

# Scottish Government | Cost of Living campaign

In partnership with  
**BEMIS**

1st November 2022



Scottish Government  
Riaghaltas na h-Alba



# Today's session

1. The Cost of Living campaign
2. Campaign materials and executions
3. Additional support available
4. Discussion and questions



# The Cost of Living campaign

# The Cost of Living crisis

## What is the cost of living crisis?

An ongoing challenge for people and families across Scotland, with many struggling to make ends meet.

## Purpose of Cost of Living Campaign:

To reach large numbers of adults in Scotland at pace, increasing awareness of the support available while also reassuring them that they are not alone if worried about the current cost of living.

To help, a one stop shop digital portal has been created to hold all relevant information, help, support and guidance from a number of organisations and charities that everyone can benefit from.



**COST OF  
LIVING  
SUPPORT**



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# Target audiences

## Primary audience:

Low income households with little or no savings.

## Secondary audience:

Those who have not traditionally considered themselves to need financial support.

Our call to action for the campaign: directing people to our  
new online website

**[gov.scot/costoflivingsupport](http://gov.scot/costoflivingsupport)**

# The Cost of Living crisis

## How has the Scottish Government addressed this?

- New website
- A campaign across various media channels  
28 September to 22 November
- Partnership activity:
  - BEMIS
  - Retailers: Asda and Scotmid
  - Libraries, GPs, community and leisure centres
  - Social Security Scotland, CAS, StepChange, Advice Direct Scotland





# Campaign materials and executions

Our call to action for the campaign: directing people to our  
new online website

**[gov.scot/costoflivingsupport](http://gov.scot/costoflivingsupport)**

# Why we need your help...

1. You have trusted voices and a wide reach with these important audience groups.
2. You can help us reach people who the traditional advertising campaign may pass by.
3. It will allow us to be able to directly communicate the vital messaging to our target audience.
4. We can ensure the information being shared to end-users is consistent with the campaign messaging.

# The partner toolkit

The campaign toolkit includes the following:

- A cost of living campaign badge
- Link to the new cost of living support website, and details on campaign timings
- Social media image assets and suggested accompanying copy
- Website banner images
- Translations will be available

The screenshot displays a web interface for 'Campaign Assets'. At the top, there is a search bar with the placeholder text 'Search by keyword' and a magnifying glass icon. Below the search bar, it indicates '9 items found'. A breadcrumb trail shows the path: 'Campaign Assets > smarter-wealthier-fairer-scotland-campaigns > cost-of-living-support'. The main content area features four asset cards, each with a representative image and a 'View folder' button:

- Renting**: Represented by a blue folder icon.
- Social Videos**: Represented by a photo of a woman and a child.
- Cost of Living TV Ad**: Represented by a photo of a woman looking to the side.
- Cost of Living Support Toolkit**: Represented by a photo of a woman and a child.

You can download the toolkit here:  
<https://sgmarketing-newsroom.prgloo.com/>

# Campaign messaging and executions



# What support is available?

There is a range of support available regarding concerns you may be having right now, including...

**Energy payments**

**Support for families**

**Benefits**

**Managing rent**

**One-off payments**

**Health and wellbeing**



Additional support available

# Energy and household costs

Home Energy Scotland is helping people to reduce their bills, use energy more efficiently and create warmer homes.

## How can you find out more?

- 0808 808 2282
- [homeenergyscotland.org](http://homeenergyscotland.org)



# Money and debt advice



You may be able to get help with rent arrears or mortgage repayments or be eligible for a budgeting loan from the following organisations:

- **Advice Direct Scotland**
- **Breathing Space**
- **Citizens Advice Money Talk Team**
- **Home Energy Scotland**
- **Shelter Scotland**
- **Social Security Scotland**
- **StepChange Debt Charity Scotland**

# Benefits and income

There are organisations and online tools on hand that can help you understand what benefits are available to you.

## Who can you speak to?

- The Money Talk Team:  
[moneytalkteam.org.uk](http://moneytalkteam.org.uk) or on 0800 028 1456
- Social Security Scotland:  
[socialsecurity.gov.scot](http://socialsecurity.gov.scot) or 0800 182 2222
- Benefits calculator:  
[mygov.scot/benefit-calculators](http://mygov.scot/benefit-calculators)



# Support for families



Everything  
the kids need is  
so expensive.

COST OF  
LIVING  
SUPPORT

Parent  
Club

Eligible children can access 1,140 hours of funded childcare.

The Scottish Child Payment helps families on low incomes with a weekly payment for every eligible child.

Best Start payments can help towards the costs of being pregnant or looking after a child.

## How can you find out more?

Social Security Scotland: [socialsecurity.gov.scot](https://socialsecurity.gov.scot) or 0800 182 2222

# Support for older or disabled people and carers

## Older or disabled people

Benefits available include:

- Pension credits
- Winter fuel payments
- Free bus travel
- Online benefits calculator

## How can you find out more?

- Pension Service helpline - 0800 731 0469,
- Age Scotland - 0800 124 4222 or visit [agescotland.org.uk](http://agescotland.org.uk).

## Carers

If you are caring for someone you could also be entitled to claim a carer's allowance.

## How can you find out more?

- [gov.scot/costoflivingsupport](http://gov.scot/costoflivingsupport)
- Call Carers UK on 0808 808 7777

# Renters' rights

Legislation has been introduced to offer tenants stability in their homes with protection against unlawful evictions and rent increases.

## How can you find out more?

- [gov.scot/rentersrights](http://gov.scot/rentersrights)
- Shelter Scotland provides free housing advice online at [scotland.shelter.org.uk](http://scotland.shelter.org.uk)



# Health and wellbeing

If you're feeling anxious, stressed or low visit [nhsinform.scot/mind-to-mind](https://nhsinform.scot/mind-to-mind).

If you need to talk to someone for urgent mental health advice and support, you can phone:

- NHS 24 mental health hub on 111
- The Samaritans on 116 123
- Breathing Space on 0800 83 85 87 Mon – Thur 6pm – 2am & Fri 6pm – Mon 6am

If you still have concerns about your health and wellbeing you can also contact your General Practice.

Make sure you're also aware of the help with health costs that is available, such as free eye examinations and dental check ups.

# How you can support...

- Visit [gov.scot/costoflivingsupport](https://gov.scot/costoflivingsupport)
- Please visit [sgmarketing-newsroom.prgloo.com](https://sgmarketing-newsroom.prgloo.com) to review, download and use the various partner assets available most relevant to your audiences
- **Share the link or toolkit** with relevant people within your organisation, community leaders, teams you work with and who directly support service end-users
- **Provide us with feedback.** This is the first phase of the campaign, and we want to gain your insight and opinions to help us refine our approach in future iterations of this campaign and others.



# Thank you

**Ali Liddy**  
Union Connect Associate Director  
[ali.liddy@union.co.uk](mailto:ali.liddy@union.co.uk)

**Janet Campbell**  
Senior Account Manager  
[janet.campbell@union.co.uk](mailto:janet.campbell@union.co.uk)

[\*\*gov.scot/costoflivingsupport\*\*](https://gov.scot/costoflivingsupport)