

MONTHLY UPDATE



PRESS OFFICE ACTIVITY

In the past month, Press Office have responded to at least 170 separate Universal Credit queries.

Greg Hurst from The Times wrote a piece on his visit to Peckham Jobcentre Plus to meet s40, a work coach specialised in gangs and homelessness. The article focuses on s40, who was supported by s40 and Peckham Jobcentre Plus, and is now a manager for a start-up tech company and applying to university.

Following work from Press Office to invite journalists to their local jobcentres, Teeside Live wrote an article on the work coaches 'making the system work'. The piece focuses on members of staff, including s40, the jobcentre manager; customer service manager s40; and s40 the disability employment advisor. All members of staff share their experiences, and what they are able to offer people looking for work and support.

Press Office also saw positive coverage on the launch of Help to Claim, from a number of regional papers and The Sun.



PAID-FOR CAMPAIGN ACTIVITY

- Since the latest phase of the Opening up work campaign launched in July 2018 over 2.4 million people have viewed our Opening up Work videos via our digital ads.
- Between 15/3 and 23/4, the second phase of the 'Opening Up Work' campaign has driven 418,271 sessions to the Understanding Universal Credit website, and over 4.2 million sessions since campaign launch.
- Plans for the Metro partnership continue, covering case studies that focus on the support available to deaf customers, people looking for work experience and somebody working for a Disability Confident employer.



CASE STUDIES

The case study team is working closely with Digital to film a number of case studies, for use on corporate and Ministerial social media accounts. There are three case studies awaiting editing, and eight in the planning stages, including someone who received an advance and a single parent.

CASE STUDY PIPELINE

380
POSITIVE UC CASE STUDIES
On the comms case study database

760
CASE STUDIES
On the case study database

2205 SUBMISSIONS
Sent through Seenit