

Promax Charity Challenge Brief

Background:

Disabled people and their families are being hit hardest in the biggest cost-of-living crisis in a generation.

Scope has found disabled people are more than twice as likely to be unable to heat their home and three times as likely to not have been able to afford food (1). This winter, as energy bills rocket and inflation soars, things are set to get much worse.

Even before this crisis, disabled people faced extra costs of almost £600 a month. Some disabled people rely on extra heating to stay warm as they may struggle to regulate their body temperature. Others may need to power energy intensive equipment such as ventilators, air flow beds, wheelchairs or hoists. Turning the power off is not an option.

The links between disability and poverty are long standing. A flawed benefits system and the many barriers that disabled people face in securing employment is locking too many disabled people in poverty. Almost half of all people living in poverty are disabled or live with a disabled person (2). There is simply nothing left for many disabled people to cut back.

Our support:

Scope is supporting disabled people through the cost of living crisis in a number of ways, including:

- Disability Energy Service: We are providing personalised energy and water advice to thousands of disabled people, helping them to save money on their bills, access grants and supporting them with energy debt. Launched last year, the service has saved disabled people around £1 million on their bills.
- Helpline: Calls to our helpline have increased 115 per cent on this time last year. We are providing information and support to disabled people who are facing impossible choices about heating, eating or powering vital equipment.

We help callers navigate the complex benefits system to make sure they are receiving the financial support they are entitled to.

Objectives:

- To raise public awareness of the specific challenges and extra costs disabled people and their families are facing this winter.
- To engage key audiences to join with Scope as we fight to break the link between disability and poverty.
- The potential for Scope to use this campaign as a data capture opportunity, in terms of engagement.
- To drive fundraising income for Scope so that we can expand our support services for disabled people.

Audiences:

- Individuals/families with a high proximity to disability (via family or friends) and already empathise with the pressures of the cost-of-living crisis on disabled people.
- Affluent individuals/families, who received Government energy support (as it's not means tested) and may consider donating some or all to Scope.
- Socially conscious young people (18 to 35), who are driven by equality and justice issues.
- Generally creating wider awareness to people who don't know that disabled people are being disproportionately affected by the cost-of-living crisis.

Deliverables

The campaign brief is open to creative interpretation, but you may want to consider some of the following outputs:

- Social media campaign
- Public Relations campaign or specific PR stunt
- A TV commercial
- Experiential marketing or event

Key dates

The campaign would launch in February 2023

Budget

TBC

Measures of success:

- Increased public awareness of how the cost-of-living crisis is impacting disabled people.
 - Engagement with Scope (this might be tracked via social media engagement or take up of any creative call to action developed).
 - Increased knowledge of Scope and what we do.
 - Increasing income as a result of the campaign
1. Opinium Research Ltd polled 1,005 adults in England and Wales with a disability 858 adults in England and Wales from nondisabled households, between 14th-19th January 2022.
 2. <https://www.smf.co.uk/decades-of-failure-leaves-half-of-disabled-benefits-claimants-in-poverty>

Notes:

- Potential for creatives to meet a Scope storyteller(s) TBC
- Clip to be included: <https://www.youtube.com/watch?v=58AltUd6Oq8>