

## Welfare reform outline Comms Plan – high level actions and impacts

### Notes & actions prior to 08/11/2012 decision

- Committee papers will be published at least 5 days before 8 Nov meeting becoming publicly available
- All Customer Services staff must be fully briefed prior to this (key statements and FAQs drafted & issued by mid October)
- Press Office (already aware) prepared for any potential media interest following decision

	<b>Other Internal Stakeholders</b>	<b>External Stakeholders</b>	<b>Impact</b>	<b>Comms channels / actions proposed TBC</b>	<b>Next steps 08/11/onwards</b>
<b>1) CTAX Support</b>	Housing/Homelessness Teams	<ul style="list-style-type: none"> <li>•Benefit claimants</li> <li>•CAB &amp; all other advice agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction/loss of benefit</li> <li>• Backdating of claims no longer supported – appeals etc</li> </ul>	<ul style="list-style-type: none"> <li>• Visiting officers</li> <li>• Front line staff</li> <li>• Direct letters &amp; phone/email contact</li> <li>• External Org presentations</li> <li>• Press as appropriate</li> </ul> <p>(TBC when final scheme agreed)</p>	<ul style="list-style-type: none"> <li>• Target groups &amp; relevant comms method confirmed</li> <li>• Additional info required from claimants identified</li> </ul> <p>(Must be a co-ordinated approach)</p>
<b>2) Under Occupancy</b>	Housing/Homelessness Teams	<ul style="list-style-type: none"> <li>• RSL's (Social Landlords)</li> <li>• Affected residents</li> </ul>	RSL's: need to re-asses housing stock & provide data asap Reduction / loss of benefit or relocation	Direct contact with all local RSL's inc presentations/workshops (Comms responsibilities to be agreed)	<b>NOW – key RSL contacts</b> identified and presentation arranged asap after 08/11/2012 (SG)
<b>3) Social Fund</b> (crisis loans etc)	<ul style="list-style-type: none"> <li>• Housing/Homelessness Teams</li> <li>• Social services</li> </ul>	CAB & all other support agencies	Vulnerable groups not identified /protected by CTS reliant on this	New scheme communicated as appropriate in line with CTAX Support	TBC when final scheme / new process agreed
<b>4) CTAX Exemptions</b> e.g. Empty Properties / 2 <sup>nd</sup> home discount	<ul style="list-style-type: none"> <li>• Building Control</li> <li>• Planning</li> <li>• Licensing Teams</li> <li>• Economic Dev / Major Projects</li> </ul>	<ul style="list-style-type: none"> <li>• Business owners</li> <li>• Business West &amp; other advice orgs</li> <li>• Customers (probate etc.)</li> <li>• Landlords</li> <li>• Property Developers</li> </ul>	<b>Internal</b> – potential pressure on services to speed up process. <b>External</b> – financial impact of gaps in rental income / new build & renovation timescales / property sales etc.	<b>Internal</b> – presentations / workshops <b>External</b> <ul style="list-style-type: none"> <li>• Press as appropriate</li> <li>• Poss comms support from Business advice agencies</li> </ul> <p>(2<sup>nd</sup> homes: direct letter)</p>	<b>NOW – key internal contacts</b> identified and presentation arranged asap after 08/11/2012 (SG)

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<b>5) Second Adult Rebate</b>	Housing/Homelessness Teams	<ul style="list-style-type: none"> <li>•Benefit claimants</li> <li>•CAB &amp; all other advice agencies</li> </ul>	<ul style="list-style-type: none"> <li>•Loss of benefit – up to 25% max of CTAX bill</li> <li>•Pressure on other adults to relocate</li> </ul>	Direct letters to current claimants	TBC when final scheme agreed