

Ealing Council
Perceval House
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Tel 020 8825 5000

Your ref	My ref	Extension	Date
		5566	4 December 2025

Dear Parent or Carer,

Supermarket vouchers for the Christmas school holiday to support families

I am writing to advise you that, **if your child is eligible for benefits-related Free School Meals**, based on low income, then Ealing Council will be providing your household with additional financial support during the 2025 Christmas school holiday.

You will shortly receive a supermarket voucher to support you to meet food and other essential costs over the school holiday.

Ealing Council has been allocated funding to support families with children on low incomes via the Department for Work and Pension's **Household Support Fund**, which has been further extended until March 2026. For information on how this funding will be allocated go to https://www.ealing.gov.uk/info/201103/benefits_and_financial_support/3043/household_support_fund

A company called Blackhawk Network is administering the voucher scheme for Ealing Council at no cost to the council.

How much are the vouchers worth?

Christmas holiday voucher - £30 voucher per eligible pupil

Please note that children who receive a free school meal under either the government or Mayor of London universal free school meal schemes (*but who would not otherwise be eligible for free school meals*) are not entitled to receive the vouchers. To be eligible for vouchers, children must have been checked and confirmed as entitled to a benefits-related free school meal due to your low family income and/or be covered by transitional protection arrangements in place during the roll out of universal credit. Eligibility can be checked at

https://www.ealing.gov.uk/info/201111/education_grants_and_financial_assistance/701/free_school_meals

How do I redeem the voucher?

1. Blackhawk Network will email you a 16-digit code. This will be sent to the email address we have on our records. Please keep an eye on your inbox and check your junk or spam folder. If we do not hold an email address for you, your code will be posted to you.
2. When you have received your code, go to <https://ealingcouncil.select-your-reward.co.uk>
3. Type in your unique 16-digit code on the homepage and click 'Redeem'
4. Make your selection and click 'Checkout'
5. Enter a valid email address where your confirmation and voucher will be sent.
6. Review and accept the terms and conditions before placing your order.
7. Once you have placed your order, your voucher will be emailed to you within 24 hours.
8. You can use your voucher either online or in store

Where can I spend the voucher?

You can choose where you spend your voucher. The voucher can be used at the following retailers: Tesco, Sainsbury's, Asda, Morrisons, Waitrose, M&S, Aldi, McColls and Iceland. The voucher should be used to purchase food and essential clothing, for example, school uniform and should not be spent on non-essential items. Prices vary from one place to another so you might want to consider comparing prices for the items you need before deciding which supermarket to use.

Expiry dates

Voucher codes are only valid for three months from the date of issue but once redeemed you then have between one and five years to spend the voucher, depending on which retailer you choose. So please do ensure you redeem your voucher code well ahead of the expiry date and contact Blackhawk or the pupil support team in plenty of time if you have not received your voucher.

Need help?

If you have any questions, please refer to the frequently asked questions on the website as these may provide the answer that you need:

www.select-your-reward.co.uk/Faqs

If you have not received a voucher code by 2 January 2026, please first check your junk or spam mailbox folder. Otherwise, please complete the online contact form at www.select-your-reward.co.uk/ContactUs or email pupilsupport@ealing.gov.uk . Please do not contact your school directly regarding your vouchers.

Other support available

Anyone struggling to meet food costs, cover their rent or purchase essential items can apply for financial assistance. To find more information or to make an application go to:

https://www.ealing.gov.uk/info/201305/other_financial_support/1532/local_welfare_assistance

Yours sincerely

Ealing Council