


## Kayla Needham

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Partnership Liaison Manager  
Department of Work and Pensions



## The Pensions Service

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- Formerly part of the Benefits Agency, handling both work and pension age clients
- Formation of the Department of Work and Pensions saw the introduction of two new executive agencies:
  - Jobcentre+ for work age clients
  - The Pension Service for pension age clients



## The Pensions Service

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- Myself and four Customer Liaison Managers form the Gloucester Local Service Team
- Similar teams operate in Cheltenham, the Forest of Dean and the Stroud area
- My remit is to identify and make contact with other organizations who deliver services to the elderly with a view to partnership working



## The Pensions Service

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- **VISION.....**  
the act or faculty of seeing..... foresight, and appreciation of what the future may hold, wise or imaginative planning for the future .....



## Our Vision


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- V - Value added service
- I - Innovation
- S - Sharing best practise
- I - Improvement in services, customer experience and results
- O - Outward looking
- N - Networking



## Working In Partnership - 'Boiling Benefits'

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The poster for the 'Boiling Benefits Roadshow' is for Gloucestershire and includes the following text:
 

- Boiling Benefits Roadshow
- Advice for the over 60's
- 27<sup>th</sup> March 2003, 9am - 3pm
- FREE Benefits Check
- FREE Energy Advice
- FREE Pizzas and Get-togethers

 Logos for Gloucestershire, Jobcentre+, and other partners are visible at the bottom.

## Boiling Benefits - Background



- As part of my new role links were made with the Gloucestershire Energy Efficiency Advice Centre
- A target of the Gloucestershire Affordable Warmth Strategy was to conduct a benefit take up campaign, ideal for partnership working!
- A link between between the EEAC, Radio Glos and Pensions Service was suggested,
  - The Pensions Service had benefit expertise
  - The EEAC had a great deal of experience of organising promotional events
  - Radio Gloucestershire were able to publicise the promotion

## Boiling Benefits - Planning



- **WHO** - Target over 60's who are not taking up benefits
- **WHEN** - March 2003
- **WHERE** - Post Office on pensions day - 9am till 3pm
  - 6 locations throughout county - LA areas
  - good radio coverage
  - known areas of fuel poverty
  - large number of over 60's

## Boiling Benefits - Planning



- **WHAT** - Offer free Benefits and Home Energy Checks
- **Responsibilities**
  - EEAC - promo materials i.e. posters / giveaways
  - Pensions Service - book Post Offices
  - BBC Radio - trailers, website and press releases

## Boiling Benefits – The Big Day



- Thursday 27<sup>th</sup> March 2003
- Launch at main Post Office in Gloucester
- Pensions Check and Home Energy Check carried out - first 50 at each Post Office received free kettle
- Posters, banners, flyers distributed locally
- Support on the day from FAB team in Social Services Department
- Live broadcasts through out the day from each location
- Finished back at Gloucester - round up of day on evening news

## Boiling Benefits – The Day



Cirencester



Gloucester

## Boiling Benefits – Results



- Pension Service
  - identified people we just wouldn't have got to normally
  - over 300 people were seen
  - of those over 60 people where not claiming what entitled to ie 1 in 5
- BBC Radio
  - Good Radio
  - Provide community activity and information for listeners



## Boiling Benefits – Results

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- Post Offices
  - delighted with event, want to run more
- EEAC
  - over 325 Home Energy Checks completed – 300 kettles given away
  - many referred to Warm Front and Warm & Well grant schemes
- PR for both EEAC and Pension Service
  - over 35 minutes of live radio on the day – not to mention trailers for 3 weeks prior



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