**Household Support Fund**

Communications guidance for partners

**Introduction**

Thank you for partnering with us to support people most in need of financial help for essentials this winter.

We have been allocated almost £5.7m from the Department for Work and Pensions’ Household Support Fund (HSF) to help residents who would otherwise struggle to buy food, keep their home warm, pay essential utility bills or meet other essential living costs through winter.

We are using some of the money to provide direct financial assistance to residents to help with food and fuel costs.

We have also chosen to allocate money to schools, foodbanks and other community groups so they can support their local communities.

This document is designed to help those organisations with communications around the support being delivered.

**Suggested wording**

Should you wish to reference the Household Support Grant on your website or in other communications, here is some suggested wording you may find useful:

Bradford Council has been allocated funding from the Department for Work and Pensions’ Household Support Fund to help residents who would otherwise struggle to buy food, keep their home warm, pay essential utility bills or meet other essential living costs this winter.

The council is working with schools, community groups and foodbanks to ensure the help gets to those who need it most. People do not need to apply to access the fund. If they are eligible they will be made aware.

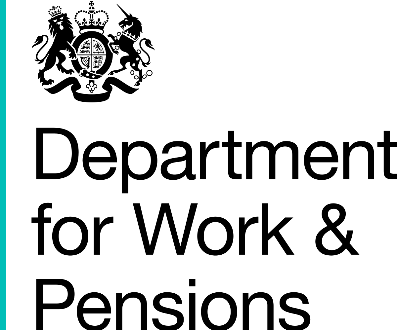
More information is available at <https://www.bradford.gov.uk/benefits/applying-for-benefits/household-costs-through-winter/>

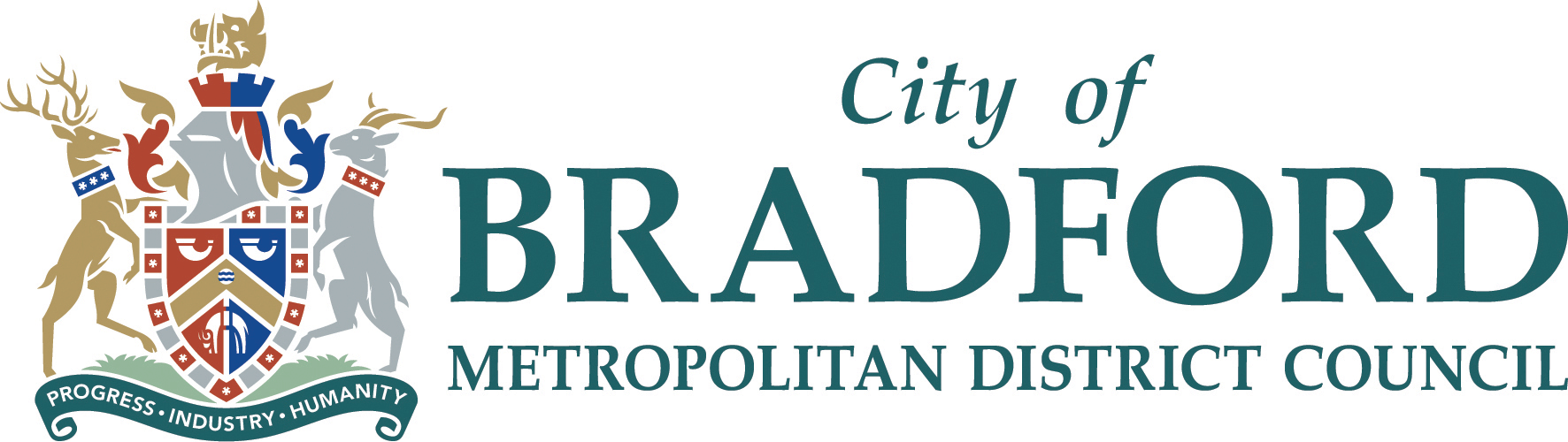
**Branding**

Any messages or promotional materials about the Household Support Fund should indicate that it is **funded by the Department for Work and Pensions**. This can be done by including the Department for Work and Pensions’ logo.

We ask that you also acknowledge **Bradford Council**.

Logos for the DWP and Bradford Council are below for your use.





Should you need these logos in a different format or size, please contact [rebecca.smith@bradford.gov.uk](mailto:rebecca.smith@bradford.gov.uk)

**Signposting**

If you wish to signpost your clients to more information on the fund, please share the following link to our website - <https://www.bradford.gov.uk/benefits/applying-for-benefits/household-costs-through-winter/>

You may also wish to share a link to our winter wellbeing page which has information and contacts for services that may be able to help with wider issues such as healthcare, anxiety and housing - <https://www.bradford.gov.uk/health/health-advice-and-support/winter-wellbeing/>

**Thank you**

If you have any queries around communications and the Household Support Fund, please contact:

**Rebecca Smith**

Marketing and Communications Officer

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