



Ealing Council  
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Your ref	My ref	Extension	Date
		<b>5566</b>	<b>11 May 2026</b>

Dear Parent or carer,

**Important changes to supermarket vouchers for the May Half Term school holiday to support families.**

The Household Support Fund has now ended and was replaced by the Crisis and Resilience Fund from 1 April 2026. This means there will be changes to the school holiday supermarket voucher scheme. Please read this letter carefully to understand how this will affect you.

**If you are an Ealing resident and your child attends an Ealing school and is eligible for benefits-related Free School Meals.**

Ealing Council will provide your household with additional financial support during the May Half Term holiday and over the 2026 Summer Holiday. You will therefore receive a voucher as normal in May and July. The July 2026 voucher will be the final voucher you will receive. There will be no further school holiday vouchers issued.

Anyone living in Ealing, struggling to meet food costs, cover their rent or purchase essential items can apply for additional financial assistance via the Crisis and Resilience Fund. This fund is provided by UK Government. To find more information or to make an application go to: [www.ealing.gov.uk/CRF](http://www.ealing.gov.uk/CRF)

There is a wide variety of other support available on the council's cost of living pages. Please go to [www.ealing.gov.uk/costofliving](http://www.ealing.gov.uk/costofliving)

**If you live outside of the borough of Ealing and your child attends an Ealing school and is eligible for benefits-related Free School Meals.**

You will not receive any further supermarket vouchers. These are now funded from the borough's Crisis and Resilience Fund which is intended to support Ealing residents. Please contact your home local authority if you need additional support.

Yours sincerely

Ealing Council

## Further details about the vouchers that will be issued to Ealing residents:

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?

**May Half Term school holiday voucher - £15** voucher per eligible pupil

### 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](http://www.select-your-reward.co.uk/Faqs)

**If you have not received a voucher code by 29 May 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](http://www.select-your-reward.co.uk/ContactUs) or email [pupilsupport@ealing.gov.uk](mailto:pupilsupport@ealing.gov.uk) . Please do not contact your school directly regarding your vouchers.