

Appendix 1

Public survey comments on how the scheme could be improved

- “I think the offers could be a lot more enticing. Didn’t use any if them. Didn’t seem worth it”
- “Better offers”
- “Never heard of it”
- “More shops participating”
- “Include Newbridge”
- “Yes send it out to every house. We didn’t get one! Could of saved loads”
- “Being advertised better would help”
- “I was not aware of this”
- “Give out more booklets!! I had to go hunting for mine, but it was a brilliant idea. Also loved the Christmas market in Caerphilly – spent a fortune, well done”
- “Longer expiry dates”
- “Big improvements needed because in Bargoed we were never made aware of it”
- “Let people know about it”
- “I think it was a great idea. Disappointed that I forgot about it. Hope you do it again next year – or maybe have offers through the year, not just at Christmas”
- “The actual offers in the voucher scheme could be improved I believe, but I think that it is an excellent scheme in principle”
- “Better offers from the companies next time but the booklet is a good idea”
- “Better offers – more related to gifts”
- “Definitely, in part by the lousy offers in the booklet by the company’s e.g. spectators offered a free eye test which most are entitled to anyway but those who are not could get a free eye test without the booklet as the offer runs quite frequently without need of a voucher”
- “Better advertised, maybe put one in the Newsliner? Better and more offers”
- “Wider variety of shops, not so many cafes”
- “More publicity”
- “Increased offers maybe a higher percentage on discounts to make it worthwhile to visit the town”
- “Perhaps better offers although the offers this Christmas were better than the offers last time round”