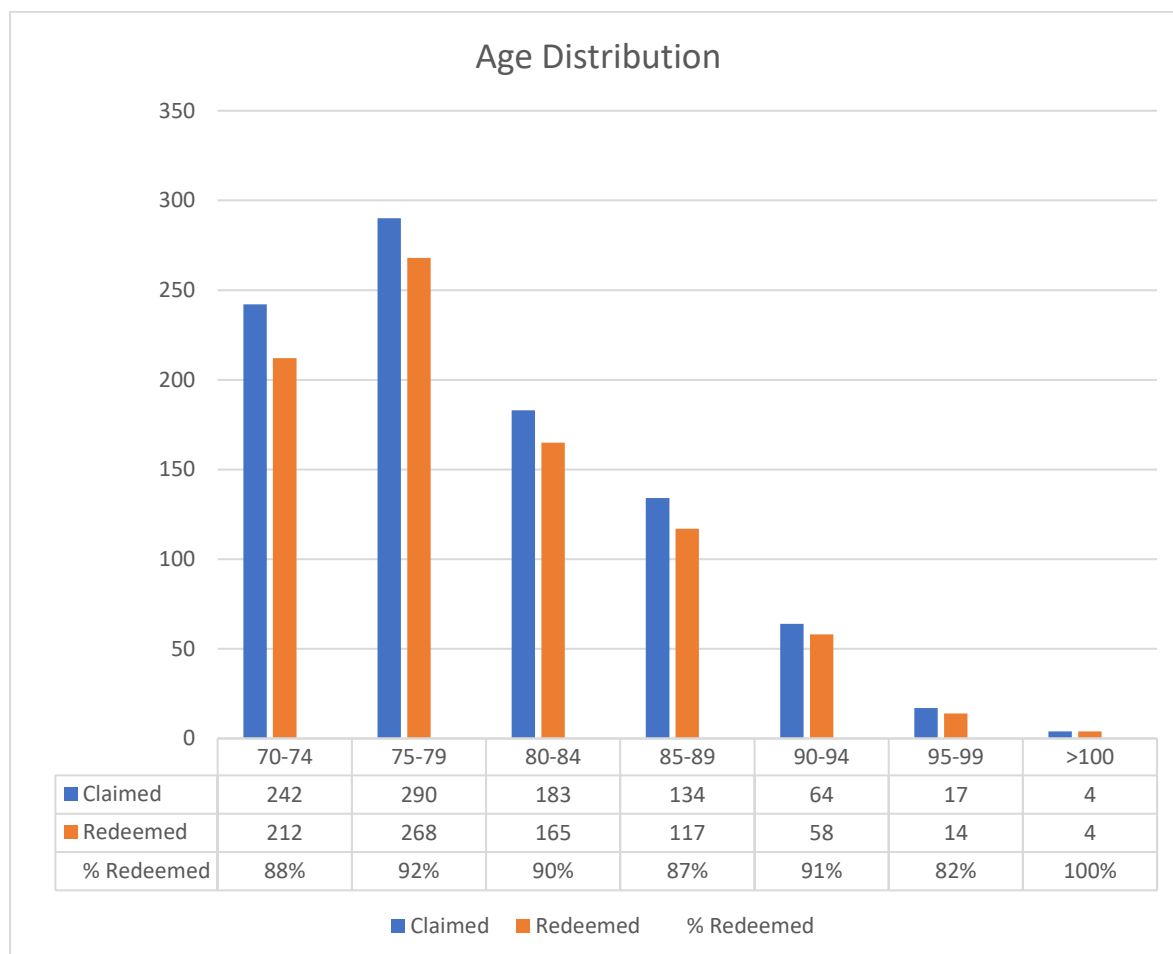
The scheme this year was delivered within the budget of £15,000.

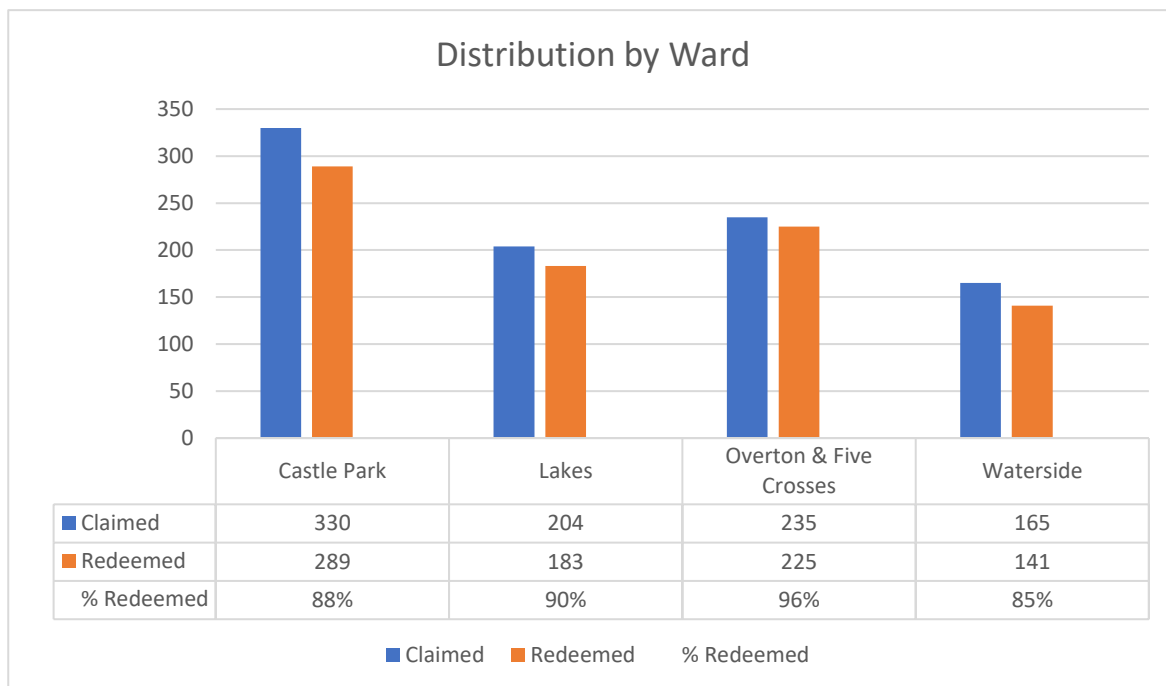
£8,380 was reimbursed to the organisations redeeming the vouchers. A further £306 was spent on printing the vouchers and posters. The vouchers were all delivered by volunteers from Frodsham & District Open Hands.

934 vouchers were issued and 838 (89%) were redeemed. This represents a reduction in vouchers issued of 40 (4%) on last year. The redemption rate is 2 percentage points higher than last year.

This reduced take-up is largely due residents continued concern and uncertainty about going out and reintegrating into society since the pandemic, yet again reducing people’s ability to access the scheme, despite the scheme being promoted on Frodsham Town Council’s website and social media avenues, in addition to posters and application forms being widely available in local retail outlets and extending the deadline by an extra month, giving residents extra time to spend the vouchers.

Who were the applicants?





Where were the vouchers redeemed?

16 businesses accepted the vouchers in 2021, along with 5 local good causes.

Businesses

HE Coward Butchers, Main St	£3,680
4 Seasons 4 Food, Main St	£950
Ring O' Bells, Bellemonte Rd	£840
Devonshire Bakery, High St	£410
The Cottage Teashop, Main St	£390
Home and Beauty, Church St	£290
Hales Fruits, Church St	£270
Kates Closet, Langdale Way	£210
Robert Gleave & Sons, Mill Lane	£180
Alan Pickup Butchers, Church St	£160
Simply Local - St Hilda's Drive Post Office	£150
Dandelion Gifts	£120
Brew + Tucker, Church St	£70
DRB Jewellers, Church St	£40
Flowers by Jenny Penny	£40
Candles Plus, Lady Hayes	£10
Total	£7,810

Good Causes

St Laurence Parish Church	£250
Frodsham Community Association	£100
4th Frodsham Scouts	£80
Main Street Community Church	£80
Will to Work Workshop	£60
Total	£570

