

To:	UC Programme Board Members	From:	Sharmini Selvarajah
		Sponsor:	Neil Couling
		Author:	[REDACTED]
		Date:	19/03/24

Paper Title: Direct Communications for wider benefit combinations from April 2024

Issue: Overview of the decision not to issue direct 'warm up' information to customers ahead of migration notices being issued from April 2024.

Recommendations/Decisions required: For Information / below the line paper.

Timing: N/A

Introduction

1. In 2023, to support the media campaign for tax credit only customers, DWP issued a direct leaflet to c1.4m households, to provide them with information ahead of receiving their migration notice.
2. The leaflet resulted in a small number of queries to DWP, HMRC and stakeholders, querying if the leaflet was their migration notice. Unfortunately, a small number of households made claims to UC, which did not qualify for transitional protection as migration notices had not yet been received.
3. This paper sets out the research undertaking to determine the approach for households moving to UC from April 2024.

Summary

4. The tax credit campaign generated a c400% increase in traffic to the Understanding UC website; however, however this cannot be directly attributed to the leaflet.
5. Call listening undertaken by UCAD shortly after the tax credit leaflet was issued found that some customers were querying the leaflet as this had caused confusion.
6. There is no positive evidence to demonstrate that the use of a leaflet prior to the migration notice was helpful.
7. On the basis of this insight, PDE made a decision to provide external stakeholders with more detailed information to support households who receive a migration notice and seek additional support, rather than undertake a further leaflet drop for other benefit combinations.

8. Work is well underway to develop and test a product for sharing with external stakeholders and partnership managers.

Decision / Recommendation

- This BtL paper is for information only.