



# CHC Welfare Reform Strategic Day

## - How housing associations can benefit from Bacs support

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## Who are Bacs?

- A not for profit, membership based industry body, owned by 16 of the leading banks and building societies
- Responsible for the day to day running of the Direct Debit and Bacs Direct Credit schemes in the UK
- Identify and support opportunities that generate additional Direct Debit and Bacs Direct Credit volume



## 45 years at the heart of the payments industry

- **100 billionth** transactions processed
- **5.7 billion** payments
- **3.4 billion** Direct Debit payments
- **98 million** daily transactions





## 83% of consumers like Direct Debit

### PREFERRERS

64% actively prefer to pay by Direct Debit



### SELECTIVES

19% are selective but positive about paying by Direct Debit



### RELUCTANTS

9% are reluctant to pay by Direct Debit



### CANNOT / WILL NOT

3% will not and 2% cannot pay by Direct Debit




## Reluctants

- They fear losing control of their bank account/balance
- Concerns about banks and billers making mistakes
- Assumption that companies can dip into their account and take money whenever they want
- Don't trust themselves to have the required funds when the Direct Debit is due
- Concerns over bank charges if they miss a payment.

### Marketing messaging

- Safe and reliable, secure, trusted payment method, budgeting - financial management, saves money, don't forget to pay, guarantee

## Housing rent - campaign material



**DIRECT Debit** Aldwyck HOUSING GROUP

Enjoy a worry free life!

Don't forget  
RENT DUE

**WIN**  
£250 worth  
of vouchers

Pay your rent the  
**easy Direct Debit** way



**Riversmead** HOUSING ASSOCIATION **DIRECT Debit**

Enjoy the easy life.

Switch your payments to  
Direct Debit and relax



**dch**

**Direct Debit**  
Switch and pay the easy way

17 Direct Debit!

**Win**  
£25 worth  
of vouchers

# Universal Credit – campaign material

**The Wekrin**  
Housing Trust

**Direct Debit**

**The way your  
housing benefit is  
paid has changed**



**But don't worry**  
– just pay the easy **Direct Debit** way

**The Wrekin**  
Housing Trust

 **DIRECT**  
Debit

# The way your housing benefit is paid has changed



**IMPORTANT**  
don't forget  
rent due

## But don't worry

– just pay the easy **Direct Debit** way

# Important news about your housing benefit

**The Direct Debit tick list**

- ☒ It is important to arrange to pay your bills – including rent – immediately after you receive your housing benefits payments
- ☒ This will make sure that important payments aren't missed
- ☒ If you set up a Direct Debit, you will know that your rent will be paid automatically at the same time every month (ideally, just after you've received your housing benefit)
- ☒ You'll then know how much money you have left – which takes a lot of the worry out of managing your spending

**The Wrekin Housing Trust**

**Receive this guarantee for your complete peace of mind**

## The Direct Debit Guarantee

This Guarantee is provided by all banks and building societies that accept instructions to pay Direct Debits. It states you can change the amount, date or frequency of your Direct Debit. The Wrekin Housing Trust will not use Direct Debit to enforce an agreement or to enforce a judgement or to enforce a claim. You may request The Wrekin Housing Trust to instruct a payment, confirmation of the amount and date will be provided to you as soon as possible.

If an error occurs in the payment of your Direct Debit, by The Wrekin Housing Trust, your bank or building society, you are entitled to a full and immediate refund of the amount paid. You will not be liable for any fees. If you make a mistake you are not entitled to pay a fee to The Wrekin Housing Trust. The fee is yours to keep.

You can contact The Direct Debit Guarantee by simply contacting your bank or building society. Written confirmation can be supplied. Please see [www.directdebit.com](http://www.directdebit.com)

© 2008 The Wrekin Housing Trust

In the past, your housing benefit has been paid directly to us, your landlord. But this has changed, and now your Housing Benefit is paid directly into your bank account. It is up to you to pay your rent directly.

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### **Direct Debit will help**

Don't worry about the change. If you set up a Direct Debit, your rent will be paid automatically, so you never have to worry about forgetting to pay. Not only is it convenient for you, it is also really safe and reliable.

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### **Why pay your rent this way?**


Direct Debits makes perfect sense. It's totally secure, and you are completely protected by the Direct Debit Guarantee – which means you get an immediate refund from your bank or building society in the unlikely event that a mistake is made.

- Once you have set up a Direct Debit, your rent will be paid automatically on a pre-agreed date every 4 weeks, in line with when you receive your housing benefit payment
- You enjoy peace of mind – payments are made automatically so they are never forgotten and are always paid on time
- You can cancel the Direct Debit at any time


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### **So simple – so why not sign-up now?**

Direct Debit is a payment method trusted by millions of people – and it is really simple to set up. Just complete the form on the back of this leaflet, and then follow the instructions.



**The Wrekin**  
Housing Trust



**Instruction to your bank or  
building society to pay by Direct Debit**

**Name of the which first gave a half-price pay and receipt to  
The Wrekin Housing Trust, 11 Redcliffe, Herefordshire SF1 1RH**

**Please fill and signed address of your bank or building society**

**Name(s) of account holder(s)**

**Building/society account number**

**Branch post code**

**Building society number**

**Reference number**

**FOR THE WREKIN/HOUSING TRUST OFFICIAL USE ONLY**

This is not part of the instruction to your bank or building society

**Branch address**

**Instructions to your bank or building society**

Please pay The Wrekin Housing Trust Direct Debit from the account detailed in the instructions subject to the anti-pollution agreement by the Direct Debit Guarantee (as detailed) that this transaction may amount to The Wrekin Housing Trust and, if so, which will be passed electronically to my building/society.

**Signature(s)**

**Date**

**Bank and building society may not accept Direct Debit instructions for some types of account.**

The Wrekin Housing Trust,  
11 Redcliffe,  
Herefordshire SF1 1RH

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## Collective marketing campaigns



London local authority campaign



Water Sector campaign



National Big Break campaign



Magazine subscription campaign



## London local authority campaign results

Campaign activity	2013 17 authority participants	2012 17 authority participants	2011 15 authority participants	2010 20 authority participants
No. of residents mailed	Over 1 million	Over 700,000	1 million	Over 1.5 million
No. of new Direct Debit sign ups	56,287	36,235	34,500	42,000
Highest increase in Direct Debit sign up	10.3%	9.5%	9.7%	11.8%
Highest campaign response rate	13.0%	11.5%	11.5%	11.2%
PR coverage (to be updated by PR)	962,293 reach	3,353,916 reach	11.4m reach	20.7m reach



PARTICIPATING  
LONDON COUNCILS

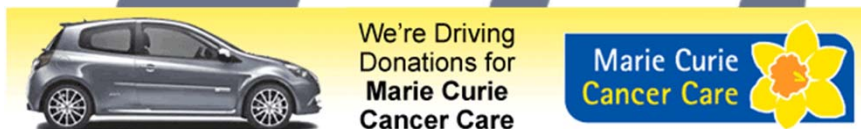
## Big Break 2014

- National Direct Debit marketing campaign
- Three elements
  - £12,000 consumer prize draw
  - Billers donate to charity of their choice
  - Giving 100 good causes a Big Break



## National campaign results

Campaign activity	2013 91 participants	2012 29 participants	2011 27 participants
No. of customers mailed	9.2 million	4.2 million	1.95 million
No. of new Direct Debit sign ups	3.23 million	2.06 million	2.196 million
Highest campaign response rate	19%	28%	12.7%
Donation raised	£140,000 – 120+ charities	£135,000 – 15 charities	£150,000 - Marie Curie
PR coverage	95m reach	160m reach	11.35m reach



Bacs is celebrating its 100 billionth transaction by giving 100 good causes a 'Big Break' in 2013

## Collective marketing

- To drive up Direct Debit volumes for housing associations by providing:
  - A central integrated consumer marketing campaign
  - Led by one central prize draw incentive
  - Additional benefit of a donation to charity for each new Direct Debit





## Biller support

**The support we provide is key to engagement:**

- All billers to be provided with a 'toolkit' of support materials and information:
  - Supply of generic materials including bill insert artwork
  - Bill inserts/DM
  - Web assets
  - Posters
  - Envelope artwork
  - Social media content based on biller activity
  - Templated press releases
  - Advertisement
- Bespoke design service to create materials to housing associations' specifications
- Regular progress communications to all participants, sharing stories from Bacs and billers

**Thank you - any questions?**



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