

Communicating The Household Support Fund

Local Authority Toolkit – September 2023

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

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

HOUSEHOLD SUPPORT FUND



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, bringing total funding to over £2 billion allocated to Local Authorities since October 2021.

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 assets used across Awareness Week alongside 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 for more information

HOUSEHOLD SUPPORT FUND

AWARENESS WEEK

16-22 October 2023

The Household Support Fund Awareness Week 16-22 October 2023 in England

Want to be part of the awareness raising week for this important support fund?

Then join our Minister for Social Mobility, Youth and Progression, Mims Davies MP and show how you have and are helping those in most need especially at present. This is an opportunity to showcase your work so why not unite with fellow local authorities and do just that? If you are a local authority in England you should have received a letter informing you of this awareness raising week.

The current Household Support Fund (HSF) began on 1 April 2023 and will run until 31 March 2024. This is a midway point to highlight your achievements. Tell everyone what you have done so far with your share of the £842 million fund and use it as a hook to promote your future plans.

Department for Work & Pensions

HOUSEHOLD SUPPORT FUND AWARENESS WEEK
16-22 October 2023

Mims Davies MP
Minister for Social Mobility,
Youth and Progression

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.

The Household Support Fund Awareness Week 16-22 October 2023 in England

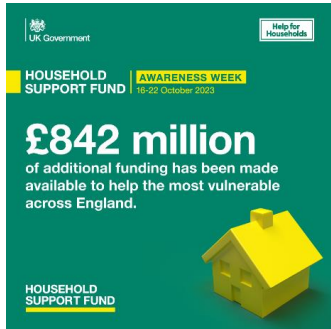
There are a number of ways you can get involved including:

- 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 a number of our graphics and social copy – and our ministerial quote – to use across your channels including newsletters, website and intranet sites

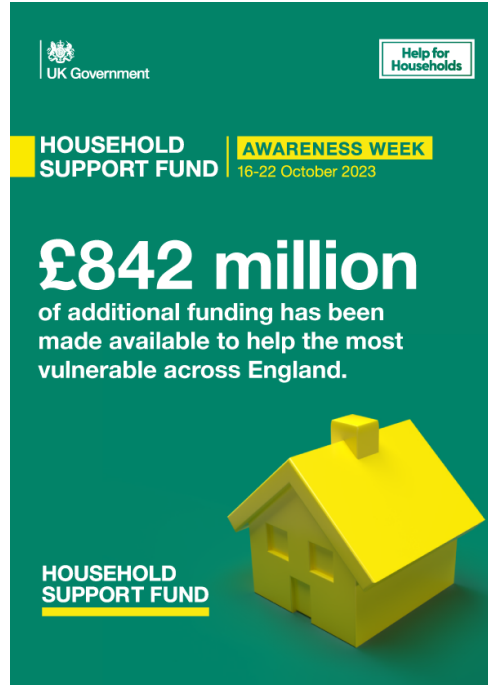
HOUSEHOLD SUPPORT FUND

AWARENESS WEEK

16-22 October 2023



Social media posts



Posters



One pager info

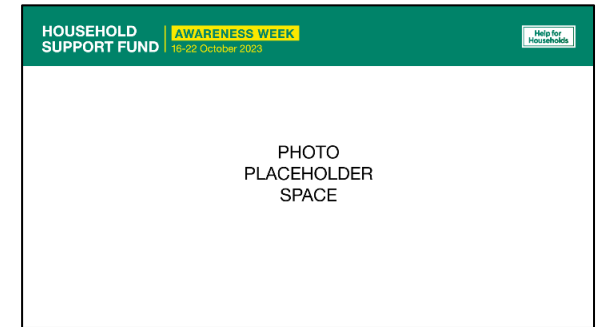
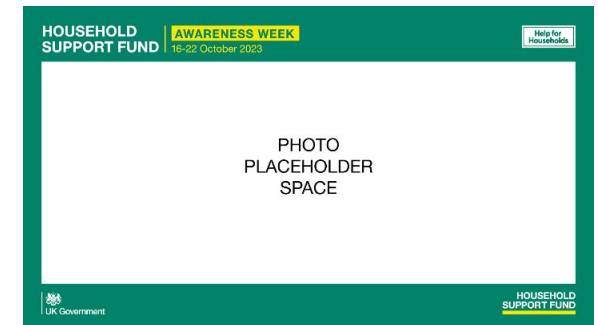


Photo overlay for social media



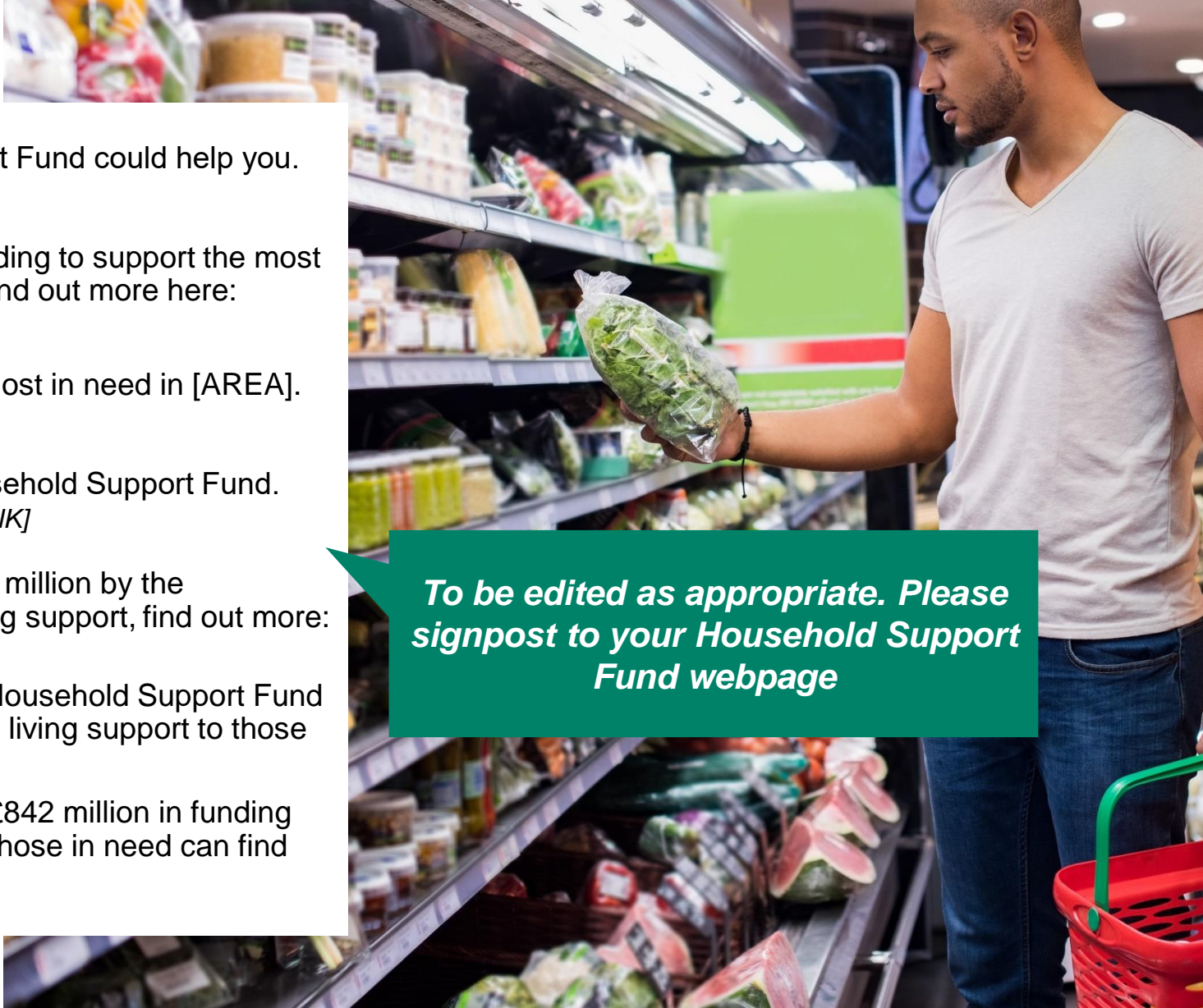
Across the rest of the slides you will find a series of products developed to support you in communicating **the Household Support Fund in your local area**, through partners and across your communication channels.

[Click here to download the final products](#)



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 fund runs from 1 April 2023 to 31 March 2024.

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 and each local authority will have their own eligibility criteria. You may not need 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 or Wales?

A: The Household Support Fund operates in England only. The Devolved Administrations receive Barnett Formula funding as a result of this, as usual. It is for the devolved administrations to decide how to allocate this additional [Barnett 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](#)