

## PRESS RELEASE

### THE ROTHESAY FOUNDATION PARTNERS WITH ICELAND TO GIVE £1 MILLION TO PENSIONERS IN NEED

- The Rothesay Foundation is expanding its partnership with Iceland Foods to support pensioners in need across the UK as their budgets continue to be squeezed by the cost-of-living crisis
- The 'Summer Cheer' campaign will roll out across 269 stores, giving local pension-age residents who are living independently, or with a carer, who rely solely on a state pension and benefits a £30 voucher for food and other essentials
- The Rothesay Foundation is providing over £1 million of funding, giving over 40,000 pensioners living in the highest areas of need Iceland vouchers to spend in their local stores
- The initiative was trialled last December in South London with the 'Lambeth Winter Cheer' campaign, which helped almost 2,000 people in need over the Christmas holiday
- Along with the vouchers, the campaign will also provide Age UK's information guide on financial advice following research showing that, despite record levels of poverty, over 770,000 pensioner households are still missing out on Pension Credit payments - worth £1.5 billion every year.

**3rd August 2022** – Iceland has expanded its partnership with the Rothesay Foundation to support some of the 1.7 million pensioners who live in poverty in the UK<sup>i</sup> and rely on the state pension and benefits for their income.

The campaign will run for seven weeks from 1<sup>st</sup> August until 16<sup>th</sup> September, providing eligible pensioners with a £30 Iceland gift voucher to spend in one of 17 areas nationwide, encompassing 269 Iceland stores. The areas have been identified as the places where there are some of the highest numbers of pensioners living in material deprivation in the country.

It follows the pilot community campaign in the London borough of Lambeth across nine stores, which helped older people in the area who are managing on low incomes to enjoy Christmas.

The expansion to a total of 269 stores will give over 40,000 people the opportunity to spend a voucher in store and alleviate some of the pressure caused by the worsening cost-of-living crisis. Iceland is providing the vouchers at zero profit, to allow the total fund to be available to as many people who are in need as possible.

The partnership was initially launched following research by Age UK which shows that 1.7 million pensioners were living in poverty in 2020/21<sup>ii</sup>, which is 15% of all pensioners. Over 770,000 pensioner households (single people or couples) are also missing out on Pension Credit payments, worth around £1.5 billion every year<sup>iii</sup>. Pension Credit not only gives older people extra cash, but once claimed it can also unlock other financial help towards the cost of living such as a free TV licence, free NHS dental treatment and help towards energy costs through the Warm Home Discount, if eligible.

With the cost-of-living crisis, the Rothesay Foundation and Iceland are also working with Age UK to highlight ways that older people can claim all of the benefits and support they are entitled to in order to help them cope financially in these difficult times. As part of the Summer Cheer campaign, copies of Age UK's information guide on financial advice to help older people and their carers will be sent to eligible pensioners along with their voucher.

Iceland is helping older people in need in other ways too. In May, Iceland launched a weekly over 60's discount across all their stores, that provides customers with 10% discount every Tuesday, when ID is shown. If you qualify for a £30 voucher with the Rothestay Foundation, the over 60's discount can also be used in conjunction with this, to help make your money go further.

Eligible pensioners should call the Summer Cheer hotline on 0800 098 7877 to request their voucher. The telephone line will be open from 9am to 5pm, Monday to Friday.

Richard Walker, Managing Director of Iceland Foods, said: "Since the launch of the partnership last Christmas, the cost-of-living crisis has taken hold of the UK, and now more than ever, people are struggling to access the food they need. No one should ever have to worry about how they are going to eat or drink, and we hope that the support we can offer across the UK will help pensioners access and enjoy a worry-free meal during this difficult time."

Addy Loudiadis, of the Rothestay Foundation, said: "We hope our vouchers will provide a small amount of relief to the growing number of older people living in real financial difficulty in the UK. Going forward, we are committed to working with brilliant partners like Iceland and Age UK to help as many pensioners as possible get access to their full benefit allowances".

Hannorah Lee, Director of Partnerships at Age UK said: "Many older people are really worried about soaring food and energy prices and are facing impossible choices such as whether they can afford to buy fresh food or turn their heating on during the colder weather. At the same time over £1.5 billion benefits go unclaimed by older people every year. We encourage any older person who is worried about money and thinks they might be entitled to some help to contact Age UK by calling its national advice line, free of charge, on 0800 169 65 65 (8am-7pm), visiting [www.ageuk.org.uk/money](http://www.ageuk.org.uk/money), or contacting their local Age UK for free information and advice."

Areas where the vouchers will be made available to eligible pensioners include:

- Glasgow
- Strathclyde
- Greater Manchester
- Liverpool
- Wirral
- Newcastle North
- Sunderland
- Huddersfield/Barnsley
- Sheffield
- Birmingham
- West Midlands
- Glamorgan
- Newport
- North Wales
- Lambeth
- Croydon

To find out if your local Iceland store accepts these vouchers, please visit [iceland.co.uk/store-finder](http://iceland.co.uk/store-finder) and put your postcode in the search bar.

To download Age UK's information guide on claiming benefits please visit:

[https://www.ageuk.org.uk/globalassets/age-uk/documents/information-guides/ageuqi43\\_more\\_money\\_in\\_your\\_pocket\\_inf.pdf](https://www.ageuk.org.uk/globalassets/age-uk/documents/information-guides/ageuqi43_more_money_in_your_pocket_inf.pdf)

## ENDS

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\* Excludes Alcohol and tobacco (Iceland doesn't sell tobacco)

### ABOUT ICELAND

Iceland is recognised as the UK's leader in frozen food and operates over 950 stores across the country, together with a multi-award-winning online shopping service. It prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland has won multiple awards for the quality of its food and service. Recent honours include being awarded Retail Innovation Product of the Year, Best New Centre Plate, and Best New Pizza / Savoury Bread Product by the British Frozen Food Federation in 2020. The supermarket was also named Best Online Retailer and Best Frozen Food Retailer at the Retail Industry Awards 2018, Community Retailer of the Year at the Retail Week Awards 2018, Online Retailer of the Year at the IGD Awards 2017, and Online Supermarket of the Year at the Grocer Gold Awards 2017. Iceland's online shopping service was also named the UK's best in the 2016, 2017 and 2018 Which? supermarket surveys. Iceland has ranked as one of the UK's Best Big Companies to Work For in each of the last 12 years, and was number one in both 2012 and 2014. Iceland was also named best UK supermarket for customer service in the 2018 and 2019 UK Customer Satisfaction Index.

Since 1970, Iceland has been proudly demonstrating to shoppers just how the Power of Frozen can deliver an extensive choice of high quality, great-tasting food from fine sources around the world at great value prices, while naturally generating low levels of food waste.

Research conducted by Manchester Metropolitan University suggested that switching to frozen food can reduce household food bills by as much as £1500 a year.

Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours, flavours and nonessential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.

### ABOUT THE ROTHESAY FOUNDATION

The Rothestay Foundation was established in 2019 by Rothestay, the UK's largest specialist pensions insurer. The Foundation's mission is to help secure and improve the quality of life of older people in need in the UK, enabling them to live their lives in a happy, safe and fulfilling way. The Foundation partners with charities and other organisations to make this possible, helping them to deliver their vital work in this area.

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<sup>i</sup> <https://www.gov.uk/government/statistics/households-below-average-income-for-financial-years-ending-1995-to-2021>

<sup>ii</sup> <https://www.gov.uk/government/statistics/households-below-average-income-for-financial-years-ending-1995-to-2021>

<sup>iii</sup> DWP, 2022. *Income-related benefits: estimates of take-up: financial year 2019-2020*. Department for Work and Pensions. [Online]. Available at: <https://www.gov.uk/government/statistics/income-related-benefits-estimates-of-take-up-financial-year-2019-to-2020/income-related-benefits-estimates-of-take-up-financial-year-2019-to-2020>