



Campaign Plan

Council Tax Support Scheme Consultation 2024 - 2025

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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">• <i>Reach</i>• <i>Engagement</i>	11,879 454
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 21st January 2024

4. Campaign timeline

Campaign duration: 12 weeks

Start date: Wednesday 27th September 2023 (latest Friday 29th September 2023)

Initial end date: Sunday 17th December 2023. Extension: until 21st 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
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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: Internal Notice Boards Staff Matters Intranet 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