

CC citizen coin

What is Citizen Coin?

Civic Participation is driven by people to improve their own and other people's lives. It is when individuals or groups get involved in formal or informal activities which can help improve life in communities and neighbourhoods.

Citizen Coin aims to recognise and reward people for doing these kinds of activities that helps to make Wakefield district a great place for everyone. It is an app where residents earn Citizen Coins to spend on offers from local businesses. It has many benefits, including:

- Rewarding people for doing social good
- Being able to have volunteering opportunities in one place, with easy sign-up for activities
- An increase in footfall to local businesses
- A boost in wellbeing for residents
- Helping to make Wakefield district a better place to live

How does it work?

The app is simple to use. Once somebody has taken part in a volunteering activity, they earn Citizen Coins. They can then use the Coins to get discounts on goods and services at participating retailers. Those earning Coins can also choose to donate their coins to other people and organisations.

The app records the activity undertaken to earn the Coin, and produces data reports for the programme, individuals and organisations that are part of the scheme.

The app is free to use for everybody

What can Citizen Coin do for Wakefield district as a whole?

We believe in the power of creating a culture where people help each other to feel safe, get along, and get involved. Citizen Coin brings many benefits for our residents, communities and economy. Some examples include:

- More people start to volunteer or increase the amount of volunteering they already do
- Residents become happier and healthier by taking part in more activities
- Civic and social activities grow as more people take part
- People can gain new skills, helping them to improve their job prospects
- More people explore the district and go to places or services which they may not normally visit
- An increase in sharing, giving and kindness between people
- Equality – increased opportunities to take part and give
- Residents will spend more with participating retailers and services



- Better links between volunteers, community services, organisations and businesses
- More protection and care for our environment and our people
- Helps residents to boost their confidence and feel less isolated
- People feel more valued and have a sense of belonging

What can Citizen Coin do for Wakefield district's retailers and businesses?

Citizen Coin offers businesses the flexibility to help increase their customer base and give back to the community, all at zero cost. Some positives for joining the scheme include:

- Helping to increase footfall, revenue and customer loyalty for retailers
- Growing a customer base
- Boosting sales in quiet periods, so retailers can offer discounts on specific days or times of the week
- Connecting businesses with local citizens
- Helping to keep spending local
- Promoting local brands and businesses
- Trialling new products or services for specific people
- Helping to meet corporate social responsibility goals by rewarding customers who do good things.

What can Citizen Coin do for organisations, groups or project providers who reward people for doing social good?

Many organisations, groups or projects rely on people every day to volunteer, to get involved in civic or social activities or simply be a voice to help make things better. Citizen Coin gives us a unique way to reward those people.

The scheme also provides rewarding agencies with a free platform to advertise their activities, encouraging and recruiting residents to take part.

Rewarding agencies will have access to reports that show transactional data. This helps to create 'Social CVs' which can be used to:

- Show what and how much volunteering has taken place
- Support career development applications
- Advance education

How to join

Download Citizen Coin app from the App Store, Google Play or use website:

<https://www.citizencoin.uk/> or email citizencoin@wakefield.gov.uk

Watch a short video showing how the scheme works <https://www.youtube.com/watch?v=-FuLc5VTw0I>



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