

Welfare Reforms Communication Plan: 2012/13

Marketing Activity	Detail
Overall	
SCC website updates	Overview welfare reforms - Info and advice updates to SCC webpages: Housing, Welfare Rights, Benefit Services
Tenants Link article	Under-occupancy - Having a lodger, Work and Work Clubs, Loans /affordable credit
Tenants Link article	Money and Work - Article in Tenants Link on: Surviving redundancy
City View double page	Overview welfare reforms - covering the main changes coming in from April 2013.
Tenants Link article	Debt advice - article giving advice on managing and prioritising your household finances
Home bid article	Under-occupancy - information on how the changes could impact on applicants
SCC website updates	Overview welfare reforms - updated info and advice on SCC webpages set out by affected groups.
Tenants Link article	Overview welfare reforms - covering the main changes coming in from April 2013.
SCC website updates	Update to info and advice pages
City View - Full page	CTB decision and wider welfare reforms signposting
SCC website updates	Update to wording as changes begin to take effect
SVS Mailing	Article on Welfare Reforms and signposting to SCC website.
Media statement - CTax Benefit	Overview welfare reforms - Providing local context to the government's national changes and the council's difficult position in having to add additional pressures but outline our role in supporting those most affected or least able to cope and our work to help the government make exception.
Media release - Help us reach people	Overview welfare reforms - raising the alarm that so few people are engaging asking the public to look out for friends and family.

Media release - Final shout	Overview welfare reforms - the final count down to changes. Highlighting the work done locally to support those most at risk and the support available to the most vulnerable.
Affected groups	
Letter to affected claimants	Benefits Cap - Letters and follow up contact to those potentially affected by Benefit Cap
Consultation launches online	Council Tax Benefit - news item, home page and consultation page go live
Letter to CTB claimants	Council Tax Benefit - letter and information on consultation sent to all CTB claimants
Letter and follow-up calls	Benefits Cap - Letters and follow up contact to those potentially affected by Benefit Cap
Posters on Bedroom Tax - 50 off	Posters placed in 50 public council run venues / receptions
Face to face info for tenants	Overview welfare reforms - Pilot one to one support for tenants
Face to face info for residents	Overview welfare reforms - SARC appointments to offer one to one advice and support for residents
Posters - Major Benefit Changes 1000 off	Posters placed in public council run venues and tenant walk-up blocks and tower block receptions
Posters - Are you ready, look out for Moneytree 1100 off	Posters placed in public council run venues and tenant walk-up blocks and tower block receptions
Letter to CTB claimants	Council tax benefit - announce decision on Council Tax Reduction Scheme and signpostign for wider changes
Money advice magazine - 19K off	Overview welfare reforms - Printed magazine offering clarity on changes and practical advice and signposting for support including financial planning and setting up a bank account - - Distribution to all housing tenant and to network of frontline support service including voluntary sector.
Face to face Thornhill Residents	Overview welfare reforms - Pilot one to one with Thornhill Residents (TBA)
Face to face Residents	Overview welfare reforms - Pilot one to one BME Communities (TBA)
Money advice card - direct mail	Overview welfare reforms - Printed concertina card with money advice and signposting (TBA)
Posters - Major Changes countdown 1100 off	Final countdown to changes and where to go for support and advice

Letter to CTB claimants	Council Tax Benefit - Personal letter setting out their benefit from April
Letter to affected claimants	Benefits Cap - Personal letter setting out their benefit from April
Frontline services	
Awareness	Overview welfare reforms - Benefit Awareness Event at the Hub (City College): Information & Workshops and follow up at the African Caribbean Centre.
Training /briefings	Allocations, Housing Office Staff, Homelessness, Block Reps, Unions and HSE reps, Weston Community Forum, Tenants Association chairs, Children's Services , Adult Social Care.
Sign-up for email updates	Overview welfare reforms - All attendees of the benefit awareness event were signed up to Touchbase magazine (Regular/monthly email updates from DWP)
Consultation and Engagement	Council Tax Benefit & Social Fund - Localisation of CTB and Transition of Social Fund discussion (APN)
Money advice magazine - 5,000 off	Overview welfare reforms - Printed magazine offering clarity on changes and practical advice and signposting for support including financial planning and setting up a bank account - Distribution TBC
Network of support groups	
Meeting APN (Anti Poverty Network)	Overview welfare reforms - Southampton Anti-poverty Network joint development of the Welfare Reforms Action Plan
Email APN	Overview welfare reforms - Southampton Anti-poverty Network - update
Email APN and online content	Council tax benefit & social fund - Localisation of CTB and Transition of Social Fund discussion (APN)
Training APN	Overview welfare reforms - Southampton Anti-poverty Network - update
Email APN	Overview welfare reforms - Answers to key questions circulated to anti-poverty, employment and training organisations.
Email to APN about consultation	Overview welfare reforms - Consultation with APN on Localisation of Council Tax, Social Fund, Housing
TBC	Need to communicate changes to Social Fund to Public
Wider affected council services	
Communications group meetings	Bring together key managers from Housing, Benefits, Adult Care, Children Services, Policy and Communications

Councillors	
Cabinet decision on CTB consultation	Council tax benefit - decision on consultation published online
Cabinet decision made on Social Fund	Social fund - decision published online
Scrutiny Panel A: Welfare Reforms Inquiry	First meeting: looking at working age changes, localisation of council tax, social fund
Scrutiny Panel A: Welfare Reforms Inquiry	Second meeting: deprivation statistics, Centre for Social Justice
Scrutiny Panel A: Welfare Reforms Inquiry	Third meeting: local Impacts and Service Perspectives, SCC services, Vol Sector, Community Reps
Scrutiny Panel A: Welfare Reforms Inquiry	Fourth meeting: Local Impacts and Service Perspectives, Q&A session with Anti-Poverty Network
Scrutiny Panel A: Welfare Reforms Inquiry	Fifth meeting: Overview of good practice locally and nationally: What do we do well as a city, what can we learn from others? Representation from, Local projects and initiatives, National projects
Scrutiny Panel A: Welfare Reforms Inquiry	Sixth meeting: Workshop: Local responses and developing recommendations. Followed by Final Report
Training - Labour group	Overview welfare reforms - benefit awareness training (SARC)
Wider affected groups	
Meeting with BME communities	Overview welfare reforms - only Somali community attended
Meeting with SCIL	Council Tax Benefit - to discuss ways to engage on consultation
Presentation to Private Sector Landlords	Housing Benefit - overview of range of changes that might affect their tenants
Face to face info given at MAD Week for SCC tenants	Welfare Reforms information - integrated into MAD week activities
Training for RSLs	Welfare Reforms information - three training sessions on benefit changes
Presentation to the Housing Partnership	Covering all the major changes - plus workshop discussion on welfare reforms
Presentation to the Southampton Education Forum	Covering all the major changes.

Wider stakeholders	
Staff bulletin	Signposting to information and asking staff look out for friends and family
Intranet article	More detailed information and online link to Money Advice publication
Staff bulletin	Link to press release ask staff to see the level of work the council has done to protect vulnerable groups.