

# #YorkTalkMoney week urges people to get more and spend less on essential bills.

Our popular 'York Talk Money' summer campaign is **happening Mon 7 July to Friday 18 July**. The aim is to help residents to maximise their income, minimise their outgoings and get good quality advice on all things money – and we need your help to share the word as widely as possible.

Please help us reach as many residents as possible and use this updated toolkit with the following:

- Copy for your newsletters / intranets
- Social media graphics
- Text for social media posts to copy and paste
- Links to further information, online tools, sources of advice.

Thank you for using this toolkit. Working together, we hope to help improve residents' financial situation at [www.livewellyork.co.uk/TalkMoney](http://www.livewellyork.co.uk/TalkMoney).

Posters, social media graphics and leaflets can all be downloaded and printed / uploaded [here](#).

## Content for newsletters/intranets #YorkTalkMoney

Do one thing to be money savvy this summer

To help you feel comfortable and in control of your finances, here are some tips and hints to make the most of your money. Whether it's for your day-to-day spending, or to see you through planned and unplanned events, there are some easy steps to take:

- **Boost your income and get all you're entitled to**

Find the financial support you need to maximise your income. Use our independent, free and anonymous benefits calculator to check you are not missing out on essential support you could be entitled to [www.york.gov.uk/benefitscalculator](http://www.york.gov.uk/benefitscalculator). This could include help with Council Tax, food and utility bills, help for families, older people and disabled residents. Find out more at [www.york.gov.uk/benefits](http://www.york.gov.uk/benefits).

- **Reduce your outgoings – don't spend more than you have to**

Pay less on your household bills and get help if you are struggling. Contact your gas, electric, water, broadband and mobile phone suppliers. Check if you are the lowest offer or if you could get a social tariff. Find out more at visit [www.livewellyork.co.uk/talkmoney](http://www.livewellyork.co.uk/talkmoney).



- **Get benefits and money advice**


Don't struggle alone. Help is at hand, if you need help with reduce your bills or make a claim. Drop into your local community venue to find out more about local advice services. For more money advice and information, visit [www.livewellyork.co.uk/talkmoney](http://www.livewellyork.co.uk/talkmoney).  
Social media toolkit for #YorkTalkMoney




Please use these posts and graphics to signpost residents to help.

We would be grateful if you would share these messages on your social media channels, tagging in campaign partners and others who can amplify the messages. Please include **#YorkTalkMoney** to help us evaluate the campaign.

Please also tag in your partners including @CityofYork and on Twitter @livewellyork.

Social media posts	Social media graphic
<p>Generic first post:</p> <p>Over the next few days we're encouraging everyone to get involved in <b>#YorkTalkMoney</b>. <i>Talking about money can help us all build financial confidence</i></p> <p>Visit <a href="http://www.livewellyork.co.uk/talkmoney">www.livewellyork.co.uk/talkmoney</a> for more info</p>	
<p>Generic post:</p> <p>Most of us are finding that the increasing cost of living is bringing new challenges. There's lots of help and advice available. Visit <a href="http://www.livewellyork.co.uk/talkmoney">www.livewellyork.co.uk/talkmoney</a> for more info <b>#YorkTalkMoney</b></p>	
<p>Don't pay more than you need on your Council Tax. Check if you could get a reduction or discount if you are:</p> <ul style="list-style-type: none"> <li>• On a low income</li> <li>• Get Universal Credit.</li> </ul> <p>Find out more and apply at: <a href="http://www.york.gov.uk/CouncilTaxSupport">www.york.gov.uk/CouncilTaxSupport</a></p> <p>OR:</p> <p>Council Tax Discounts are for:</p> <ul style="list-style-type: none"> <li>• people living on their own</li> <li>• some disabled people</li> <li>• some carers.</li> </ul> <p>Find out more <a href="http://www.york.gov.uk/HouseholdCouncilTaxHelp">www.york.gov.uk/HouseholdCouncilTaxHelp</a></p> <p><b>#YorkTalkMoney</b></p>	

<p>Over 1,000 York residents of State Pension age and have a low income are missing out on Pension Credit. Claiming gives you extra money and the Winter Fuel Payment, and can help with housing and other costs.</p> <p>Find out more and apply at <a href="http://www.york.gov.uk/pensioncredit">www.york.gov.uk/pensioncredit</a> or call 0800 99 1234.</p>	 <p><b>Here to help top up your pension</b></p>  <p>Make sure you're getting all you're entitled to!</p> <p>You're not alone.</p>
<p>Take control of your money: get more and spend less! Pick up hints, tips, advice and support to:</p> <ul style="list-style-type: none"> <li>- Maximise your household income and get all you're entitled to</li> <li>- Cut your spending on bills</li> <li>- Get good information and advice.</li> </ul> <p>Find out more at <a href="http://www.york.gov.uk/benefits">www.york.gov.uk/benefits</a></p> <p>#YorkTalkMoney</p>	 <p><b>Here to help you:</b></p> <ul style="list-style-type: none"> <li>• max your income</li> <li>• cut your outgoings</li> <li>• get advice</li> </ul>  <p>Help is at hand</p> <p>You're not alone.</p>
<p>Foodbanks share spare food to people who need it, while also tackling food waste.</p> <p>Find out about community food projects, pay-as-you-feel cafes and where York's foodbanks are at. Pop into your local community centre or library or visit: <a href="http://www.york.gov.uk/HelpWithFood">www.york.gov.uk/HelpWithFood</a></p> <p>#YorkTalkMoney</p>	 <p><b>Here to help with food costs</b></p>  <p>We're all affected by the high price of food, fuel and energy.</p> <p>You're not alone.</p>
<p>Whether you rent privately or own your home, we can help you cut your energy costs and help you keep warm. You'll be saving on your bills and helping the planet!</p> <p>See if you're eligible and apply at <a href="http://www.york.gov.uk/WarmHomesLocalGrant">www.york.gov.uk/WarmHomesLocalGrant</a></p> <p>#YorkTalkMoney</p>	 <p><b>Here to help with your home</b></p>  <p>We're all affected by how much it costs to run a home. Help is at hand.</p> <p>You're not alone.</p>

<p>Make sure you are on the cheapest tariff for your gas and electric. Speak to your supplier or use a trusted comparison site. Check out your options and what grants you might get.</p> <p>Whether you rent privately or own your home, we can help cut your energy costs. Visit <a href="http://www.york.gov.uk/EnergyEfficiency">www.york.gov.uk/EnergyEfficiency</a> <b>#YorkTalkMoney</b></p>	<div data-bbox="826 197 1153 472"> <p><b>Here to help you with bills</b></p> <p>We're all affected by high energy prices. Most providers have special rates - find out more!</p> <p>You're not alone.</p>  </div>
<p>You don't have to struggle to afford reliable broadband and phone services. There are lots of low costs services out there. Find out how to get low-cost 'essential' or 'basic' packages from <a href="http://www.ofcom.org.uk/cheap-broadband">www.ofcom.org.uk/cheap-broadband</a> <b>#YorkTalkMoney</b></p>	<div data-bbox="826 517 1198 831"> <p><b>Here to help with your phone and broadband</b></p> <p>Most providers offer special rates. Call yours and find out more!</p> <p>You're not alone.</p>  </div>
<p>Need help with the cost of bringing up children?</p> <p>Make sure you're not missing out on help with childcare, school meals and uniforms, and holiday activities, at <a href="http://www.york.gov.uk/FreeSchoolMeals">www.york.gov.uk/FreeSchoolMeals</a> and <a href="http://www.york.gov.uk/childcare">www.york.gov.uk/childcare</a> <b>#YorkTalkMoney</b></p>	<div data-bbox="826 831 1209 1144"> <p><b>Here to help with children's costs</b></p> <p>We're all affected by today's high prices, and there is help at hand.</p> <p>You're not alone.</p>  </div>

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