



ANDOVER TOWN COUNCIL

To receive an update report on the U-Choose Card Scheme		Item No.
Produced for: Community and Events Committee	By: Town Clerk	Date of Report: 23 July 2026
Subject:	U-Choose Card Scheme; sales and early feedback update	
Eligibility:	All young people aged 11–16 living in Andover	
Cards sold to date:	440 — far exceeding the number anticipated	
Sales close:	Lunchtime, Friday 24 July 2026, from the Town Council Office	
Next steps:	End-of-scheme feedback to be collated; full impact report to a future meeting	

1. SUMMARY

This report provides the Community and Events Committee with an update on the U-Choose Card scheme, which was open to all young people aged 11–16 living in Andover. The scheme has been an outstanding success: 440 cards have been sold to date, far exceeding the number anticipated at the outset. This achievement reflects the excellent work of Council Officers, the enthusiasm and commitment of local schools, and the significant role played by the PEAS network in distributing cards across the town. Early feedback from parents and carers has been extremely positive, and a full impact report will be brought back to a future meeting of the Committee.

2. SALES UPDATE

Key headlines at the date of this report:

- The offer was available to all young people aged 11–16 living in Andover, with multiple routes to purchase, through schools, from ATC Officers at ACE, and from the Town Council Office, making it a genuinely town-wide and accessible offer for young people.
- 440 cards sold, far more than anticipated when the scheme was launched.
- Schools have been highly engaged throughout, with one secondary school selling out of its allocation entirely.
- Sales will continue from the Town Council Office until lunchtime on Friday 24 July 2026, giving families a final opportunity to purchase before the scheme closes for sales.

3. OFFICER, SCHOOL AND VENUE ENGAGEMENT

The level of uptake is a testament to the excellent work done by Officers in planning, promoting and administering the scheme. Officers have coordinated the production and distribution of the cards, managed a high volume of sales and enquiries from families, and responded quickly and flexibly as demand exceeded expectations, all alongside their existing workloads.



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Schools across Andover have been superb partners. They have promoted the scheme energetically to pupils, parents and carers, and handled sales with real enthusiasm; the fact that one secondary school sold out entirely speaks to the strength of that engagement.

Particular recognition is due to the PEAS network, which played a large part in the distribution of the cards. The network provided a trusted, ready-made route into schools across the town, enabling cards to reach families quickly and efficiently and contributing significantly to the exceptional sales figures achieved.

Thanks are also due to the venues taking part in the scheme, whose willingness to welcome U-Choose Card holders is what makes the offer so attractive to families. Of course, with 440 cards now in the hands of Andover's young people, their work starts now, the Council wishes them a busy and enjoyable summer.

4. FEEDBACK FROM PARENTS AND CARERS

Feedback received from parents and carers at this point has been extremely positive, with the scheme warmly welcomed as a valuable offering for young people over the summer.

Further feedback has been requested at the end of the scheme so that the full picture of its reach and benefit can be captured once the cards have been used.

5. NEXT STEPS

End-of-scheme feedback will be collated and analysed, and an impact report will be brought back to a future meeting of the Committee, setting out the outcomes of the scheme and any lessons and opportunities for future years.

6. EQUALITY, DIVERSITY AND INCLUSION

The scheme was open to every young person aged 11–16 living in Andover, with no further eligibility criteria. Multiple routes to purchase, through schools, from ATC Officers at ACE and from the Town Council Office, and distribution through the PEAS network gave the offer genuinely town-wide reach and reduced practical barriers to taking part. The age criterion is applied equally to all and is a proportionate means of targeting an offer designed for young people; the scheme is consistent with the Council's obligations under the Equality Act 2010.

The end-of-scheme impact report will consider the reach of the scheme across the town, including accessibility and affordability, so that any barriers to participation can be identified and addressed in future years.

7. RECOMMENDATION

That the Committee **notes** the excellent progress of the U-Choose Card scheme, and records its thanks to the Officers, schools, the PEAS network and the participating venues whose work has driven, and will continue to drive, its success.