

March 2009

Dear colleague,

'If It's New, Tell Us Too'

Thank for your request for the more details on the "If It's New, Tell Us Too" pilot communications campaign currently running in the London Borough of Waltham Forest. It is very encouraging that so many of you are eager to work with us to try and reduce customer error.

This is a pilot campaign, designed to test how a communications campaign of this type can contribute to reducing customer error. We are planning extensive campaign evaluation and the results will drive any decision to extend the pilot to other local authority areas. I hope you understand that we are not in a position to roll out campaign materials until we have seen the evaluation. We will keep you up to date with our progress in future editions of Housing Benefit Direct and the Housing Benefit Bulletin. In the meantime, here are few more details about the campaign.

The 'If It's New, Tell Us Too' campaign began on 9 March 2009 and is focusing on encouraging working age Housing Benefit customers to report changes in circumstance affecting their claim.

The objectives of the campaign are to:

- To increase the number of changes reported promptly
- To increase customer awareness of their responsibility to report a change in circumstance as soon as it happens
- To increase awareness of the types of circumstance they need to report
- To increase awareness of where, when and how to report a change

The campaign comprises:

- Outdoor advertising on telephone kiosks, bus shelters and billboards
- Local press adverts, including in the council's own newspaper
- Direct mail to around 16,000 working age Housing Benefit claimants including a change in circumstance reporting form
- Local stakeholder engagement designed to spread the message by 'word-of-mouth' via community groups and small businesses. These have been provided with a range of material/information for customers including :
 - Posters
 - Window stickers
 - Response cards to report changes in circumstances
 - Information cards (credit card size)

You can view the campaign in action on the London Borough of Waltham Forest web site: www.walthamforest.gov.uk/tellustoo

An example of one of the outdoor poster ads



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