



Llantilio Pertholey Church in Wales Primary

Dear Parents and Carers,

This information may be of interest to some of our parents regarding benefits and funding initiatives.

Payments for our Free School Meal families will continue to be paid directly up until the start of the summer term. Therefore if any family who receive FSM payments will need to provide your child with a packed lunch or you will need to pay for a lunch through ParentPay.

In line with WG guidance all payments will continue over the Easter break. There is no need for any parents to register we are able to pick up the details automatically. From 12th April the direct payments will cease as all pupils will be able to access a free meal in school.

The Child Poverty – Income Maximisation Action Plan sets out the Welsh Government’s plans to ensure people are aware of the opportunities available to them to help maximise their household income. As part of their communications strategy to raise public awareness of existing benefits, services and programmes to alleviate income poverty, WG have asked school to share the following information:

Claim What’s Yours - Welfare benefit take up campaign

On 1 March 2021, we launched the first National integrated benefit take up communication campaign (#hawliadyarian / #claimwhatsyours) to encourage people to check and claim the benefits they are entitled to. The campaign is targeting low-income families across Wales as well as a wider audience of people who may now need support due to the financial impacts of the pandemic. The campaign will run from the 1 March through to the 25 March using creative messaging delivered through online digital communications, newspaper advertisements and leaflet drops in targeted postcode areas. Key channels include social media advertising on Facebook and Instagram, YouTube and an audio advert on Spotify.

Raising a person’s awareness is only part of the journey to actually having extra money in their pockets. Therefore, a strong message in the campaign is for people to contact Advicelink Cymru’s helpline for direct support on 0808 250 5700. There they will receive quality assured and confidential advice on their benefit entitlements and access to the full range of other advice and support that is available through the Welsh Government’s Single Advice Fund services.

The campaign call to action will direct audiences to a new campaign webpage on the Welsh Government website (<https://gov.wales/claim-whats-yours>). We have also developed a toolkit for our stakeholders. The link to this is attached for your information [National Benefit Campaign toolkit](#)

Newsletter
15th March



Follow us on
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Contact us: 01873 853746

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Covid-19 financial support leaflet

As part of our communications strategy to encourage people to check and claim the benefits they are entitled to, we have also updated the information and support that is available to you if you have been affected by the coronavirus pandemic.

<https://gov.wales/sites/default/files/publications/2020-06/financial-support-leaflet.pdf>

<https://llyw.cymru/sites/default/files/publications/2021-01/cymorth-ariannol-i-unigolion-taflen.pdf>

Discretionary Assistance Fund

The Discretionary Assistance Fund (DAF) is a demand driven grant fund offering payments or in-kind support (essential household items and white goods) to provide urgent assistance to people to safeguard health and well-being. For further information please follow the link below. We have also included some of our recent social media communications to promote the DAF for you to share on your social media platforms.

<https://gov.wales/discretionary-assistance-fund-daf>

<https://twitter.com/WelshGovernment/status/1367581884243464199>

<https://twitter.com/LlywodraethCym/status/1367580791006461952>

<https://www.facebook.com/welshgovernment/posts/5128531490521231>

<https://www.facebook.com/llywodraethcymru/posts/4086300968069713>

Information packs and training for frontline workers

Through the funding of [Dangos Wales](#) we are supporting the delivery of free awareness-raising sessions for frontline workers to increase their understanding of welfare benefits and their ability to encourage people they support to claim their entitlement to welfare benefits. The sessions commenced in January and are proving popular and extremely successful, so much so we are working to increase the number of the sessions being delivered to meet the demand shown across Wales.

Remember to 'Claim What's Yours'.

Best wishes

(Headteacher)

Contact us: 01873 853746

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