

WELFARE REFORMS: COMMUNICATION PLAN 2012 -2013

Date	Reform	Activity	Detail	Key Groups	Lead	Outcome
February 2012	Major Changes	Training	Benefit Awareness Event at the Hub: <ul style="list-style-type: none"> • Information • Workshops 	Frontline Practitioners	GTBF	Over 80 representatives attended.
February	Major Changes	Sign-up for Welfare Reforms Updates	All attendees of the benefit awareness event were signed up to Touchbase magazine (Regular/monthly email updates from DWP)	Frontline Practitioners	GTBF	80+ representatives signed up.
February	Major Changes	Information and Advice	Updates to SCC webpages: <ul style="list-style-type: none"> • Housing • Welfare Rights • Benefit Services 	General Public	SCC	Revised and update information available.
March	Major Changes	Consultation and Engagement	Southampton Anti-poverty Network joint development of the Welfare Reforms Action Plan	Frontline Practitioners	GTBF	Welfare Reforms Action Plan developed and agreed - APN and GTBF
Spring	Money & Work	Publication/Article	Articles in Tenants Link on: <ul style="list-style-type: none"> • Having a lodger • Work and Work Clubs • Loans /affordable credit 	SCC Tenants	SCC	Information out to all SCC tenants
April	Major Changes	Consultation and Engagement	Southampton Anti-poverty Network - update	Frontline Practitioners	Vol/SCC	Feedback built into final Action Plan.
June	Benefit Cap	Targeted Mailing	Letters and follow up contact to those potentially affected by Benefit Cap	Current Claimants (in receipt of £500+ /£350+ per week in benefits).	DWP	300+ households mailed out. Follow up contacts made. Very low response.
Summer	Under-occupancy	Publication/Article	Articles in Tenants Link on: <ul style="list-style-type: none"> • Bedroom Tax • Downsizing 	SCC Tenants	SCC	Information out to all SCC tenants
July	Localisation of Council Tax	Consultation and Engagement	Localisation of CTB and Transition of Social Fund discussion (APN)	Frontline Practitioners	Vol/SCC	Information available online and in Homebid Magazine

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	Social Fund					
Summer	Money and Work	Publication/Article	Article in Tenants Link on: <ul style="list-style-type: none"> Surviving redundancy 	SCC Tenants	SCC	Information out to all SCC tenants
July	Major Changes	Consultation and Engagement	Community meeting at St James Street	BME Communities	GTBF	Somali Community attended.
July	Major Changes	Staff Briefing	Welfare Rights and Money Advice Divisional Briefing in WR to Skills, and Economy.	SCC Staff	SCC	Increased Awareness.
August	Localisation of Council Tax	Consultation and Engagement	Meeting with SCIL to discuss ways to engage.	Disabled People	SCC	Dialogue on joint work between SCIL and SCC to consult with key groups.
August	Housing	Information	Presentation: Overview of the changes	Private Sector Landlords	SCC	Increased Awareness.
August	Major Changes	Publication/Article	Cityview article covering the main changes coming in from April 2013.	General Public	SCC	Double page spread in City View - to all households in the city and online
August	Localisation of Council Tax	Cabinet	Cabinet Decision made on model for consultation for Localisation of Council Tax	Cabinet Members General Public	SCC	Report and decision available on SCC website.
August	Major Changes	Staff Briefing	Welfare Rights and Money Advice Staff Briefing to Housing Allocations.	SCC Staff	SCC	Increased Awareness.
September	Major Changes	Staff Briefing	Welfare Rights and Money Advice Staff Briefing to: <ul style="list-style-type: none"> Housing Office Staff x2 Housing & Support Staff x2 	SCC Staff	SCC	Increased Awareness.
September	Major Changes	Information and Advice	Welfare Reforms integrated into MAD week activities: <ul style="list-style-type: none"> Medwell Court Windermere Avenue Challis Court x 2 	SCC Tenants	SCC	Increased Awareness
September	Localisation of Council Tax	Consultation and Engagement	Online consultation launched	Current CTB claimants	SCC	Over 70 responses to date

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September	Localisation of Council Tax	Targeted Mailing	Letter sent to all current claimants	Current CTB claimants	SCC	
Autumn	Money	Publication/Article	Tenants Link - re debt	SCC Tenants	SCC	Information out to all SCC tenants
October	Major Changes	Staff Briefing	Welfare Rights and Money Advice Staff Briefing to Homelessness Staff.	SCC Staff	SCC	Increased Awareness.
October	Major Changes	Training	Benefit Awareness Event at African Caribbean Centre: Information	Frontline Practitioners	GTBF	Over 100 representatives attended.
October	Major Changes	Staff Briefing	Welfare Rights and Money Advice Staff Briefing: Thornhill Tenant Block Rep's Forum	SCC Staff	SCC	Increased Awareness.
October	Benefit Cap	Targeted Mailing	Letters out to those potentially affected by Benefit Cap	Current Claimants (in receipt of £500+ /£350+ per week in benefits.	DWP	200+ households mailed out. Follow up contacts to be made.
October	Under-occupancy	Publication/Article	Homebid magazine gave information on how the changes could impact on applicants.	Applicants for SCC/ Social Housing	SCC	Information available online and in Homebid Magazine
October	Social Fund	Cabinet	Cabinet Decision made on Social Fund.	Cabinet Members General Public	SCC	Report and decision available on SCC website.
October	Major Changes	Call the evidence	Key questions circulated to anti-poverty, employment and training organisations.	Frontline Practitioners	SCC	Contribution to the recommendations of the WRR. Survey undertaken by PYL of 50 residents 5 responses to call to evidence received to date.
October (25 th)	Major Changes – local impacts	Welfare Reforms Review (scrutiny)	1 st meeting of WRR <ul style="list-style-type: none"> • Working age changes • Localisation of Council Tax • Social Fund 	Councillors	SCC	Information given to cross party representatives about the changes.
November	Major	Consultation and	Engagement with APN for inclusion	Frontline	Vol/SCC	Contribution to the

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	Changes	Engagement	in the consultation on: <ul style="list-style-type: none"> Localisation of Council Tax Social Fund Housing 	Practitioners		recommendations of the WRR.
November	Housing	Information Sessions	Benefit Services to run 3 sessions on key changes.	RSL – Housing Providers	SCC	To give RSL's in the city info on changes/under-occupancy etc.
November	Major Changes	Staff Briefing	Welfare Rights and Money Advice Staff Briefing: Union & HSE Rep's	SCC Staff	SCC	Increased Awareness.
November	Major Changes	Tenants Briefing	Welfare Rights and Money Advice Staff Briefing: Weston Community Forum – Tenants Meeting.	SCC Tenants	SCC	Increased Awareness.
November (22 nd)	Major Changes – local impacts	Welfare Reforms Review	2 nd meeting of WRR.	Councillors	SCC	Information to cross party representatives about the changes.
November	Major Changes	Training	Benefit Awareness (SARC)	Councillors (Labour Group)		Set up by Councillors for councillors.
November	Major Changes	Publication/Article	Tenants Link Article - General Changes	Council Tenants	Housing	Summary of general changes to all tenants.
November	Major Changes	Information - web pages	SCC - web pages update.	General Public	SCC	Summary of general changes, where to get help.
November -Dec	Major Changes	Face to Face: Information and Advice	SARC – additional appointment for advice and support	General Public	SCC	1:1 support for residents
December	Major Changes	Pilot - Face to Face Tenants	Tenant Representative to attend and feedback.	Council Tenants		1:1 support for tenants
December (6 th)	Major Changes – Local impacts	Welfare Reforms Review	Local Impacts and Service Perspectives	Councillors	SCC	Contribution to the recommendations of the WRR.
Early Jan	Social Fund	Information and checklist	Guide to local response to abolition of Social Fund	JCP Staff Frontline Practitioners	SCC	Outline of signposting info for abolition of Social Fund.
January (10 th)	Major Changes – Local impacts	Welfare Reforms Review (scrutiny)	Overview of good practice locally and nationally: What do we do well as a city, what can we learn from	Councillors	SCC	Contribution to the recommendations of the WRR.

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			others?			
Jan/Feb	Major Changes	Publication/Article	Cityview Article - TBA Get ready for the changes.	General Public	SCC	
Jan/Feb	Major Changes	Information – Concertina card Factsheet.	Wallet sized card/ info - TBA	General Public	SCC	Inform out to key groups and via reception points.
February (7 th)	Major Changes – Local impacts	Welfare Reforms Review (scrutiny)	Workshop: Local responses and developing recommendations.	TBA	SCC	Contribution to the recommendations of the WRR.
February	Major Changes	Events - Face to Face Residents	TBA	Residents	GTBF	Info/ engagement with key groups
February	Major changes	Information - magazine	Local 'Magazine' outlining changes and where to get help (online and hard copy)	Tenants General Public	SCC	Summary of general changes, where to get help.
February	Major Changes	Training	Benefit Awareness Event TBA	Frontline Practitioners	GTBF	Summary and update on changes.
February	Social Fund	Information on changes	Need to communicate changes to Social Fund to Public	TBA	SCC	Summary and update on changes.
Spring	Major Changes	Publication/Article	Tenants Link Article - General Changes + getting online/UC	Council Tenants	Housing	Summary of general changes to all tenants.
March	Major Changes	Information - web pages	SCC - web pages update.	General Public	SCC	Summary of general changes, where to get help.
March (7 th)	Major Changes –	Welfare Reforms Review (scrutiny)	Final Report Agree final report and recommendations for consultation	Councillors	SCC	Recommendations.