

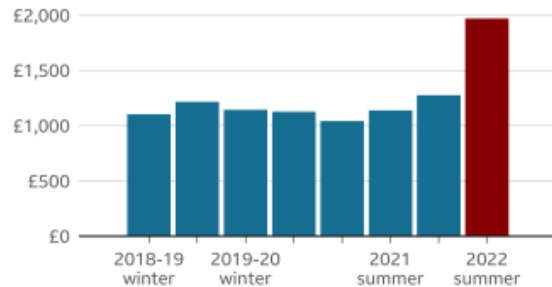
Support for customers with cost of living



The bad news...

The energy price cap has risen by nearly £700

Annual bill for a typical household on a price capped dual-fuel tariff paying by direct debit



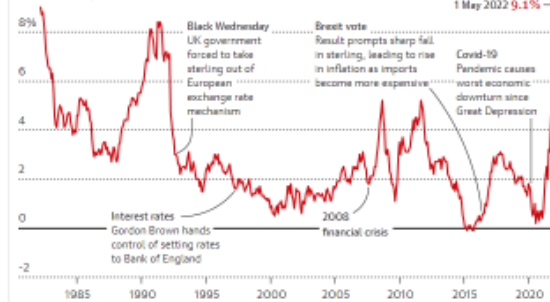
Source: Ofgem

BBC

The ONS said the retail prices index, which is typically higher than the CPI, rose 11.7% in May.

UK inflation rises to a 40-year high

CPI annual rate, all items 2015=100



Guardian graphic. Source: ONS

Cost of Living crisis

Pasta, bread and crisps among biggest UK budget food price increases

New way of gathering figures by ONS highlights cost of living pressures on struggling households

Richard Partington and Sarah Butler

ONS figures 2022 10:00 BST

The annual inflation rate for the UK's average prices of the first basket rose almost 10% in May, the highest since 1976. The ONS said that the price of food and non-alcoholic drinks rose by 11.7% in May. Photograph: Alamy

UK consumers are facing significantly higher increases in the price of

October 2022 energy price cap now expected to rise by 46%

Latest predictions show the average energy bill could shoot up by around 46% this October. We explain what it means for you

Sign up to our newsletter



Changing customer demand

Money Advice

- Significant increase in referrals
- More already receiving all benefits entitled to

IL/Housing Support

- Increase in referrals from 2020/21 to 2021/22, particularly Jan to March 2022 (201 vs 248).
- Increase in numbers at drops ins
- More concerns about budgeting

Pantries

- Increase in requests for membership from 6 to 16 per week - all pantries now at capacity
- Average weekly visits increased from 154 to 192

Energy advice

- Significant increase in referrals since Nov 2021
- Increase in concerns about fuel debt and needing fuel vouchers until get wages



The good news...

Money advice	Energy advice	Counselling	Independent living/housing support
Pantries	Furniture offer	Holiday clubs	Credit Union
Employment	Skills training	Digital support	Downsizing
	Clothing	Homeless support	



Progress so far...

- Regular comms with key teams
- Reference guide for teams to make effective referrals for support
- New fold out info booklet, with alternative version for older people
- New One Number message
- Pension credit initiative (multiplier effect)
- Energy rebate comms
- Customer roadshow digital stats

THE PENSION TOP
up



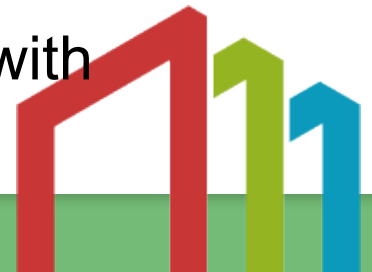
Links to GM and SMBC groups and events

GM

- Financial inclusion
- Digital inclusion
- Social inclusion
- Homelessness
- Supported housing
- Mental health
- Poverty pledges

Stockport Council

- Food bank catch up
- Stockport Food Network
- Financial resilience working group
- #Digiknow
- Age Friendly work
- safeguarding
- Care leavers support and accommodation
- HAF Holiday provision
- Monthly catch ups with Tom Plant



More to come...



Specific 'cost of living support' branding



Using feedback from customers and key teams to identify changing trends in referrals



Tailor comms to those issues – ensuring the approx. 25% of tenants not on online can access info too.



Social media campaign



Animation to help those with poor literacy



Dedicated website page with support info



Monthly staff blog on impact of cost of living on customers



Secured £40k fund for initiatives



Any other ideas?

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