

Communications activity for Council Tax Support scheme:

- Three items in Residents News, weekly enewsletter to 165,000 recipients:
 - 24/10/24: 286 clicks to web story + 219 clicks to consultation
 - 7/11/24 (included in Leader's introduction): 321 clicks to consultation
 - 21/11/24: 26 clicks to web story + 36 clicks to consultation
 - Example item:

Council Tax Support Scheme consultation

Our consultation will close this Sunday 24 November around proposed changes to the Council Tax Support scheme. The proposals, which would come into effect from April 2025, aim to balance targeting support to those that need it most with introducing a more affordable scheme overall. Find more information [on our website](#) and give your views on the [Council Tax Support consultation page](#).

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- Other newsletters:
 - 'Have Your Say' November newsletter (10,000 recipients): 42 clicks to consultation
 - Housing newsletter (7,000 recipients): 21 clicks to consultation
 - Communities newsletter (1,500 recipients): 1 click to consultation
- Digital screens in 8 libraries (from 22/10): 2 scans
- Posts to Facebook:
 - 21/10/24: 1500 impressions, 13 link clicks, [11 comments](#)
 - 6/11/24: 781 impressions, 0 link clicks
 - 22/11/24: 997 impressions, 3 link clicks
- X, 21/10: 750 views, 0 link clicks
- Letter to working-age recipients of CTS support (sent 28/10, landed 30/10): 8879 sent, 591 QR scans to consultation
- Email to working-age recipients of CTS support (sent 31/10): 7071 sent
- Two SMS texts sent to working-age recipients of CTS support:
 - 5/11/24: 1372 sent, 1031 link clicks to consultation from 4-12/11
 - 13/11/24: 1372 sent, 451 link clicks to consultation from 13-23/11
 - Example text:

Waltham Forest Council is proposing to change its Council Tax Support scheme from 1 April 2025. We're asking for the opinions of all residents on these proposed changes. Please click here for details. <https://ctaxsms.walthamforest.gov.uk/r/a709ca05bbb>

[Webpage story:](#)

- 714 views of story page on website between 17 Oct and 26 November by 633 people, average 46 seconds on page

Shared (by residents) on [Leytonstone Life](#) (6 comments), [Leyton Res News](#) (0 comments), [Love South Chingford](#) (1 comment), [Highams Parklife](#) (0 comments), [Walthamstow Life](#) (7 comments).