



# Campaign Plan

Council Tax Support Scheme Consultation 2024 - 2025

*Prepared by:*

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## 1. Campaign rationale

The Council Tax Support Scheme (CTS) has been set up to provide financial help towards the cost of Council Tax for low income working age households. The discount scheme helps people on low incomes pay their Council Tax.

The campaign encourages residents to view the proposed changes and complete the CTS questionnaire.

## 2. Benchmarks

| Channel   | 2022 – 2023   |
|---|---------------|
| Social media engagement: <ul style="list-style-type: none"><li>• <i>Reach</i></li><li>• <i>Engagement</i></li></ul> | 11,879<br>454 |
| Number of questionnaires completed  | 185           |

## 3. Key messages

- Council Tax Support Scheme Consultation: Have your say. Visit our consultation page for more information and to complete the questionnaire.
- Council Tax Support Scheme Consultation: We would like to hear your views. Complete the questionnaire - Consultation closes Sunday 17 December 2023. Extension: until 21<sup>st</sup> January 2024

## 4. Campaign timeline

Campaign duration: 12 weeks

Start date: Wednesday 27<sup>th</sup> September 2023 (latest Friday 29<sup>th</sup> September 2023)

Initial end date: Sunday 17<sup>th</sup> December 2023. Extension: until 21<sup>st</sup> January 2024

| Month     | Key message                             | Call to action (CTA)  |
|-----------|---|---|
| September | Introduce consultation                  | Encourage residents to complete questionnaire                   |
| October   | Council Tax Support Scheme Consultation | We want to hear your views                                      |
| November  | Last chance                             | Consultation closing soon. Consultation closes 17 December 2023 |
| December  | Extended                                | Consultation extended. Consultation closes 21 January 2024      |

|         |          |  |
|---------|----------|--|
| January | Extended | Consultation extended. Consultation closes 21 January 2024 |
|---------|----------|--|

## 5. Key audiences

- a. Council Taxpayers
- b. Residents who receive Council Tax Support
- c. Residents who do not receive Council Tax Support
- d. Residents interested in the local community.
- e. Young residents
- f. Mature residents (non-retirement age)
- g. Third Sector organisations
- h. Community Organisations (Voluntary Sector Organisations - VSOs) including:
  - o Faith groups
  - o BME groups
  - o Enfield's Single Homeless Forum
  - o Enfield Citizens Advice
  - o Enfield Age UK
  - o Members / Cllrs

## 6. Campaign channels

### External (including partners)

- **Online Media**
  - o Enfield Council's e-newsletters – residents subscribe to electronic newsletters which are emailed to them, e.g., News from the Council, Have your say, Information for Council Tenants and Leaseholders
  - o Social Media – on Enfield Council's social media platforms
  - o Community Development Team (CDT) Bulletin /Faith Forum Bulletin – To Enfield's Voluntary Sector organisations
  - o Email to Councillors
  - o Websites – Mylife
- **Offline Media**
  - o Posters in Libraries and Civic Buildings, VSOs
  - o Enfield Independent Newspaper
  - o Local Greek Newspaper
  - o Local Turkish Newspaper
  - o Housing News – magazine sent to all Council Tenants, Leaseholders and Sheltered Accommodation Tenants

### Internal (Enfield Council employees)

- **Online Media**
  - o Staff Matters
  - o Intranet

- TV Screens
- **Offline Media**
  - Posters - Internal Notice Boards

## 7. Evaluation methods:

- a. Number of respondents to complete the consultation questionnaire.
- b. Number of landing page views.
- c. Level of social media engagement.

## 8. Resources and Responsibilities

- a. Fay Hammond – Executive Director (Resource Department)
- b. Sally Sanders – Head of Service Assessment (Resource Department)
- c. Emma Harper – Campaigns Officer (Environment and Communities Department)
- d. Shima Tailor – Campaigns Manager (Environment and Communities Department)
- e. Marc Pruis – Team Manager (Resource Department)
- f. Dina Boodhun – Senior Solicitor (Chief Executive Department)
- g. Philip Webb – Research and Insight Manager (Chief Executive Department)
- h. Geoff Waterton – Project Manager – Collections (Resource Department)

## 9. Delivery plan

| September 2023                        |  |               |           |
|---------------------------------------|--|---------------|-----------|
| Strand                                | Channel  | Roll out date | Notes     |
|                                       | Draft Communications Plan  | 11.09.23      | Completed |
|                                       | Consultation to be published   | 22.09.23      | Completed |
| Introduce consultation: Have your say | Council social media   | w/c 25.09.23  | Completed |
|                                       | Posters in Libraries and Civic Buildings, VSOs                                       | w/c 25.09.23  | Completed |
|                                       | Voluntary Organisations CDT Bulletin / Faith Forum e-newsletter                      | w/c 25.09.23  | Completed |
|                                       | Council e-newsletter   | w/c 25.09.23  | Completed |
|                                       | Cllrs Bulletin   | w/c 25.09.23  | Completed |
|                                       | Staff Channels:<br>Internal Notice Boards<br>Staff Matters<br>Intranet<br>TV Screens | w/c 25.09.23  | Completed |

| October 2023               |                                       |               |           |
|----------------------------|---------------------------------------|---------------|-----------|
| Strand                     | Channel                               | Roll out date | Notes     |
|                            | Email to all CTS recipients           | w/c 16.10.23  | Completed |
| We want to hear your views | Council social media                  | w/c 30.10.23  | Completed |
|                            | Council e-newsletter                  | w/c 30.10.23  | Completed |
|                            | Housing News                          | w/c 30.10.23  | Completed |
|                            | Enfield Independent - QP print advert | w/c 30.10.23  | Completed |
|                            | Parakiaki - Greek - QP print advert   | w/c 30.10.23  | Completed |
|                            | Turkish - Avurpa - QP print advert    | w/c 30.10.23  | Completed |
|                            | Staff Channels                        | w/c 30.10.23  | Completed |

| November 2023             |   |               |           |
|---------------------------|---|---------------|-----------|
| Strand                    | Channel   | Roll out date | Notes     |
| Last chance               | Council social media  | w/c 06.11.23  | Completed |
|                           | Council e-newsletter  | w/c 06.11.23  | Completed |
| Consultation closing soon | Voluntary Organisations CDT Bulletin / Faith Forum e-newsletter | w/c 06.11.23  | Completed |
|                           | Roadside street billboards                                      | w/c 06.11.23  | Completed |
|                           | Electronic Notice Boards  |               |           |

| December 2023 |   |              |           |
|---------------|---|--------------|-----------|
| Strand        | Channel   | Roll out     | Notes     |
| Extended      | Council social media  | w/c 11.12.23 | Completed |
|               | Council e-newsletter  | w/c 11.12.23 | Completed |
|               | Voluntary Organisations CDT Bulletin / Faith Forum e-newsletter | w/c 11.12.23 | Completed |
|               | Electronic Notice Boards  | w/c 11.12.23 | Completed |
|               | Internal Channels – Staff Matters                               | w/c 11.12.23 | Completed |

| January 2024                        |   |                |           |
|-------------------------------------|---|----------------|-----------|
| Strand                              | Channel   | Roll out       | Notes     |
| Extended                            | Council social media  | w/c 01.01.24   | Completed |
|                                     | Council e-newsletter  | w/c 01.01.24   | Completed |
|                                     | Voluntary Organisations CDT Bulletin / Faith Forum e-newsletter       | w/c 01.01.2024 | Completed |
|                                     | Electronic Notice Boards  | w/c 01.01.24   | Completed |
|                                     | Internal Channels – Staff Matters                                     | w/c 01.01.24   | Completed |
|                                     | Newspaper print ads - Parakiaki QP, Avurpa HP, Enfield Independent QP | w/c 01.01.24   | Completed |
| Consultation closes 21 January 2024 |   |                |           |

10. Cost plan

*The cost plan is in a separate document.*

11. Cost code

CC0010