

# Communicating The Household Support Fund

## Local Authority Toolkit - March 2023

**This toolkit provides assets, copy and guidance for councils to promote Household Support Fund to residents on your channels and includes:**

- social media copy and assets
- newsletter copy
- FAQs
- printable PDF poster
- easy read guidance

# HOUSEHOLD SUPPORT FUND

## EXTENDED

# How to talk about Household Support Fund with your residents

The Government has made an extra £842 million of additional funding available to help the most vulnerable across England, totalling over £2 billion of funding allocated to Local Authorities over the past 18 months.

The funding is an extension of the Household Support Fund and has been allocated to councils in England, who will use it to support those in need in their local area.

This toolkit also includes an easy read version of the guidance for individuals which can be signposted to from your website and other public facing channels.

[Click here](#) to download social media assets and Easy Read guidance for individuals



## Social media assets

*For co-branding and use on council social media channels*

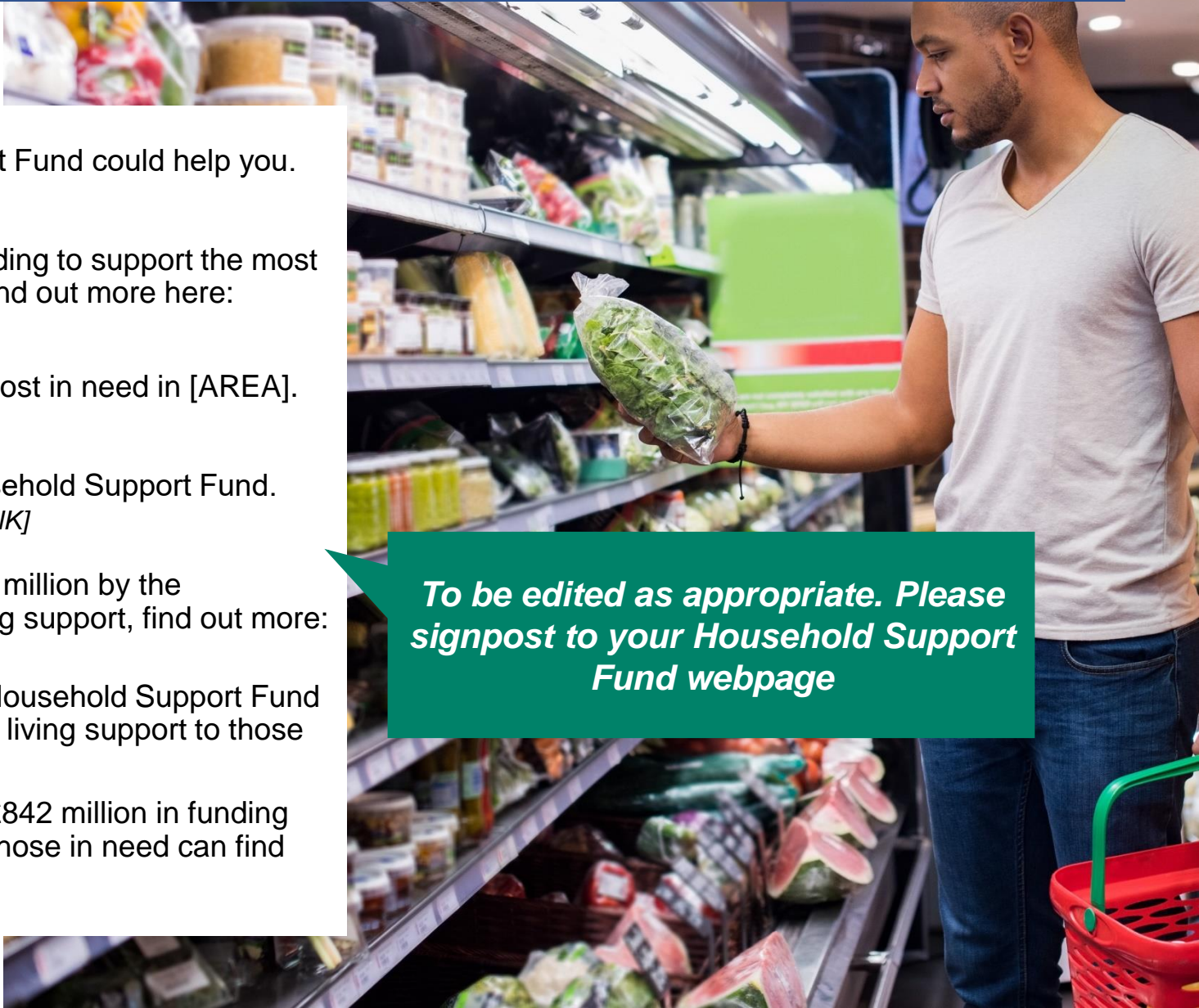


*Space for Local Authority Logo – Copy on Slide 3*

Contact [external.affairs@dwp.gov.uk](mailto:external.affairs@dwp.gov.uk) for more information

# Household Support Fund – Social Media Copy

- Are you struggling? The Government's Household Support Fund could help you. Find out how, here: [\[LOCAL AUTHORITY LINK\]](#)
- We have received a further £[X] million in government funding to support the most vulnerable households in [AREA] with the cost of living. Find out more here: [\[LOCAL AUTHORITY LINK\]](#)
- The Household Support Fund is now available for those most in need in [AREA]. For more information, click here: [\[LOCAL AUTHORITY LINK\]](#)
- We've been given government funding as part of the Household Support Fund. Find out how it could help you here: [\[LOCAL AUTHORITY LINK\]](#)
- Our Household Support Fund has been topped up by £[X] million by the government. You may be eligible for additional cost of living support, find out more: [\[LOCAL AUTHORITY LINK\]](#)
- The Government has added a further £842 million to the Household Support Fund so local councils can continue to provide additional cost of living support to those most in need. Find out more here: [\[LOCAL AUTHORITY LINK\]](#)
- Local councils in England have each received a share of £842 million in funding from @GOVUK as part of the Household Support Fund. Those in need can find out more here :[\[LOCAL AUTHORITY LINK\]](#)



***To be edited as appropriate. Please signpost to your Household Support Fund webpage***

# Newsletter copy and Poster

## Newsletter copy

The Government has made an extra £842 million available to help the most vulnerable across England.

The funding is an extension of the Household Support Fund and has been allocated by the Department for Work and Pensions to councils in England, who will then use it to support those in need in their local area.

Councils can decide how best to use the funding to support people in their local area quickly and efficiently.

The Household Support Fund is there to help low income households, including families, pensioners, unpaid carers, care leavers and disabled people. It provides immediate help for those who are struggling. This could include help with your energy, water, broadband and phone bills, as well as other essentials such as food, clothing and hygiene products. The fund can also assist with transport-related costs such as car repairs, buying a bicycle or paying for fuel.

Those wanting to find out what support is available in their local area should [visit their Council's website or contact their local council office](#).

For further information, go to the [Household Support Fund](#) on gov.uk.

*Suggested newsletter copy  
for public facing  
communications*

*Downloadable, printable poster with  
space for co-branding and for use in  
local area*

## Poster for Councils and Stakeholders



[Click here to  
download the poster](#)





# Frequently Asked Questions

**Q: Who is this Household Support Fund for?**

A: Funding is aimed at those most in need. You do not have to be getting benefits to receive help from the Household Support Fund.

**Q: Will receiving support from the Household Support Fund affect other benefits?**

A: No, this is additional funding to help with the cost of living. Payments will not affect your benefits.

**Q: How do I apply for support through the Household Support Fund?**

A: Each council will have different plans and eligibility requirements to distribute their funding. Residents should check their Local Authority website to find out more about their local scheme.

**Q: Do I need to repay any payment, or return any goods I receive?**

A: Local Authorities will set out the details of their local schemes, but there is no expectation for awards to be repaid for the Household Support Fund.

**Q: What can I use this support for?**

A: Authorities can use the funding support with the costs of food, energy and wider essentials. This can include providing vouchers or cash to households, providing food and goods directly or through third party grants.

**Q: How can I find out what support is available in my local area?**

A: [Check with your local council](#) to find out what support is available.

**Q: I do not meet the criteria but need other help, what other support is available?**

A: Check the [Help for Households](#) website for the Government's full range of Cost of Living Support.

**Q: Can I reapply if I have had a previous award?**

A: Check with your local council. Each Local Authority will have different eligibility requirements.

**Q: What if I'm in Scotland and Wales?**

The Devolved Administrations have also been [allocated funding](#).

# Useful Links

- [Household Support Fund guidance for county councils and unitary authorities in England](#)
- [DWP press release on Household Support Fund \(Feb 2023\)](#)
- [Help for Households website](#)
- Links to other kinds of support, including:
  - [HM Gov Benefits checker to find out what you might be entitled to](#)
  - [Pension Credit calculator](#)