



## Executive Advisory Body

<b>Date of Meeting</b>	Tuesday 01 October 2019
<b>Subject</b>	Benefits Update
<b>Agenda No.</b>	5
<b>Paper No.</b>	9.1
<b>Prepared By</b>	[Redacted – s.38(1)(b) personal information]
<b>Purpose</b>	Note

### 1. Introduction

- 1.1. On 16 Sept we launched Funeral Support Payment. Funeral Support Payment is a new benefit that will be providing help for people on low incomes to meet the cost of funeral.
- 1.2. The next benefit the Agency will launch is Young Carer Grant.

### 2. Key points

- 2.1. The release of Funeral Support Payment has been a successful go live with claim volumes being as predicted. **[Redacted - Section .27(1)(intended for future publication)]**
- 2.2. **[Redacted - Section .27(1)(intended for future publication)]**
- 2.3. Within the Agency, we have created a dedicated Operations team to deliver the service which from go live has led regular meeting with colleagues across the Agency and Programme to share initial learning.
- 2.4. As part of the landing of the new benefit, the Programme has been able to make improvement to our existing Best Start Grant benefit based on feedback from clients and staff.
- 2.5. Colleagues from Social Security Programme have supported delivery and are currently working with us to monitor the service and identify opportunities to improve the service both for our clients and people
- 2.6. Feedback from a recent client:- *“Thank you for being so helpful. Funeral Support Payment is a really good idea. Heard of it through Macmillan Homes.”*
- 2.7. Young Carer Grant is currently going through testing within the Programme, stakeholder roadshows have commenced and the training schedule is currently being developed.



2.8. The Agency are continuing to work with Programme on design of the remaining Low Income Benefits.

### **Communications Campaign**

2.9. Funeral Support Payment launch communications started prior to go-live with the creation and promotion of the stakeholder toolkit that included posters, a leaflet, a factsheet, social media graphics and a video – the toolkit is available for download from Social Security Scotland website and has been promoted to stakeholders via Twitter and letters.

2.10. There has been a media and social media push that is ongoing, with the date announcement and go-live resulting in almost blanket media coverage across Scottish media as well as trade media coverage. The social media is ongoing across Facebook and Twitter and includes the promotional video and various key messages.

2.11. We are currently working on a radio promotion with Bauer that will include a number of stakeholders.

## **3. Conclusions**

3.1. Funeral Support Payment has successfully launched and the Agency in collaboration with the Programme we will continue to monitor and act on feedback to iterate the service.

3.2. The Agency is progressing with its current plans for the remaining Low Income Benefits.



#### 4. GOVERNANCE CHECKLIST

Strategic Objective		Contribution
<b>Dignity, fairness and respect</b>  Delivering a service with dignity, fairness and respect at its core.		FSP will support clients on low incomes and provide a wider range of support with regards to meeting funeral costs. We have trained a dedicated team to deliver a service that meets our clients' needs during this difficult time.
<b>Equality and tackling poverty</b>  Promoting equality and tackling poverty.		This new benefit will support low income clients in meeting the costs of funerals, ensuring that they are not faced with debts in paying for a funeral.
<b>Efficiency and alignment</b>  Ensuring efficiency and aligning our activities with wider public sector for the benefit of the people we serve.		
<b>Economy, society and environment</b>  Contributing to our economy, society and protection of our environment.		
Strategic consideration	Impact	
Environment		
Governance		
Data		
Finance		
Staff		
Equalities		
Estates		
Communications and Presentation		