



UK Government

Communicating **Help for Households** Stakeholder toolkit

**Help for
Households**



Introduction: Help for Households

Countries around the world are facing rising goods and energy prices, inflation and cost of living pressures after the pandemic and Putin's invasion of Ukraine.

We know people are worried and the government is offering help for households - £37 billion this year to help households combat the rising cost of living.

This toolkit contains everything you need to communicate the support available effectively including:

- Social media assets
- Logos
- Newsletter copy
- E-signatures
- Leaflets
- FAQs

Click [here](#) for our full asset pack including social media assets and suggested social copy



Help for Households

What is Help for Households

Context and background

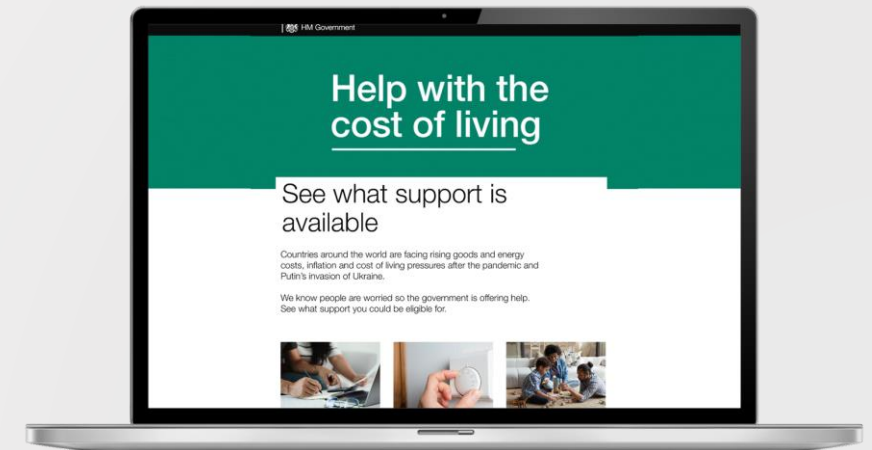
In response to increasing prices and the pressures around the cost of living, we have launched the 'Help for Households campaign' to raise awareness of the support available amongst those that need it most and help build consumer confidence. The campaign aims to explain the different schemes available (including new, exceptional one-off payments and existing benefits and schemes), and reassure the public of the actions that government (and businesses) are taking.

The insight

We know that the Cost of Living is a major issue for the public; 60% feel their financial situation will get worse in the next 3 months and 65% in the next 12 months. Most feel that everyday costs will increase in the next year, especially for utilities (90%), for food and groceries (87%) and for petrol (69%).*

The detail

We have brought together 41 schemes available to support citizens onto one website gov.uk/helpforhouseholds. A range of new online tools will help you quickly and efficiently check the support you're eligible for and how to access it. A targeted digital, print and OOH campaign will drive audiences to the website and the information they most need. The campaign will evolve with ongoing tracking and insight and adapt to new policy announcements.



How we can work together

Share content through
customer facing channels

Share information through
internal channels to support
your employees

Co-create / co-brand
materials together to engage
your audience

Help for Households campaign architecture: current/planned sub-campaigns

Help for Households

Hero brand across all Cost of Living related campaigns

Cost of Living payments

Childcare Choices

Pension Credit

Social tariffs

UK Government

Help for Households

There's help for households with the cost of living

If you claim some benefits or tax credits, you might be eligible to get an additional £650 from the UK Government*.

Search 'cost of living support'

*Eligibility criteria apply

Find out more



UK Government

Help for Households

Get help to pay for your childcare

Right now, over a million families may not realise that they're entitled to government childcare support:

- Up to £2000 for each child up to 11, or 16 if they are disabled, each year
- Help with up to 85% of your childcare costs with Universal Credit
- 30 hours of childcare

Check if you're eligible today.
[GO TO childcarechoices.gov.uk](https://gov.uk/childcarechoices)



Childcare Choices

UK Government

Help for Households

Get help to pay for your childcare.

You could get help with up to 85% of your childcare costs with Universal Credit

Check you're eligible today.
[GO TO childcarechoices.gov.uk](https://gov.uk/childcarechoices)



Childcare Choices

UK Government

Help for Households

Could you, or someone you know, be missing out on Pension Credit?



Check your eligibility at gov.uk/pension-credit or by calling 0800 99 1234



UK Government

Help for Households

Need help with the cost of your home internet and phone services?

If you receive government benefits, you could be eligible for low-cost broadband and phone packages called Social Tariffs. Find out what Social Tariff deals are available from your provider.

[visit \[gov.uk/cheaper-broadband\]\(https://gov.uk/cheaper-broadband\)](https://gov.uk/cheaper-broadband)



Newsletter copy / leaflet

Newsletter copy

We're all worried about rising prices and the pressure that puts on household budgets. The UK Government is providing a range of extra support which will be paid to eligible individuals automatically:

- **£650 Cost of Living payment** for most people on means tested benefits, payable in two instalments from **July (£326)** and this autumn (**£324**).
- Households in England, Wales and Scotland will receive a **£400 discount to help with the cost of their energy bill** from October onwards.
- **£300 Pensioner Cost of Living payment** that will be paid with Winter Fuel Payments to all pensioner households across the UK.
- **£150 Disability Cost of Living payment** for those on an eligible UK disability benefit, in September.
- In England, there's a **£150 Council Tax rebate** for 80% of households, which most households should have already received. If you live in an eligible property and you do not pay your council tax by direct debit, your local council will contact you with details of how to claim.

Depending on where you live in the UK, there are different schemes that could help support your household finances:

- **Help with your bills:** such as low-cost home internet and phone packages available from providers, hardship schemes from water companies, and the UK Government funded Household Support Fund available from local councils to help with essential costs.
- **Help with childcare:** £2,000 a year of tax free childcare is available to eligible families to help with the cost of childcare.
- **Help with housing:** council tax support available from local councils, help with rent and mortgage interest payments, and housing benefits are available from the UK Government.
- **Help with your income:** personalised job support is available through Job Help, tax relief and work-related expenses can be claimed from HMRC
- **Help with managing finances:** MoneyHelper.org.uk offers impartial guidance and a range of tools to help make your money and pension choices clearer.

You can find out what other support is available at gov.uk/helpforhouseholds

Click [here](#) for the newsletter copy and leaflet



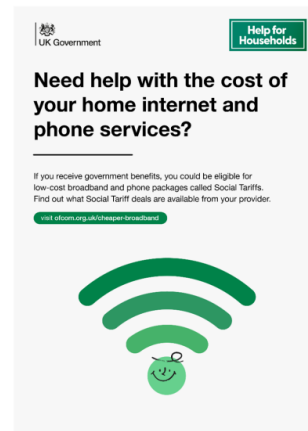
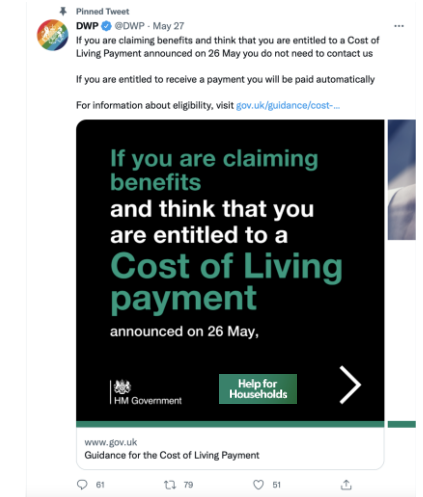
Suggested social media copy

- The UK Government is helping households with the cost of living. Find out what you could get at gov.uk/helpforhouseholds.
- The second instalment of the £650 Cost of Living Payments will be paid automatically to eligible people this autumn. To find out more visit: [Cost of Living Payment - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- Did you know that households on means tested benefits, including Universal Credit and Pension Credit, may receive a payment of £650 this year? This will be made automatically in two instalments - to find out more visit: [Cost of Living Payment - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- If you are claiming a low-income benefit and think that you are entitled to a #CostOfLivingPayment, you don't need to do anything. You'll get the payments automatically. To find out more visit [Cost of Living Payment - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- There's help for households with the cost of living, use the benefits checker to find out what you could be entitled to gov.uk/check-benefits-financial-support

More social media posts are available by clicking the link [here](#)



Help for Households assets



David Buttress
Cost of Living Business Tsar
UK Government



+44 20 123 456 78 | +44 876 543 21
david.buttress@cabinetoffice.gov.uk
gov.uk/CostOfLivingSupport

David Buttress
Cost of Living Business Tsar
UK Government



+44 20 123 456 78 | +44 876 543 21
david.buttress@cabinetoffice.gov.uk
gov.uk/CostOfLivingSupport

Click [here](#) for logos, social assets, e-signatures, posters, e-leaflet



Help for Households assets for business partners

In July the Cost of Living Business Tsar, David Buttress, launched Help for Households Business Partner - a business partnerships initiative that promotes and develops offers that help struggling consumers.

This work builds on the schemes, offers and targeted help that many businesses and organisations are already providing, and helps raise awareness of the private sector offer to the public

Find out more [here](#).

How to get involved:

- This is open to business of all sizes and across all sectors.
- Please contact David Buttress and his team via **businesspartnerships@cabinetoffice.gov.uk** to find out how you can support the initiative.



[You can download the toolkit for participating businesses here](#)

Help for Households - What people need to know

- More than eight million people on means-tested benefits will receive a Cost of Living Payment of £650 this year, made in two instalments. This includes all eligible households; Universal Credit, Income-based Jobseekers Allowance, Income-related Employment and Support Allowance, Income Support, Pension Credit, Working Tax Credit and Child Tax Credit.
- The first payment of £326 was made from July 14, with a further £324 to be paid from September – totaling £650. For eligible households on tax credits only, the first payment will be made in the autumn and the second in the winter. Payments will be made automatically via usual payment methods – people do not need to contact HMRC or DWP or apply for the payment ([read more](#)).
- There will also be a £150 Disability Cost of Living Payment made to people on qualifying disability benefits which can be in addition to the above due to be paid in September.
- There will also be an extra £300 Pensioner Cost of Living Payment for pensioner households paid as an increase to their winter fuel payment to be paid from mid-November.
- In addition to these payments, Households in England, Wales and Scotland will receive a £400 discount to help with the cost of their energy bill from October onwards. This money will not need to be paid back.
- Households liable for Council Tax in Bands A-D in England have received a £150 Council Tax Rebate ([read more](#)).
- And the UK Government has also extended the Household Support Fund until March 2023, providing an extra £421million of local support in England and £79 million to the Devolved Administrations ([read more](#)).

Our cost of living payments factsheet [here](#) can provide more answers



What you need to know at a glance:

Payment	Date to be paid	Eligibility	More information
Cost of Living Payment, totalling £650, for those on low income means- tested benefits	First payment of £326 will be paid from July 14 with a second payment of £324 to be paid in the Autumn – totalling £650	People on an eligible benefit in payment on each qualifying date. These benefits are: • Universal Credit • Income-based Jobseeker's Allowance (JSA) • Income-related Employment and Support Allowance (ESA) • Income Support • Pension Credit	More information
Cost of Living Payment, totalling £650, for those on Tax Credits only	First payment of £326 will be paid from Autumn 2022 with a second payment of £324 to be paid Winter 2022 – totalling £650	For eligible households receiving tax credits on each qualifying date. It is possible for customers to be entitled to both tax credits and other eligible benefits. So HMRC will make payments to eligible customers receiving tax credits only, shortly after DWP paying to all those on other benefits, to avoid duplicate payments.	More information
One-off Disability Cost of Living payment of £150	September 2022	People on an eligible disability benefit in payment on any day between April 26 and May 25 2022 will receive a one-off payment of £150 in September. Click the link to see who is eligible.	More information
One-off £300 Pensioner Cost of Living payment	As part of Winter Fuel Payment from mid-November	This one-off increase go to more than 8 million pensioner households across the UK who receive the Winter Fuel Payment and will be paid on top of any other one-off support an eligible pensioner household is entitled to.	More information

Useful links

Download files to support customers [here](#)

- Help for Households [campaign website](#)
- [Use the HMG benefits checker to find out what you might be entitled to](#)
- Use an independent [benefits calculator](#) to find out what benefits you could get
- [MoneyHelper](#) offers impartial money and pensions advice
- [DWP Press Release](#) on the Cost of Living payments
- Independent News Article: [Can I get the £650 cost of living payment?](#)
- [Cost Of Living Factsheet](#)
- Promote the other support available, including:
 - Help from the Household Support Fund from [your local council](#) in England
 - [Pension Credit calculator](#)
 - [Understanding Universal Credit](#)
 - The [Discretionary Assistance Fund](#) in Wales
 - A [Crisis Grant or Community Care Grant](#) in Scotland
 - [Discretionary Support or a Short-term Benefit Advance](#) in Northern Ireland