

# CASHBACK FROM RETAILERS – THE COMMUNITY CASH PILOTS

## The idea

In many towns and villages across the UK, shops, pubs and restaurants collect a lot of cash. They need to store that cash and bank that cash, all of which comes with costs and risk.

At the same time, lots of people living or visiting in these towns and villages also need cash. Sometimes having a fixed amount of cash for shopping or a night out is the customer's preferred way to budget. But ATMs aren't always accessible or operational and might be at the other end of the town. A customer leaving the shop to get cash might not return to buy goods. And if they can't get cash in town, they might just go elsewhere to get their cash and shop outside of the area.

The Community Access to Cash Scheme want to pilot the idea of giving local people access to cash locally, helping retailers and consumers alike. This is likely to both reduce costs for retailers, and help increase local trade. We want to pilot this in the Community Cash Pilot area of Cambuslang until end June 2021.

This pilot is supported by all of the major banks, by the government, and by the regulators, as well as consumer groups and small business representatives. We want to see if it works for small businesses and consumers alike.

## How this will work – for retailers

Any retailer in Cambuslang can sign up – through the Cash Pilot Cambuslang Team ([cambuslangcomco@aol.com](mailto:cambuslangcomco@aol.com) 07973 744807). You would need to offer:

- cashback for customers who come in and ask, up to a limit defined by the shop
- a poster in the window advertising the service
- a note on or around the till advertising the service
- feedback on take up (volumes and amounts) and the impact on the retailer (good and bad)

If a customer asks for money but a retailer doesn't have enough in the till, they can decline to give cashback. There is no contractual obligation to supply cashback under this pilot.

In return, the retailer will receive a flat £50 per month that they run this scheme, from when they start offering it until they stop/ the end of the pilot, whichever is sooner. Any retailer can stop offering this service at any point – this is not a contractual commitment.

The one 'wrinkle' is that there is currently a law which prohibits giving cashback without the customer purchasing something. The government is planning to amend that law. But in the meantime, we recommend you put a jar of penny sweets by the till to allow customers to pay 1p to get their cashback.

## How this will work – for consumers

Consumers will be able to walk in, and ask for cashback up to the limit you suggest. If you have the money, you can give them cashback – and also ask them to buy a penny sweet to be compliant with the law