

HOUSEHOLD SUPPORT FUND

AWARENESS WEEK

16-22 October 2023

To further support households with the rising cost of living, the Government allocated **£842m to Local Authorities in England to extend the Household Support Fund for a year. The scheme runs from 1 April 2023 until 31 March 2024.**

The Household Support Fund is there to help households most in need with the rising cost of living, including families, pensioners, unpaid carers, care leavers and disabled people.

Six months on, we are recognising the many innovative ways in which the latest iteration of the fund has supported households in need across the country with their essential living costs.

Join other Local Authorities in recognising the Household Support Fund Awareness Week by:

- Engaging local media on how you are using your allocation of the fund, offering up case studies who can tell their story of how they have been helped and including a call to action for people to get in touch with you to find out what support you are offering
- Including this quote from the Minister for Social Mobility, Youth and Progression in any press release you send to local media promoting your offering:
- Create social media content that illustrates the support you are offering locally. Post to social media channels, mentioning **@DWPgovuk** who will share the most compelling stories and use the **#HelpForHouseholds**
- Follow **@DWPgovuk** on Facebook, X (formerly Twitter) and LinkedIn and share social media posts about Household Support Fund Awareness Week.
- Ask prominent people and community groups in your area to promote the ways to access support funds where you are.
- Invite your local MPs and council leaders to visit projects supported by the HSF and see the funding in action.
- Work with your local MPs to raise awareness of the HSF and ways to access funding where you are.
- Add your logo to our **downloadable poster** and display this across your sites.
- Access our updated promotional toolkit **here** for graphics and copy to use across your channels including newsletters and website and intranet sites.

Minister for Social Mobility, Youth and Progression, **Mims Davies MP**, said:

“Our £842 million extension to the Household Support Fund this year is delivering vital support at a local level to some of the most vulnerable families in England.

Whether it be providing energy efficient white goods to help save on costs, running free budget cooking classes or offering support for families with their finances, this Household Support Fund Awareness Week and beyond, I encourage anyone struggling to get in touch with their local council to find out what support is available in their area.”