



# Cost of living crisis

Communications and channels approach

# Campaign objectives



Take a multi-channel approach to raise awareness of the help and support available hyper-locally, locally and nationally, and target key audiences, including the most vulnerable

Encourage residents who are struggling to seek help by showing them that they aren't alone and to help prevent and reduce shame/embarrassment

Help residents in extreme financial hardship to access financial support through our £2 million COLC Fund

Develop case study-led stories to support the campaign

Encourage and support residents and businesses who are able to, to get involved and help others - by donating time or resources

Continue to equip partners with the content they need to share information and advice via their own networks and directly into our communities

Continue to work with colleagues across the organisation to ensure the campaign is informed by the latest data and insight so that we can continue to target advice and support at residents who are particularly struggling – e.g. information re free school meals aimed at parents and carers

Seek feedback from and meet community groups and leaders to understand how they access advice and support so we can continue to effectively target residents

Explore setting up a communications working group of residents to review and feedback on materials we produce



# Communications and Channel approach



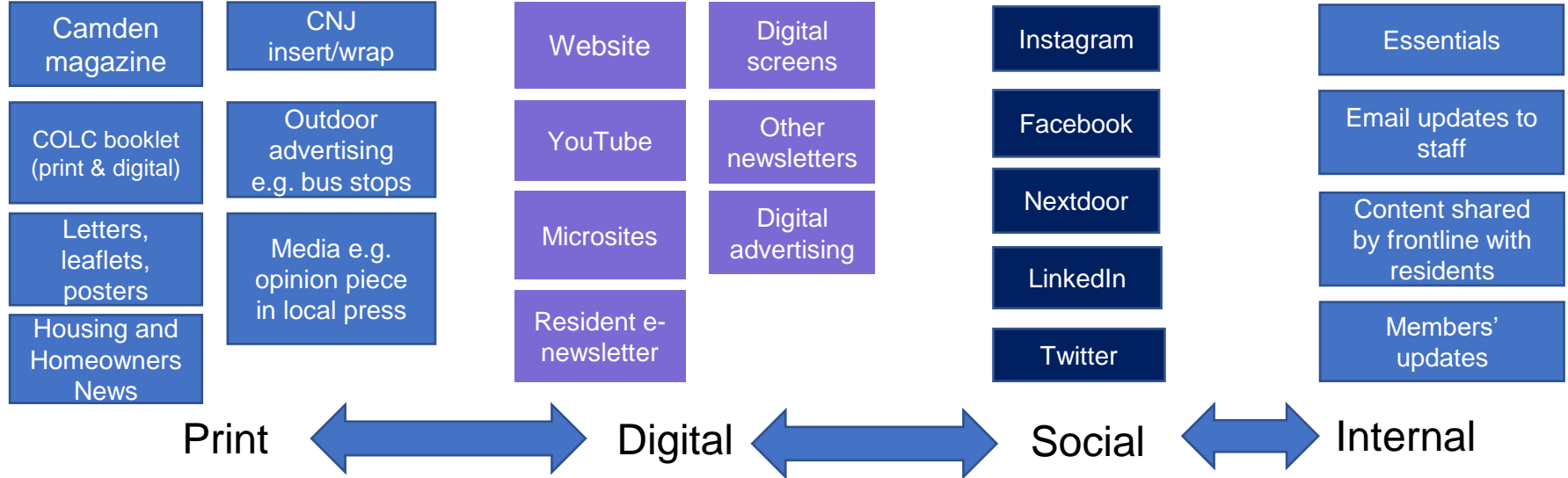
We are taking a similar double-pronged approach that we took during the pandemic, and which we know is effective at reaching deep into our communities:

1. **A hyper-local targeted approach talking to people in their community** – including sharing template communications assets detailing all available support with community leaders, organisations, councillors and staff to share through their own networks. This includes via ‘word of mouth’ and local WhatsApp groups; targeted digital advertising; accessible formats – including translations, BSL and EasyRead. Messaging will be tailored to the audience and channel.
2. **High impact, wide-reaching communications across all of our communications channels to reiterate the messages we are giving at a local level** – e.g. our e-newsletter, resident magazine, social media, communications door-dropped to all residents, CNJ wrap, bus stop and other out-of-home advertising.

**In addition, we will continue to support participation and partnerships work by helping to raise awareness of hyper-local support that’s available or being set up to support our communities.**



# Communications and channel approach



**Word of mouth and campaign amplification:** materials, information and key messages shared with VCS/community leaders/partners and Members to share directly via their own channels and networks





# Dedicated webpage and support hub



Home / Benefits and financial support / Cost of living support

Search

## Cost of living support



Everyone is likely to need a bit of help due to the rising cost of living. If you're struggling to afford the essentials – including food, energy bills or housing costs – or if you're in debt, help is available.

### On this page:

- [Claim benefits you're entitled to](#)
- [Help to pay your bills](#)
- [Help with food](#)
- [Grants and loans](#)
- [Warm spaces and energy saving tips](#)
- [Managing debt](#)
- [If you're worried about housing costs or losing your home](#)
- [Help to find a new or better paid job](#)
- [Advice bus and free and low-cost events](#)
- [Mental health support](#)

You can also read help and advice with the cost of living crisis in an [easy read format](#).

### Claim benefits you're entitled to

You may be able to claim benefits or receive financial support or discounts if you are:

- unemployed or receive a low income
- sick or disabled
- a pensioner and on a low income
- a carer
- responsible for children
- live alone

You can [check which benefits are available to you on GOV.UK](#), by using a [free benefits calculator](#) or by [getting free advice from a local organisation](#).

If you're on a low income, you're a carer or you're disabled, you may be eligible for a council tax discount by applying for [Council Tax Support](#). Some people - including disabled people, people who live alone and students, may be eligible for [Council Tax discounts or exemptions](#).

If you're a Camden business owner, read about the range of [support available for Camden businesses](#).

Camden's website remains residents' preferred channel for finding out council information – 82% have used the site



# Printed materials



Our research shows leaflets delivered by the council are among residents top three channel preferences. The leaflet to the left was sent to all homes in the borough in winter 2022 to 2023

## Struggling with the rising cost of living?

We're here for you

If you're struggling to afford the essentials – including food, and energy bills – or if you have debt, help is available.

- find advice at [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving)
- contact one of the organisations in Camden Advice Network (see back page for contact details)
- call us on **020 7974 4444 (option 9)**
- call Citizens Advice Camden on **0808 278 7835**
- visit our advice bus - details at [camden.gov.uk/winterevents](https://camden.gov.uk/winterevents)

Find your nearest 'warm welcome' space



Find and visit your local 'warm welcome' space for a safe and warm place to relax or get advice with the cost of living crisis. [camden.gov.uk/warmwelcome](https://camden.gov.uk/warmwelcome) or scan the QR code.

If you don't speak English, call us on **020 7974 4444 (option 9)**. We will do our best to help you in the language that's best for you.

আপনার ইংরেজি ভাষায় না পারলে আমাদের 020 7974 4444 (অপশন 9) নম্বরে যোগাযোগ করুন। আমরা আপনার ভাষায় একটি সুরক্ষিত স্থানে আপনাকে সহায়তা করতে পারি।

İngilizce bilmiyorsanız, bizi 020 7974 4444 no'lu numaradan arayabilirsiniz (9. seçenek). Size en iyi dilinizi dilde size yardımcı olmak için elimizden geleni yaparız.

Sizi dilinize göre en iyi şekilde yardımcı olmak için elimizden geleni yaparız. 020 7974 4444 (seçenek 9). Telefonla konuşarak dilinizi dilde size yardımcı olmak için elimizden geleni yaparız.

To receive this booklet in another language or large print, please email [camdentalking@camden.gov.uk](mailto:camdentalking@camden.gov.uk)

020 7974 4444 (option 9) 020 7974 4444 (option 9) 020 7974 4444 (option 9)

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## Helping you stay warm and well this winter

Find your nearest 'warm welcome' space

Keeping warm and getting vaccinated against flu and COVID-19 are two of the most effective ways to stay well this winter. If you're feeling the cold at home, visit one of Camden's 'warm welcome' spaces. They're safe, friendly places, with information and support available to help with the cost of living crisis. Find your nearest space [camden.gov.uk/warmwelcome](https://camden.gov.uk/warmwelcome)

Get a free flu vaccine and COVID-19 booster

If you have underlying health conditions such as diabetes, heart disease or a weakened immune system, top up your immunity with a free flu vaccine and COVID-19 booster. Book appointments

[nhs.uk/wintervaccinations](https://nhs.uk/wintervaccinations) 119

You can also visit Camden's vaccine bus or a participating pharmacy for a walk-in appointment

[camden.gov.uk/getting-the-vaccine](https://camden.gov.uk/getting-the-vaccine)

Got a question? Speak to your GP or pharmacist

Looking after your mental health

Many people can feel stressed and lonely at this time of year. Connecting with others in person or over the phone can help you feel less alone. Find out more and get involved in free or low cost events in your area

[camden.gov.uk/winterevents](https://camden.gov.uk/winterevents)

If you are feeling low, anxious, sad or depressed, please know that you're not alone - support is available

Speak to your GP about how you're feeling

Contact iCope for free, confidential help [icope.nhs.uk](https://icope.nhs.uk) 020 3317 6670

Find out more [camden.gov.uk/mental-health](https://camden.gov.uk/mental-health)

For advice in other languages, EasyRead and BSL visit [camden.gov.uk/otherformats](https://camden.gov.uk/otherformats)



## Support and advice for new parents

Having a new baby can be really exciting but all parents and carers need a bit of support. We've pulled together information on the help and support that is available to you in Camden.

If you are struggling with the cost of living crisis and you're in urgent need of support, help is available [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving) 020 7974 4444 (option 9)

Children's centre services

There are six children's centres in Camden that offer advice, support and activities for people and families who are expecting a baby or have children up to the age of 5. This includes health visiting and family support, support with breastfeeding, baby feeding and healthy eating, support with your own wellbeing, help finding a job and applying for benefits, childcare, free activities and play sessions, and support for children who are disabled or have special educational needs. They are also a good place to meet other parents and carers [camden.gov.uk/childrenscentres](https://camden.gov.uk/childrenscentres)

0800 389 5789



Leaflets available on a range of topics

# Camden magazine



Camden magazine – sent to all homes, libraries and businesses – three times a year

Receiving a regular printed council publication features in residents top three channel preferences (2021) – alongside our website and leaflets (delivered)



## Struggling with the cost of living crisis?

We're here for you

If you're struggling to afford the essentials, or need support with food, mental health or finding a job, help is available.

📍 [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving) ☎ 020 7974 4444 (option 9)

Visit your local 'warm welcome' space 📍 [camden.gov.uk/warmwelcome](https://camden.gov.uk/warmwelcome)

Scan the QR code to download and read our cost of living help and support booklet



## Free school meals could save you over £500 a year

If you have a school-aged child, check if they're eligible for free school meals. They could:



save you money



give your child access to other support, like free breakfast clubs and activities



help you access food vouchers in the holidays

If your child is eligible but you prefer to make them a packed lunch, please still sign them up because their school will receive vital funding worth at least £985 a year to pay for things like more in-classroom support and after school activities – and it will help your child access other support. For all these reasons, signing up will remain important from September when all primary school children will get free school meals funded by the Mayor of London.

Find out more 📍 [camden.gov.uk/free-school-meals](https://camden.gov.uk/free-school-meals) ☎ 020 7974 5771 [Apply](#)

## Tax Credits – move to Universal Credit

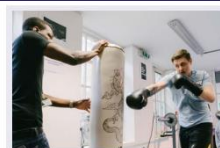
⚠ If you're single and receive child tax credit, working tax credits and no other benefits, the government will soon write to you and tell you to move to Universal Credit. If you receive a letter, you have 3 months to apply. It's really important that you meet this deadline, otherwise your tax credits will stop and you may lose out on money.

For free advice, get in touch with Citizens Advice Camden ☎ 0800 144 8444 (Monday to Friday 8am to 6pm). For more information 📍 [gov.uk/universal-credit](https://gov.uk/universal-credit)



## Cost of living community response

Our £300,000 Cost of Living Crisis Community Response Fund has provided funding to over 90 community-led projects supporting Camden residents with the rising cost of living – including the Coram's Fields youth gym and the warm space activities at Henna Asian Women's Group. Find out more below about the great work they're doing.



### Coram's Fields Youth Gym

Naz Deen is the Head of Youth and Sport at Coram's Fields. We spoke to him to find out how they're supporting young people with the cost of living crisis.

📍 It's a stressful time for many young people in our community. But Coram's Fields is providing a safe haven where you can come to chat, get support or mentoring, get help finding a job or qualifications and much more. We also have a new gym that's free to that was the idea of local young people, with qualified personal trainers on site so you can keep fit in a fun and safe way. If you're 19 or under, come along or get in touch to find out more – there's plenty to get involved in."

📍 [coramsfields.org](https://coramsfields.org)  
📍 [wemakecamden.org.uk/corams-fields](https://wemakecamden.org.uk/corams-fields)  
📍 [@coramsfields\\_charity](https://coramsfields.charity)  
📍 93 Galford St, London WC1N 1DN

### Supporting women's wellbeing

Momota, Bushra and Sajida work at the charity Henna Asian Women's Group. We spoke to them to find out how its services are making a difference to women during the cost of living crisis:

📍 We've had group members tell us that they can't afford to put their kettle on or heat food. You can see how stressed some of them are. Our activities help ease that pressure, improving wellbeing and reducing loneliness. We have professional tutors and counsellors, knitting, games and coffee mornings, exercise classes, a befriending service and we are providing free meals and toiletry packs. The women who come here leave with a smile on their face because it's somewhere safe to de-stress."

Find out more 📍 [henna.org.uk](https://henna.org.uk)



Camden mag, summer '23



# Social media - graphics



## Struggling with the rising cost of living?

We're here for you

- Visit [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving)
- Call us on 020 7974 4444 (option 9)
- Call Citizens Advice Camden on 0808 278 7835



## Struggling with the rising cost of living?

We're here for you



- Call us on 020 7974 4444 (option 9)
- Visit [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving)
- Call Citizens Advice Camden on 0808 278 7835
- Contact Camden Advice Network. Find out more at [camden.gov.uk/can](https://camden.gov.uk/can)

## Need help finding a job or training?

Good Work Camden is here for you

- Email [jobhub@camden.gov.uk](mailto:jobhub@camden.gov.uk)
- Visit [camden.gov.uk/employment-support](https://camden.gov.uk/employment-support)
- Call us on 020 7974 1666

GOODWORKCAMDEN



## Need support with food?

We're here for you

- Visit [findfood.camden.gov.uk](https://findfood.camden.gov.uk)
- Email us at [communityresponse@camden.gov.uk](mailto:communityresponse@camden.gov.uk)
- Call us on 020 7974 4444 (option 9)



Twitter/X: 38,500 followers  
Facebook: 6,900 followers  
Nextdoor: 49,975 members  
Instagram: 2,750 followers

## Feeling down, anxious or worried?

Help is available

- Speak to your GP
- Visit [icope.nhs.uk](https://icope.nhs.uk)
- Call iCope 020 3317 6670

For out more at, visit [camden.gov.uk/mental-health](https://camden.gov.uk/mental-health) or call 020 7974 4444 (option 9)



# Social media - content



# CNJ insert and e-bulletin



## Cost of living crisis: Support from Camden Council

**We're here for you.**

Visit [camden.gov.uk/costofliving](http://camden.gov.uk/costofliving) or scan the QR code. Contact one of the organisations in the Camden Advice Network - visit [camden.gov.uk/can](http://camden.gov.uk/can). Call Camden Council on 020 7974 4444 (option 9). Call Citizens Advice Camden on 0800 278 7835.

**Check if you can increase your income**

- Check you're receiving all the benefits you're entitled to - [benefits-calculator.tamzooz.co.uk](http://benefits-calculator.tamzooz.co.uk)
- Check you've been paid the National Minimum Wage - [gov.uk/nmw-getting-minimum-wage](http://gov.uk/nmw-getting-minimum-wage)
- See if you're eligible for Council Tax Support for a reduction in council tax - [camden.gov.uk/council-tax-support](http://camden.gov.uk/council-tax-support)
- If you live alone, apply for a single person 25% discount on your council tax - [camden.gov.uk/council-tax-single-person-discount](http://camden.gov.uk/council-tax-single-person-discount)
- Check you're on the lowest tariff for all of your bills. If you're approaching the end of a contract, shop around and ask your current provider for a better deal.

**Find your nearest 'warm welcome' space**

Warm welcome spaces are available across Camden where you can relax, meet up with others and get support with the cost of living crisis. They include: including taverns, children's centres and community buildings. [camden.gov.uk/warmwelcome](http://camden.gov.uk/warmwelcome)

**Struggling with debt? Help is available**

If you have debt, several organisations provide free, confidential advice and can help you understand your rights:

- StepChange - 0300 301 5309 - [stepchange.org](http://stepchange.org)
- Citizens Advice - [citizensadvice.org.uk/advice-and-money/help-with-debt](http://citizensadvice.org.uk/advice-and-money/help-with-debt)
- Many Ways Legal Centre - 020 7269 5455 - [manywayslegal.org.uk](http://manywayslegal.org.uk)
- If you need to take out a loan, don't be tempted to approach a loan shark or get a payday loan. Instead, consider credit unions or other official loan providers.
- Credit Union Co-op - [info@credit-union.coop](http://info@credit-union.coop) 020 7561 2786

**Cost of living crisis fund**

If you're in severe financial hardship and cannot afford essentials including food, heating, water, electricity and rent, you may be eligible for a payment of up to £500 through our Cost of Living Crisis Fund. To apply:

- Contact one of the organisations in Camden Advice Network - visit [camden.gov.uk/can](http://camden.gov.uk/can)
- Apply to the fund, request contact your neighbourhood housing officer
- Call Citizens Advice Camden on 0800 278 7835 for more information.
- [camden.gov.uk/costofliving](http://camden.gov.uk/costofliving) 020 7974 4444 (option 9)

**Support with food**

**If you are pregnant or have a child:** Please check you're receiving all of the food support you're entitled to - including free school meals and the third Healthy Start Scheme. Find out more at [camden.gov.uk/eatingwell](http://camden.gov.uk/eatingwell)

**If you have a child aged 5 to 16 and they are eligible for free school meals:** You can keep your book them in for free activities, which include a free meal, via Camden's Holiday and Food (HAF) programme. Find out more at [haf.youngandactivefoundation.org.uk](http://haf.youngandactivefoundation.org.uk)

**If you're in urgent need of support with food:** [foodfund.camden.gov.uk](http://foodfund.camden.gov.uk), [communityresponse@camden.gov.uk](http://communityresponse@camden.gov.uk), [camden.gov.uk/access-to-food](http://camden.gov.uk/access-to-food) 020 7974 4444 (option 9)

**How to help others this winter**

If you're one of the people who has got in touch with the Council to find out how you can support others, here are some ideas that you could consider:

- Donating food and other essential items to food banks or local charities:** [littletlapgh.org/donate-food](http://littletlapgh.org/donate-food), [foodbank.camden.gov.uk](http://foodbank.camden.gov.uk)
- Find a local organisation supporting people in need:** [findfood.camden.gov.uk](http://findfood.camden.gov.uk)
- Donating what you can afford:** The Young Camden Foundation support Camden-based to provide services and support for children and young people including feeding holiday hunger. [localgiving.org.uk/charity/youngcamdenfoundation](http://localgiving.org.uk/charity/youngcamdenfoundation) Camden Giving's Cool off using Appeal funds local organisations supporting people through the cost of living crisis. [camdenyoung.org.uk/cool-off-funding-appeal](http://camdenyoung.org.uk/cool-off-funding-appeal)
- Finding a local volunteering opportunity:** [volunteercamden.camden.gov.uk](http://volunteercamden.camden.gov.uk) 020 7424 9990
- Get a good idea to support your community?** Reply our funding to get it passed through the Council's We Make Camden kit. Find out more at [camdenyoung.org.uk/we-make-camden-kit](http://camdenyoung.org.uk/we-make-camden-kit)

**Help with energy bills**

If you're in debt to your energy supplier, speak to them. They may be able to offer you a payment plan or a grant to help pay off energy debts.

**If you have a pre-payment meter and cannot top-up:** ask your energy supplier for temporary credit and if you run out, ask them how they can help.

**For more advice to reduce energy bills and energy consumption:** [camden.gov.uk/emergencynights](http://camden.gov.uk/emergencynights) 020 7974 4444 (option 9), [greencamden@camden.gov.uk](http://greencamden@camden.gov.uk)

**Free events and activities**

Many voluntary and community sector (VCS) organisations are providing free or low-cost events and activities this winter, where you can also meet new people.

Get in touch with your local VCS organisation to find out what's on offer or visit [camden.gov.uk/winterevents](http://camden.gov.uk/winterevents)

**Mental health help and support**

If you're feeling down, anxious or worried, you're not alone. Please speak to someone for support:

- Speak to your GP
- Visit [tscpe.org.uk](http://tscpe.org.uk)
- Call Klap on 020 337 6670
- [camden.gov.uk/mental-health](http://camden.gov.uk/mental-health)

If you're experiencing a Mental Health Crisis, please call 24-hour mental health crisis line on 020 3317 0353. In an emergency, dial 999

CNJ insert  
November 2022



♥ 💬 📌

Liked by [mayorofcamden](#) and 32 others

[wemakecamden](#) 🗣️ We recently had the pleasure of speaking with Naz Deen, the Head of Youth Support at [@coramsfields\\_charity](#)

Naz is passionate about creating safe and engaging spaces for young people to learn new skills and socialise



Coram's Fields have now opened a new free gym with support from our Cost of Living Community Response Fund: "We run a holistic service for children and young people to live a happy and healthy life. We have a varied programme of activities that looks to improve personal and social development through sport, physical fitness, and one-to-one mentoring, to engage young people in a positive way."

Our newest channels – the CNJ insert/wrap, our residents' e-newsletter and Instagram – have been extremely well received, with consistently high engagement





# Local media coverage

**CamdenNewJournal** The independent voice of the community

Monday, 21st August 2023 E-edition Islington Tribune Westminster Echo

**COST OF LIVING**

## Camden announces free school meals for ALL primary school children – on a permanent basis

Calls to bring in new policy immediately

Tuesday, 28th February – By [Richard Osley](#)



**Camden Council** @CamdenCouncil · 4 May  
Our leader @GeorgiaGould & Helen Connor @rhylprimary spoke about falling pupil numbers on @BBCLondonNews last night & how we're helping families stay in Camden by

- ▶ building thousands of new council homes
- ▶ providing **cost-of-living** support
- ▶ creating facilities to help families



H&H Series November 10, 2022

23

[JOIN THE DEBATE: hamhigh.letters@newsquest.co.uk](mailto:hamhigh.letters@newsquest.co.uk)

**YOUR OPINIONS**

## Support in Camden during cost-of-living crisis

The cost-of-living crisis is all consuming - so much so that "permacrisis" and "swarm bank" have been listed among Collins Dictionary's "words of the year".

In these tough times you need strong communities and, fortunately, in Camden, we have them in abundance. Working together, Camden Council, our voluntary organisations and our wonderful communities will be there to help you this winter if you need it.



**View from the council**

**Cllr Richard Olszewski**

We are here for you if you are really struggling with money or have none left. Through our cost-of-living crisis fund, we are providing payments of up to £500 to help residents in severe financial hardship and unable to pay for essentials - including food or energy bills. These payments are to help people most in need and there are criteria to meet. If you don't meet the criteria, we can help you access other support.

We've just had half-term and we are continuing to support families who are on free school meals or who receive housing benefit or council tax support with supermarket vouchers to ensure no child goes hungry. Families will receive £15 per child for each week of

pensioners, disability payments and support for people on low incomes. Citizens Advice Camden and StepChange provide debt advice and GPs and NHS services can help you with mental health support. Please reach out for help if you need it.

We are also stepping in to support residents through the winter by making warm welcome spaces available to everyone, these are in our libraries and some of Camden's children's and community centres.

Depending on where you go, the support on offer may be different but you can relax, meet up with others and get support with the cost-of-living crisis in a safe and warm space.



Camden Council will ensure that no child goes hungry

Picture: PA



# Street level advertising – e.g. bus stops

## Struggling with the cost of living crisis?

We're here for you

If you need some support, please get in touch. The sooner you reach out, the sooner we can help.

📍 [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving)

📞 020 7974 4444 (option 9)



📖 Download our advice and support booklet to read about the range of issues we can help you with



Food



Mental health



Debt



Energy bills



Finding a job

If you don't speak English, call us on 020 7974 4444 (option 9). We will do our best to help you in the language that's best for you.

আমাদের ইংরেজি ভাষায় বা বাংলায় ভাষায়কারে ০২০ ৭৯৭৪ ৪৪৪৪ (অপশন ৯) কল করুন। আমরা আপনাকে যে ভাষায় সবচেয়ে ভালোভাবে বুঝতে পারি সে ভাষায় আপনাকে সাহায্য করার চেষ্টা করব।

Soll du etwas anders in, Sprache also na 020 7974 4444 (option 9). Wir werden versuchen dir in der Sprache zu helfen, die dir am besten passt.

إذا كنت لا تتحدث الإنجليزية، اتصل بنا على الرقم 020 7974 4444 (الخيار 9). سنحاول مساعدتك في اللغة التي تناسبك.

Ingilizce bilmiyorsanız, bizi 020 7974 4444 no'ya numaradan arayabilirsiniz (9. seçeneği). Size en iyi şekilde yardımcı olmak için elimizden geçireceğiz.

Huðsð aðilar he hafið af þinginn, ringu á síma 020 7974 4444 (valið 9). Við munum hjálpa þér á öðru tungu ef þú þarft það.

Siapa yang ingin berbicara dengan kami dalam bahasa Inggris, hubungi kami di nomor 020 7974 4444 (pilih 9). Kami akan membantu Anda dalam bahasa yang paling nyaman.



## Apply for free school meals

If your child is eligible for free school meals and you apply:



it could save you £500 a year



your child will be able to access other support – like free breakfast clubs, activities and food vouchers in the holidays

If your child is eligible but you prefer to make them a packed lunch, please still sign them up because their school will receive vital funding that is used to pay for things like more in-classroom support and after-school activities.

Find out more and apply today

📍 [camden.gov.uk/free-school-meals](https://camden.gov.uk/free-school-meals)

📞 020 7974 5771

Scan this QR code



! If you're in urgent need of food, find local support at [findfood.camden.gov.uk](https://findfood.camden.gov.uk)



Feedback from residents shows the high impact of on-street advertising like these bus stop posters - and particularly those with simple graphics and messaging





# Downloadable resources



[Home](#) / [Your council](#) / [Your local community](#) / [Ways to donate, volunteer and help others](#)

## Ways to donate, volunteer and help others

### Help us promote the support and advice available across Camden

If you're a member of a local WhatsApp group, or you're on social media, you could consider sharing information with other residents.

We have posters and social media graphics directing people to the help and support available across Camden, including '[warm welcome](#)' spaces.

### Cost of living - video content

We have developed a script for our community leaders to help us reach into all of our communities and share vital information about support available with the cost of living crisis. We know lots of people are keen to hear from people they know and trust in their communities, and that videos are a powerful and engaging way to do this.

We upload all social media graphics, posters, video scripts, BSL and EasyRead content to our website and regularly share with community leaders with an ask for them to share with their local networks

### Video script – Somali

Sababo la xiriira dhibaataada nolosha qaaliga ah, qof kastaa waxay u badan tahay inuu u baahan doono xoogaa gargaar ah qaboobahan. Muuqaalkan/fiidiyowgan gaaban, waxaan kugu ogeysiin doonaa sida aad u heli karto caawimaad iyo talo haddii aad u baahan tahay. Fadlan tixgeli inaad fiidiyowga la wadaagto dadka kale si aad u xaqiijiso in qof kasta oo Camden jooga uu yaqaan sida loo helo caawimaad.

## Struggling with the rising cost of living?



Scan for more information

We're here for you



Visit [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving)

Contact Camden Advice Network. Visit [camden.gov.uk/can](https://camden.gov.uk/can)

You can also call us on 020 7974 4444 (option 9) or Citizens Advice Camden on 0808 278 7835.



## We are providing a warm welcome space this winter

Come and relax, meet up with others and get support with the cost of living crisis in a safe and warm space



Scan the QR code to find out when we're open and to find more warm welcome spaces across Camden

[camden.gov.uk/warmwelcome](https://camden.gov.uk/warmwelcome)

# Collaborating with our participation team



## Responding to the cost of living crisis

### The Cost of Living Crisis Community Response Fund

The Council created a fund of £300,000 to help community services support Camden residents. Over 90 projects were awarded funding to tackle the cost of living crisis and continue providing the vital services they offer.

[Find out more](#)

We have been amplifying the work our participation colleagues have been leading. This includes promoting ward-level initiatives that started following ward-level conversations over the winter months



02/06/2023

Cost Of Living

**Bourne Estate: Baby café**



25/05/2023

Cost Of Living

**PHCA: Wellbeing Café**



# Accessible communications



**Ma ku dhibtoonaysaa  
bixinta biilashada tamarta?**



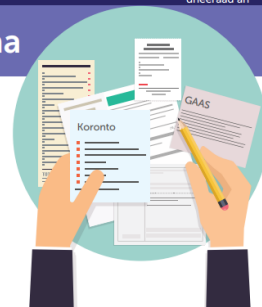
Iskaan gareey  
si aad u hesho  
macluumaad  
dheeraad ah

**Caawinaad ayaa la heli karaa**

➔ Booqo [camden.gov.uk/energysavingtips](https://camden.gov.uk/energysavingtips)

➔ Si aad u hesho taageero ku aadan  
kharashaadka sii kordhaya ee nolasha,  
booqo [camden.gov.uk/costofliving](https://camden.gov.uk/costofliving)

Waxaad naga soo wici kartaa  
**020 7974 4444 (xulashada 9).**



We have developed a variety of content to ensure the campaign is as accessible as possible. This includes an EasyRead wiki, British Sign Language content and translated materials



# Member communications

## Members update – 23 June

This is your fortnightly update outlining some of the key issues and campaigns across Camden. At the top you'll find links to tweets on key issues. Please share these posts with your followers to help them reach and help more people. Further down you'll find more information and resources on a few different topics. This includes Refugee Week, which ends on Sunday, and Shared Lives Week, which starts on Monday.

Please also be aware that COVID-19 vaccinations are ending for most people a week today on 30 June. We are doing a final big push to ensure that anyone who wants to get vaccinated can do so [please help us share this message](#) during conversations with residents and via social media.

Lastly, residents who have a pre-payment energy meter should've been sent Energy Bills Support Scheme vouchers worth up to £400 in the post between October and March. They have until 30 June to cash them in so please also [share this message](#) and let your local communities know.

### Tweets to share:

- [One week left to get your COVID-19 vaccine](#)
- [The Homecoming: Camden's Windrush 75 celebration this Sunday 25 June](#)
- [Camden Summer University is back and applications are open](#)
- [Events to celebrate Refugee Week](#)

### Tweets to share about cost of living support:

- [One week left to cash-in Energy Bills Support Scheme vouchers](#)
- [Free support services for families](#)
- [Check if you're eligible for pension credit](#)
- [Free school meals](#)
- [Mental health support](#)

We include cost of living crisis information and advice via the all-Members fortnightly email. This includes key messages and links to tweets to share via their own channels and networks.



# Internal communications



## A themed debate on how the cost of living crisis is impacting women in our borough

Back in March [Camden Women's Forum launched a new report into how the cost of living crisis is disproportionately impacting women in Camden](#), including recommendations for how we can work together with our partners and communities to ensure women are given the right support. Last night's Full Council debate included speeches from the co-chair of the Women's Forum, Helene Reardon Bond, Shabna Begum from the race equality think tank the [Runnymede Trust](#), Emma Stewart, the Co-Founder of [Timewise](#) – an organisation that works to promote flexible working and John Hayes, Headteacher at Gospel Oak.

Work that is taking place to address the issues raised in the report were also discussed at the debate, including Camden:

- creating a uniform fund to support low-income families
- promoting flexible working within local employers
- creating more training and education opportunities for women

On Essentials and via internal emails, we have promoted the help and support available to staff alongside the work we're doing to support residents.

## Cost of living support for staff

# essentials

If you are struggling with the rising cost of living, please know that help is available. In July, we shared information on the [support that is available for staff](#). We have also set up a [cost of living hub](#) on our website which sets out all of the support available at a local and national level. If you live outside of Camden, please also have a look at your local council's website which may provide information on support that's available in your local area.

In Camden we want to do all we can to make sure our staff have access to financial help and support.

