

Final Report on Over 70s Christmas Gift Voucher Scheme 2022

Take-up of the scheme

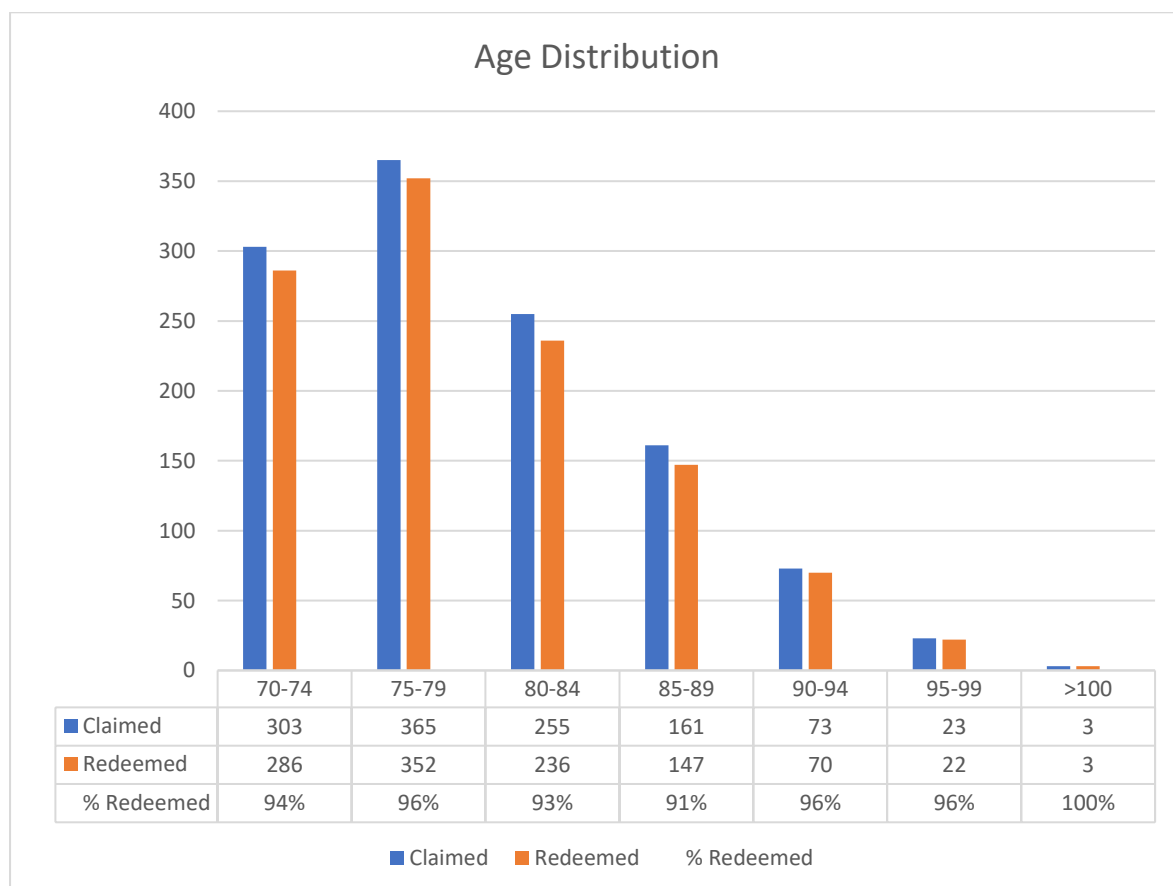
This year the face value of the vouchers was increased from £10 to £15 and there was a significant increase in uptake, resulting in £16,740 being reimbursed to the organisations redeeming the vouchers (double the amount in 2021). A further £356 was spent on printing the vouchers and posters and £759 on postage. The vouchers were all delivered by second class post as volunteers were unavailable.

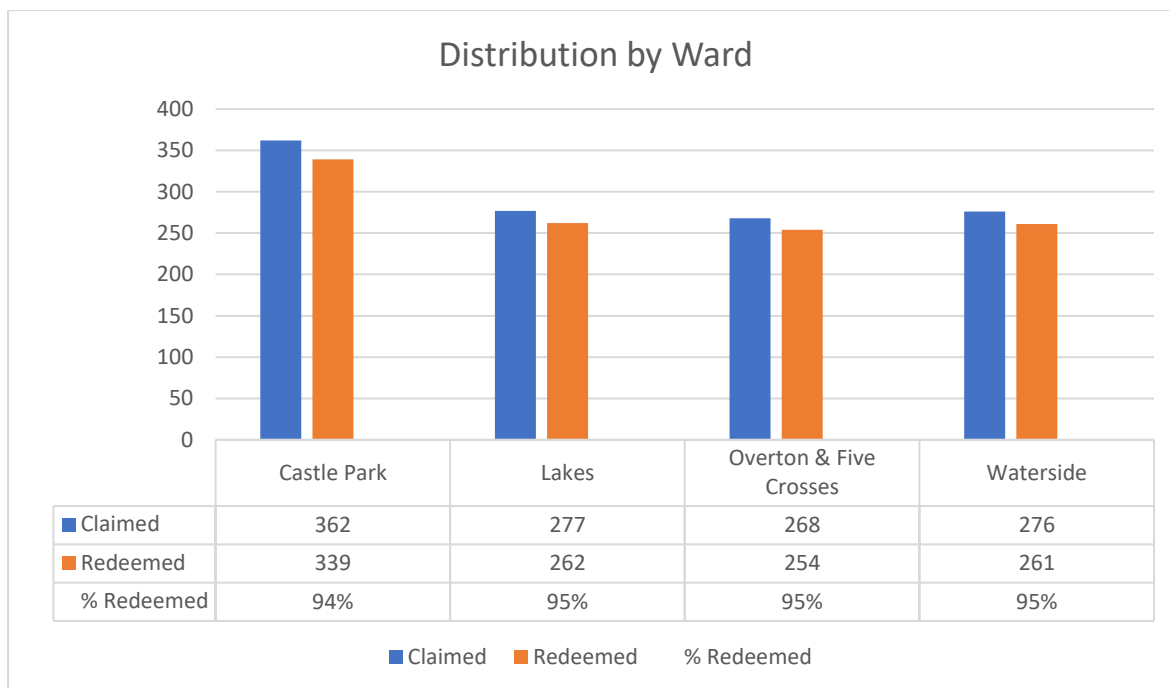
1,183 vouchers were issued and 1,116 (94%) were redeemed. This represents an increase in vouchers issued of 249 (27%) on last year. The redemption rate is 5 percentage points higher than last year.

We saw a slight decrease in 2021 which we attributed to residents' anxiety about going out after the pandemic. The numbers in 2022 are significantly higher than in earlier years, possibly due to the increased monetary value of the vouchers (up from £10 to £15) and the cost-of-living crisis.

As a result of the increased take-up and postage costs (vouchers have previously been delivered by volunteers), the budget of £15,000 was overspent by £2,855.

Who were the applicants?





Where were the vouchers redeemed?

21 businesses accepted the vouchers in 2022, along with 5 local good causes.

Businesses

HE Coward Butchers, Main St	£7,140
Ring O Bells Public House, Bellemonte Rd	£2,205
4 Seasons 4 Food, Main St	£1,080
Devonshire Bakery, High Street	£780
The Cottage Teashop	£525
Home and Beauty, Church St	£525
Robert Gleave & Sons Ltd	£495
Simply Local - St Hilda's Drive Post Office	£480
Kates Closet, Langdale Way	£480
Hales Fruits Ltd	£450
Alan Pickup Butchers, Church St	£315
Queens Head, Main St	£300
Dandelion Gifts, Church St	£180
Flowers by Jenny Penny, Church St	£165
DRB Jewellers, Church St	£165
Brew and Tucker, Church St	£90
Me & Mr Jones, Frodsham Station, Church St	£75
Frodsham Coffee Shop, Main St	£60
Candles Plus, Lady Hayes	£30
Browsers Bazaar, Lady Hayes	£15
Boffeys Emporium, Lady Hayes	£15
Total	£15,570

Good Causes

St Laurence Church	£465
Will to Work Workshop	£210
Frodsham Community Association	£180
Main Street Community Church	£165
4th Frodsham Scout Group (Overton)	£150
Total	£1,170

