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# PayPoint launches Love2shop Essentials range

**PayPoint and Love2shop collaboration creates new solution to providing life's essentials for the financially vulnerable**

**Digital e-Code allows local authorities to quickly and easily deliver emergency support to residents**

**9<sup>th</sup> August, Welwyn Garden City** – Digital payment expert, PayPoint, is expanding its range of solutions available to help local authorities financially support the most vulnerable people in their communities. The launch of [Love2shop Essentials Range](#), developed in partnership with Appreciate Business Services, the home of Love2shop, follows the success of PayPoint's Cash Out offering.

Employed by a range of organisations across the UK, including energy companies, charities, local authorities, and the Department of Work and Pensions, PayPoint's Cash Out disburses up to 210,000 emergency fund vouchers at a value of £16 million per week. The addition of the Love2shop Essentials Range to the PayPoint emergency funds proposition, means local authorities now have even more options to provide immediate access to funds for food, clothing and electrical goods.

More than 20 household brands are available to Love2shop Essentials Range beneficiaries, including Argos, Asda, Currys, Marks & Spencer, Primark, Sainsbury's, Sports Direct and Tesco. Local authorities apply for the funding online on behalf of a resident which will be delivered as an e-Code via SMS, email or in the post. Once the e-Code is activated by the recipient it can be redeemed at any of the partnering brands.

Danny Vant, Client Services Director for PayPoint said, "This new scheme is simple for both the local authority and for the recipient of the funds. If a resident needs urgent help purchasing a new fridge, for example, the council will set up the e-Code to be used in one of four high street electrical retailers. However, if they need help buying food the e-Code can be allocated for use in any one of five main supermarkets. With the cost of living crisis deepening, this type of flexible support is more important than ever, and it needs to be provided quickly to ensure the funds are available to help people immediately."

Frank Creighton, Director of Business Development, Appreciate: The home of Love2shop added, "Appreciate Business Services was delighted to develop the Love2shop Essentials Range for PayPoint as it strengthens its work with local authorities in England, Scotland and Wales. By

enabling vulnerable communities to receive critical funding to support them at a time when they need it most, local authorities can rely on Love2shop Essentials Range to deliver funds quickly, securely and safely.

“We provide a broad range of UK retailers through our Love2shop retailer partnerships allowing recipients of the funds to select their essential items from reliable brands, whether that’s food, clothing or electrical goods. As it is a digital activation and redemption process from start to finish, the process is more secure than the cash equivalent, and can be used online, in addition to in-store, with the majority of the selected retailers.”