



Totally Mold - Shop Local Vouchers

Dear Business

Totally Mold - Shop Local Voucher Scheme is a brand new initiative, organised, managed and funded by Mold Town Council. The scheme is in response to the unprecedented challenges that the Coronavirus is having on the fabric of our Town and Community.

The aim of Mold Town Council's Totally Mold Shop Local Voucher is to encourage people back into town, shopping / spending money, boosting the local economy and highlighting what a fantastic range of shops and services there are in Mold.

The voucher scheme is not just for using in Mold's retail stores, we want to be able offer the community a **Totally Mold** experience and have a wide range of businesses where vouchers can be used, including beauty /hair salons, pubs, restaurants, cafés, barbers, dog groomers, gyms, events etc. We will be encouraging people to purchase vouchers to use towards their weekly shop, as a gift for family and friends, enjoy a night out, a pamper or long awaited haircut.

Mold prides itself on its strong community spirit, our message to the community will be to shop local and use local services. It is now more important than ever, look at what Mold has to offer before taking your custom outside of the town. "If Every Adult in Mold spent £5 per week in their local shops and businesses, instead of online or outside of the town, it would be worth £2 MILLION going directly into our local economy. Which means more jobs, a better high street, a stronger economy and a nicer place to live and visit" *source 'Totally Locally'*

We appreciate that many businesses are currently closed or operating a reduced service, so vouchers will not be available to the general public until restrictions are lifted and all businesses are back open and fully operational. During this period, we are asking businesses to sign up and join the scheme. The only criteria required is that they have to be located in or trading in Mold.

It's **free to join** and once signed up, your business will be included in the listing of participating businesses to be promoted.

This scheme is aiming to help keep consumer spending local and provide a boost to the economy in response to this pandemic. Research of other schemes have all reported a huge success and businesses reported an increase in sales as a result.

Please remember there is no cost to your business to join this scheme, your business will be reimbursed 100% of the value of vouchers you receive and return to the Town Council.

We have put together some frequently asked questions and answers which may help you decide if you want to participate. If you have an additional questions or would like to discuss further, please do not hesitate to contact me or the team in the contact details below.

If you would like to participate, all we ask is for you to complete and return the registration form as soon as possible along with your company logo and website / social media (if available). Promotion of the scheme will start once we have a number of businesses registered. Further businesses will be added as and when they come on board.

We very much look forward to you joining this shop local scheme.

Kind regards



Ian D Jones ACIS, B A (Hons), CiLCA
Town Clerk and Finance Officer

Contact information:

Joanna Douglass Business & Regeneration Officer, email: business@moldtowncouncil.org.uk

Jane Evans Events & Community Engagement Officer, email: events@moldtowncouncil.org.uk

Contact telephone number 01352 758532

Why Join Totally Mold Shop Local Voucher Scheme?

Firstly, you've got nothing to lose, it doesn't cost you anything, there is no fee or ongoing cost to your business. After accepting the Totally Mold voucher in exchange for goods or services, we ask you to return the voucher along with an invoice to Mold Town Council and you will be issued 100% of the voucher value within 28 days of receipt.

It's a great way to promote and advertise your business free of charge as all businesses will be included within our promotion materials for the voucher scheme.

It's an opportunity for you to increase footfall, upsell and generate repeat business

Is my business eligible?

The answer is yes if your business is located in or trading within the Mold boundary, this includes the Market Traders.

How does this work?

Vouchers will be available in £5 and £10 denominations*

Customers will use the Totally Mold Shop Local Voucher for full or part payment for goods or service at participating businesses. If the sale is less than value of voucher, no change is to be issued. Vouchers are redeemable in their entirety only and may not be redeemable incrementally.

We ask that the vouchers are accepted by your business for any goods or services your business provides

**all participating businesses will be shown examples of the vouchers prior to scheme going live.*

My business is not retail, can I still participate?

YES, definitely, we want to be able offer a **Totally Mold** experience with wide range and variety of businesses including retail stores, beauty /hair salons, pubs, restaurants, cafés, barbers, dog groomers, gyms, events and more.

We want to showcase just how much Mold has to offer.

We want people to purchase Totally Mold vouchers as gifts for family and friends rather than buy the national High Street vouchers.

How does voucher get issued, where can people get them from?

Mold Town Council will take sole responsibility of distributing the vouchers. They will be on sale at the Town Hall and also from Town Council stand at Mold market.

As part of the promotion of the voucher scheme, we will be running a series of competitions which engages with the community, offering members of the public a chance to win Totally Mold vouchers.

We'd also encourage businesses to consider purchasing vouchers through the Town Council and issue to staff in lieu of cash bonuses.

Vouchers will only be issued once restrictions have been lifted and all participating businesses are fully operational. Participating Businesses will be contacted once the vouchers go on sale.

How can I help promote my business is taking part?

Mold Town Council will be promoting the scheme but we would encourage all participating businesses to do their own promotion as well.

We would encourage all participating businesses to consider running '**special offers**' for purchases made using the Totally Mold Shop Local Voucher for example. We can help promote your offers as part of our general promotion of the scheme. Remember Mold Town Council will refund you 100% of the voucher value and special offers / discounts will help encourage people to spend their vouchers with you.

Email your customer database and ask them to consider buying a voucher for themselves or as a gift, explain the benefits to your business, the town and the local economy

Update your social media pages, include the hashtag **#TotallyMold**

Display the Totally Mold logo in your Business so customers instantly recognise that you accept the Totally Mold - Shop Local Vouchers.

People may ask 'why not just spend the money with you, why should I buy a voucher', we would encourage you to explain all the benefits to them of the scheme and of shopping locally.

How quickly will I get paid out?

That's up to you, we ask that you send us an invoice for the total value of vouchers you have received. Send your invoice together with the redeemed vouchers to Mold Town Council. Please include your bank details on the invoice as our preferred payment method is bank transfer, however a cheque can also be issued if required.

All invoices will be paid 28 days from receipt.

You can send an invoice for each voucher or accumulative vouchers, which ever works best for you.

No payment will be issued without receipt of invoice and accompanying voucher(s).

Please do not add VAT to your invoice

What about VAT?

These vouchers are the same as if someone was buying from you or your own gift vouchers. You need to account for the VAT component of them as you normally do.

Similarly, once payment is issued to you by Town Council, this will be classed as business income, so counts towards your revenue.

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Are there fees?

Quite simply, NO fees

There is no sign up fee or ongoing fees

How long will the scheme run for?

This is a new initiative from Mold Town Council to help the town and boost the local economy after Covid-19 . The Town Council has set aside a budget to administrate this scheme.

You can help generate sales of the vouchers by offering special offers and discounts to encourage people to purchase vouchers from the Town Council. Remember to use the hash tag **#TotallyMold**

Is there an Expiry Date to the Voucher?

As a business signing up to the scheme you agree to accept the voucher in exchange for goods or services and therefore no expiry date is applied to the Voucher. You will receive the full reimbursement of the value of vouchers from Mold Town Council.

Payment to be reclaimed by 31 March 2021 where possible.