

Keep things
smooth
by making the move to
Universal Credit

Partner toolkit

Version 4: issued November 2024

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Universal Credit campaign summary

Universal Credit (UC) has streamlined and simplified the benefits system by combining six 'legacy benefits' (Housing Benefit, Income Support, Income-based Job Seeker's Allowance, Income-related Employment and Support Allowance, Working Tax Credits and Child Tax Credits) into a single monthly payment, to support people better to find a job and progress in work if they are able to.

To deliver this commitment, the Department for Work and Pensions (DWP) was initially notifying tax credit customers of when they need to claim UC in order to continue receiving financial support. DWP has now started to contact people in receipt of other legacy benefits to notify them of when they need to move to UC. This process is known as 'managed migration'.

This is being supported by national advertising throughout 2024 and includes radio, out of home (e.g. bus stop advertising), social media and digital advertising.

The move is not automatic, so the marketing campaign aims to prompt customers to apply for UC after they receive their migration notice letter, so they continue to get financial support.

It also signposts to further information about UC and the wide range of support available to help them prepare for their move.

We understand that this may be a time of uncertainty for customers. Our communications aim to explain what is happening in an accessible and compassionate way, to help reassure those who may be worried about the change.

Partnership ambition and how to get involved

Working together

We want to work in partnership with you to raise awareness of the Move to UC and help to prepare, inform, and support customers during the process.

By working together, we hope we can reassure customers, particularly those who are more vulnerable, and help ensure their move to UC goes as smoothly as possible.

You and your wider partner networks are uniquely placed to help legacy benefit customers understand that their move to UC will require them to take timely action when they get their letter from the DWP and let them know about the range of help and support available.

Campaign products ↓

Ways you can help using our campaign products

We have developed a range of products to help communicate the Move to UC. These products can be shared through your own channels, with your partners and through wider community touchpoints. Products are available in both English and Welsh, for use in Wales.

The products aim to build awareness that the Move to UC is happening and to let people know where they can go for more information to help with their move.

Products range from social posts and posters to text you can use in your own communications. They can all be downloaded directly from this toolkit. Simply navigate to the relevant products using the contents page, click the download button, and then share the products via your channels and wider networks. Please ensure you share both Welsh and English versions if sharing via channels and networks in Wales.

If you require any bespoke formats that are not included in this toolkit, please tell us what you need by emailing us on **universalcredit@23red.com**

Email signature

You can include this email signature on your outgoing emails to build awareness about the campaign. This image can sit just below your sign off and name. A Welsh email signature is available for use in Wales.

Make sure you insert a hyperlink to the Move to the UC microsite: gov.uk/ucmove



Usage is based on a 12-month term. Products must be removed by 01.04.2025. Usage covers all Media, including PR & Partnerships (excluding TV and cinema). UK Only.

Social statics and motion films

You can use these products on your social media channels, websites, or any other digital channels.

Static images and motion films to support the campaign are available in 3 formats:

- 1x1
- 9x16
- 4x5
- Social product as 4x5 for use on Instagram & Facebook.

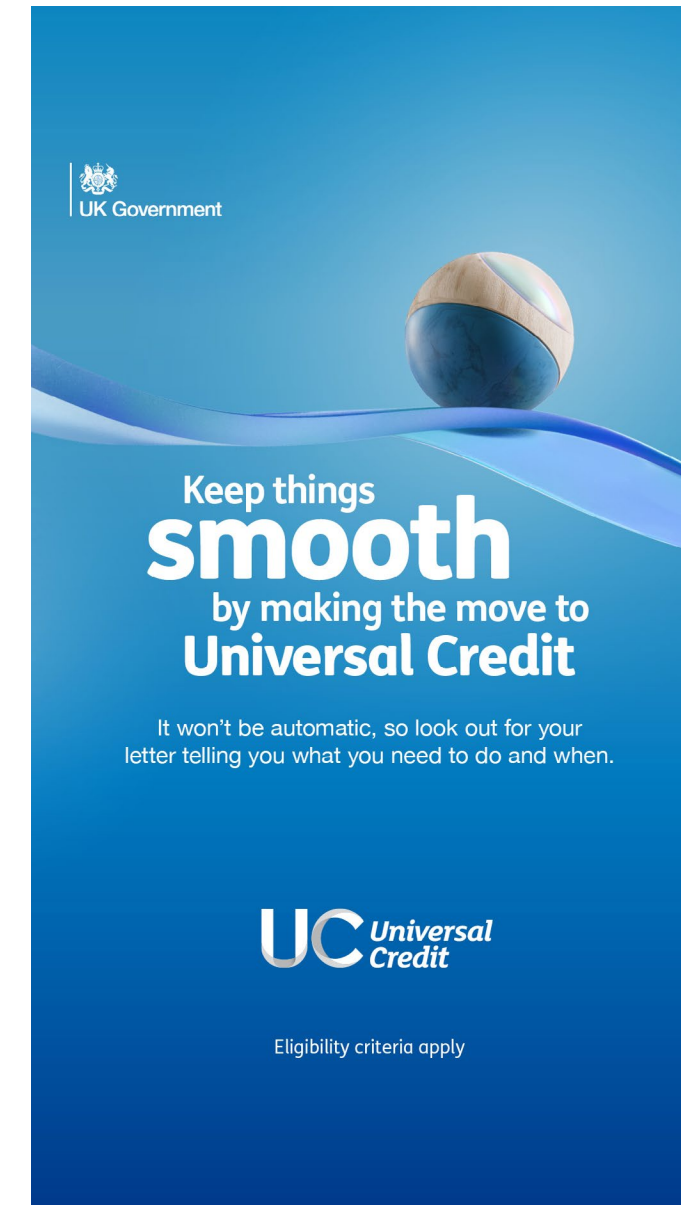
These products are available in Welsh too.

You can also reshare the campaign's social posts from [DWP's Facebook](#) and [X \(formerly Twitter\)](#).

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1x1



9x16



4x5

Social post copy:

See slides 8 and 9 for our suggested social copy for each of our key messages in English and Welsh.

Social copy

Suggestions for social media copy for each of our key messages.

When posting across your own social media channels make sure you insert a hyperlink to the Move to UC microsite: gov.uk/ucmove

Social media copy rotations

- 1.** Are you receiving benefits or tax credits?
Some benefits and tax credits are ending and being replaced by Universal Credit. It won't be automatic - look out for your letter.
- 2.** Some benefits and tax credits are ending and being replaced by Universal Credit. You will not be moved automatically. Look out for your letter - there is support available.
- 3.** You will not be moved automatically, so look out for your letter telling you what you need to do and when. Support is available.
- 4.** If you're self-employed and moving to Universal Credit, check what information you'll need when you apply.
- 5.** If you're claiming certain benefits or tax credits, we will tell you when it's time to move to Universal Credit.

Welsh social media copy rotations

- 1.** Ydych yn cael budd-daliadau neu greydau treth?
Mae rhai budd-daliadau a chredydau treth yn dod i ben ac yn cael eu disodli gan Gredyd Cynhwysol. Ni chewch eich symud yn awtomatig – edrychwch allan am eich lythyr.
- 2.** Mae rhai budd-daliadau a chredydau treth yn dod i ben ac yn cael eu disodli gan Gredyd Cynhwysol. Ni chewch eich symud yn awtomatig – mae cymorth ar gael. Edrychwch allan am eich lythyr – mae cymorth ar gael.
- 3.** Ni chewch eich symud yn awtomatig, felly edrychwch allan am eich llythyr yn dweud wrthyich beth sydd angen i chi ei wneud a phryd. Mae cymorth ar gael.
- 4.** Os ydych yn hunangyflogedig ac yn symud i Gredyd Cynhwysol, gwiriwch pa wybodaeth y bydd ei hangen arnoch pan fyddwch yn gwneud cais.
- 5.** Os ydych yn hawlio rhai budd-daliadau neu greydau treth, byddwn yn dweud wrthyich pryd mae'n amser symud i Gredyd Cynhwysol.

ESA social copy

Suggestions for social media copy for ESA messages.

When posting across your own social media channels make sure you insert a hyperlink to the Move to UC microsite: gov.uk/ucmove

Social media copy rotations

1. Receiving Income-related Employment and Support Allowance? Look out for your letter telling you when to move to Universal Credit.
2. Do you know someone on Income-related Employment and Support Allowance? Support is available to help with their move.
3. If you receive Income-related Employment and Support Allowance, we will tell you when it's time to move to Universal Credit.

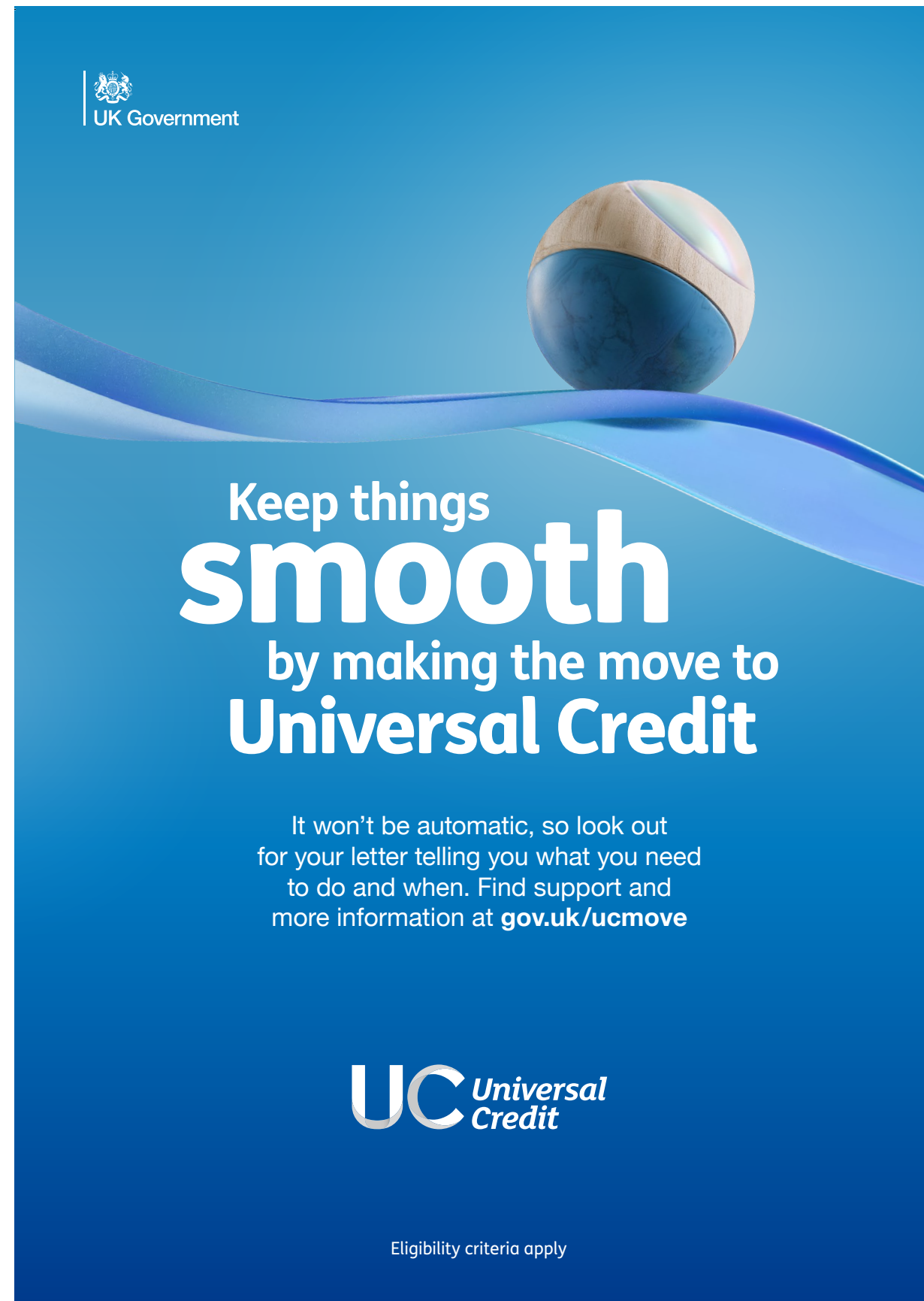
Welsh social media copy rotations

1. Yn derbyn Lwfans Cyflogaeth a Chymorth yn Seiliedig ar Incwm? Cadwch lygad am eich llythyr yn dweud wrthy ch pryd i symud i Gredyd Cynhwysol.
2. Ydych chi'n nabod rhywun ar Lwfans Cyflogaeth a Chymorth yn Seiliedig ar Incwm? Mae cymorth ar gael i'w helpu i symud.
3. Os ydych yn derbyn Lwfans Cyflogaeth a Chymorth yn Seiliedig ar Incwm, byddwn yn dweud wrthy ch pryd mae'n amser i symud i Gredyd Cynhwysol.

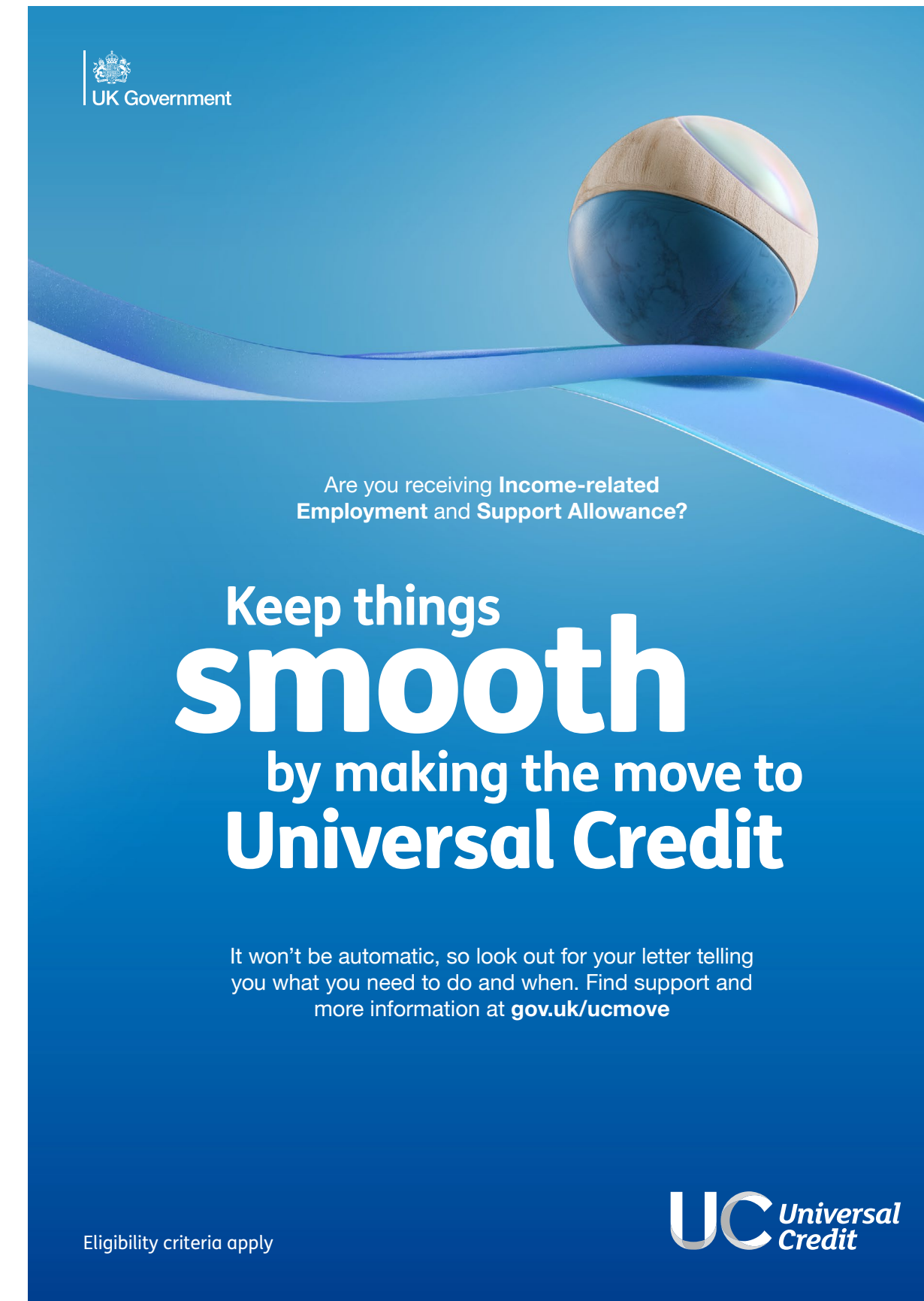
Posters

A3 and A4 posters

You can download these posters and display them in prominent locations and/or where legacy benefit customers are likely to see them. This might include community noticeboards, shop windows or even coffee/tea points. Available in both English and Welsh. Both versions should be displayed in outlets in Wales.



A3/ A4 poster



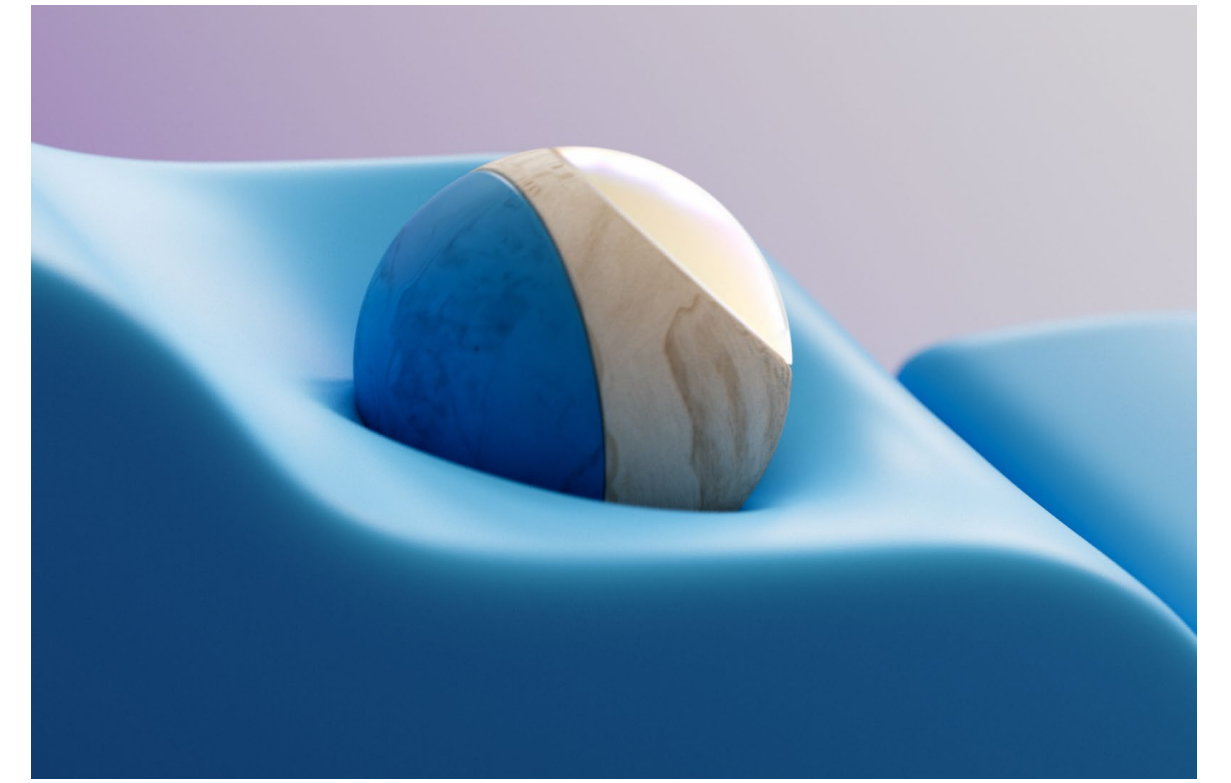
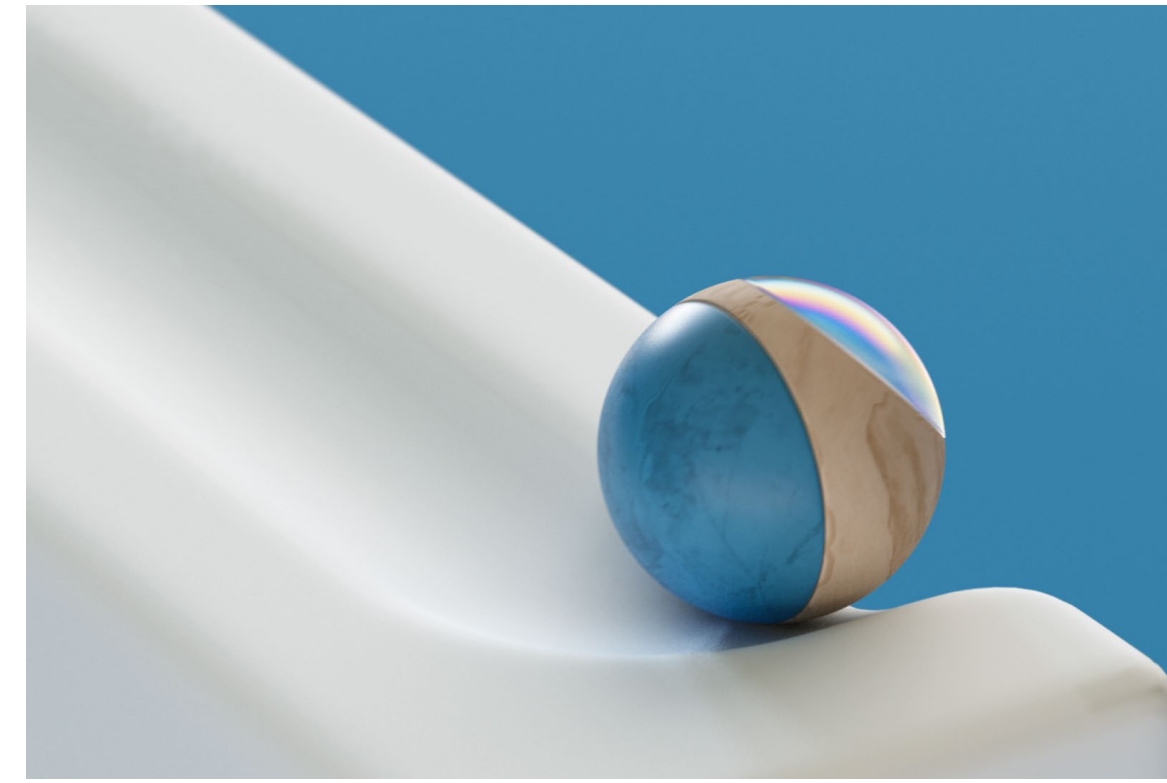
ESA A3/ A4 poster

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Website images

Here are a series of images that you can use in placements on your website or within newsletters and emails to sit alongside supporting copy you have on the Move to UC.

Make sure you insert a hyperlink to the Move to UC microsite: [gov.uk/ucmove](https://www.gov.uk/ucmove)



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Long and short copy

For use on emails, newsletters and in communications with customers. A [Welsh language version of the copy](#) is also available.

Long copy

Some benefits and tax credits are ending and being replaced by Universal Credit. Universal Credit (UC) is a single monthly payment to help with your living costs and provides support if you are working and on a low income, looking for work or unable to work.

The following benefits and tax credits are ending and being replaced by Universal Credit:

- Child Tax Credit
- Working Tax Credit
- Housing Benefit
- Income Support
- Income-based Jobseeker's Allowance (JSA)
- Income-related Employment and Support Allowance (ESA)

The Department for Work and Pensions (DWP) is writing to people who receive these benefits to let them know that they need to claim Universal Credit instead.

This letter - called a Migration Notice – explains what you need to do and when. It also provides information on the help available to continue receiving financial support from the government.

It is important that you do not do anything until you receive your letter. You will not be moved automatically but don't worry, your letter will provide all the information you need to make the move to Universal Credit. Once you've received your Universal Credit Migration Notice letter, you'll need to make a claim for Universal Credit to continue to get financial support. There will be a deadline in your letter. This will be 3 months from the date the letter was sent out.

Your current benefits will end as soon as you submit your claim for Universal Credit and you will not be able to go back to your existing benefit once you have claimed.

There is lots of support available to help you with your move, including if you need help with your Universal Credit application or managing your income until you receive your first Universal Credit payment.

Visit gov.uk/ucmove for more information today.

Short copy

The following six benefits and tax credits are ending and being replaced by Universal Credit: Housing Benefit, Income Support, Income-based Job Seeker's Allowance, Income-related Employment and Support Allowance, Working Tax Credit and Child Tax Credit.

Universal Credit is a single monthly payment to help with your living costs and provides support if you are working and on a low income, looking for work or unable to work.

The Department for Work and Pensions (DWP) is writing to people who receive these benefits to let them know that they need to claim Universal Credit instead. This letter - called a Migration Notice – explains what you need to do and when. **It is important that you do not do anything until you receive your letter.** You will not be moved automatically and once you've received your Universal Credit Migration Notice letter, you'll need to make a claim for Universal Credit by the deadline stated in your letter to continue to get financial support.

Your current benefits will end as soon as you submit your claim for Universal Credit and you will not be able to go back to your existing benefit once you have claimed.

There is lots of support available to help you with your move. Visit gov.uk/ucmove for more information today.

ESA long and short copy

For use on emails, newsletters and in communications with customers. A [Welsh language version of the copy](#) is also available.

Long copy

Income-related Employment and Support Allowance (ESA) is ending and being replaced by Universal Credit. Universal Credit is a single monthly payment to help with your living costs and provides support if you are working and on a low income, looking for work or unable to work.

If you currently receive this benefit, the Department for Work and Pensions (DWP) will write to you to let you know you need to claim Universal Credit instead.

The letter – called a Migration Notice – explains what you need to do and when:

1. **You will not be moved automatically.** Wait until you receive your **Migration Notice letter before applying for Universal Credit.**
2. Once you receive your letter, make your claim for Universal Credit as soon as you can.
3. If you need any help or support, details will be provided within the letter, or you can visit gov.uk/ucmove.

You will need to make an application for Universal Credit by the agreed date in your letter to continue to receive financial support.

Your ESA claim will end as soon as you submit your application for Universal Credit, and you will not be able to go back to it once you have claimed.

You may be asked to visit a Jobcentre when you move to Universal Credit. If that's difficult due to a health condition or disability, you can ask for a phone call instead.

Don't worry, there's lots of support available to help you with your move.

Help to Claim offers free and independent support over the phone to help with your application. You can also find more information on gov.uk/ucmove.

Short copy

Income-related Employment and Support Allowance (ESA) is ending and being replaced by Universal Credit. Universal Credit is a single monthly payment to help with your living costs and provides support if you are working and on a low income, looking for work or unable to work.

If you currently receive this benefit, the Department for Work and Pensions (DWP) will write to you to let you know you need to claim Universal Credit instead.

The letter – called a Migration Notice – explains what you need to do and when:

1. **You will not be moved automatically.** Wait until you receive your **Migration Notice letter before applying for Universal Credit.**
2. Once you receive your letter, make your claim for Universal Credit as soon as you can and by the agreed date in your letter to continue to receive financial support.
3. If you need any help or support, details will be provided within the letter, or you can visit gov.uk/ucmove.

Your ESA claim will end as soon as you submit your application for Universal Credit, and you will not be able to go back to it once you have claimed.

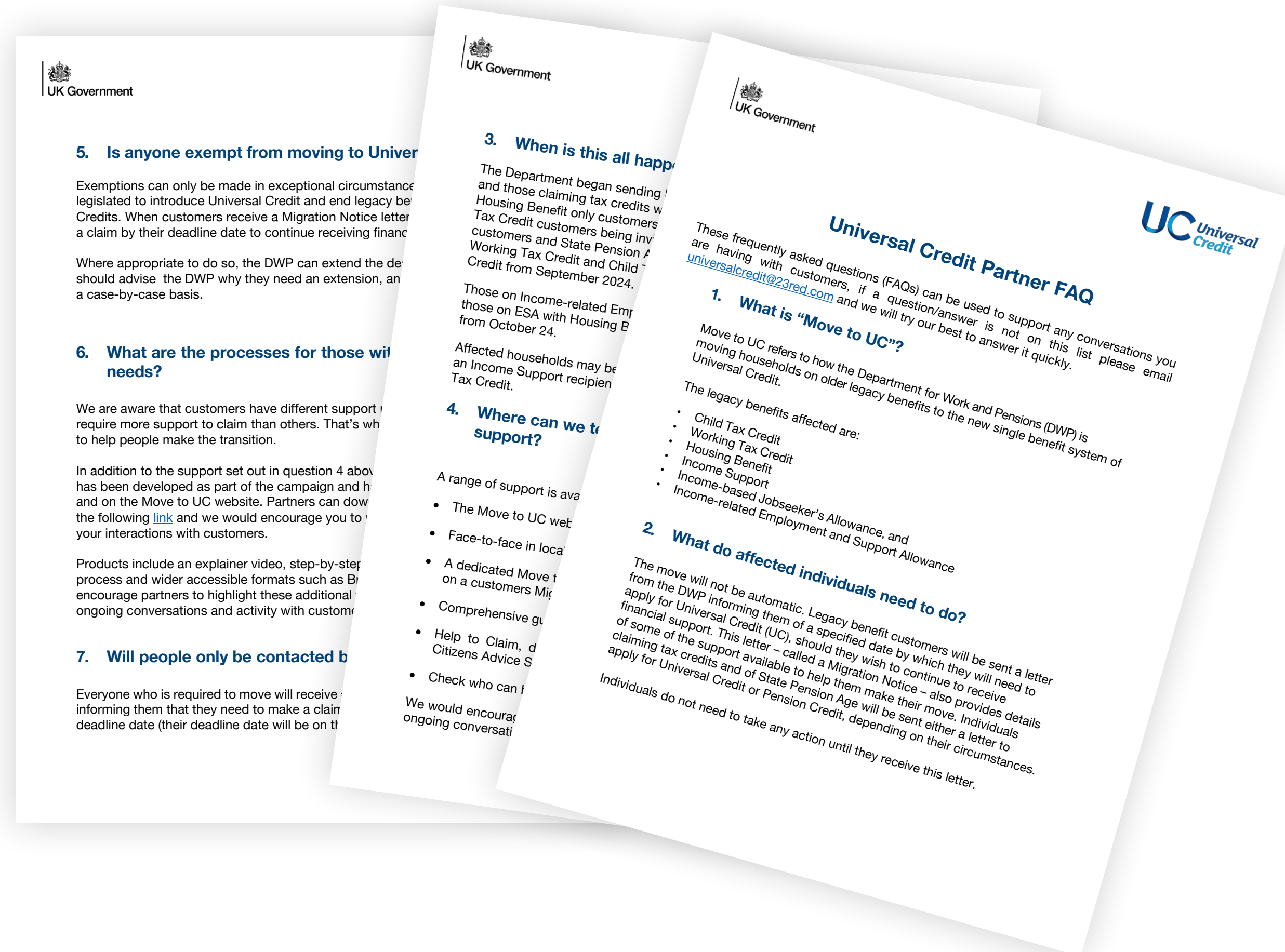
Don't worry, there's lots of support available to help you with your move.

Help to Claim offers free and independent support over the phone to help with your application. You can also find more information on gov.uk/ucmove.

Frequently asked questions

We have outlined a number of [frequently asked questions](#) to answer any questions that your audiences may have about the Move to UC. They are available in both English and Welsh.

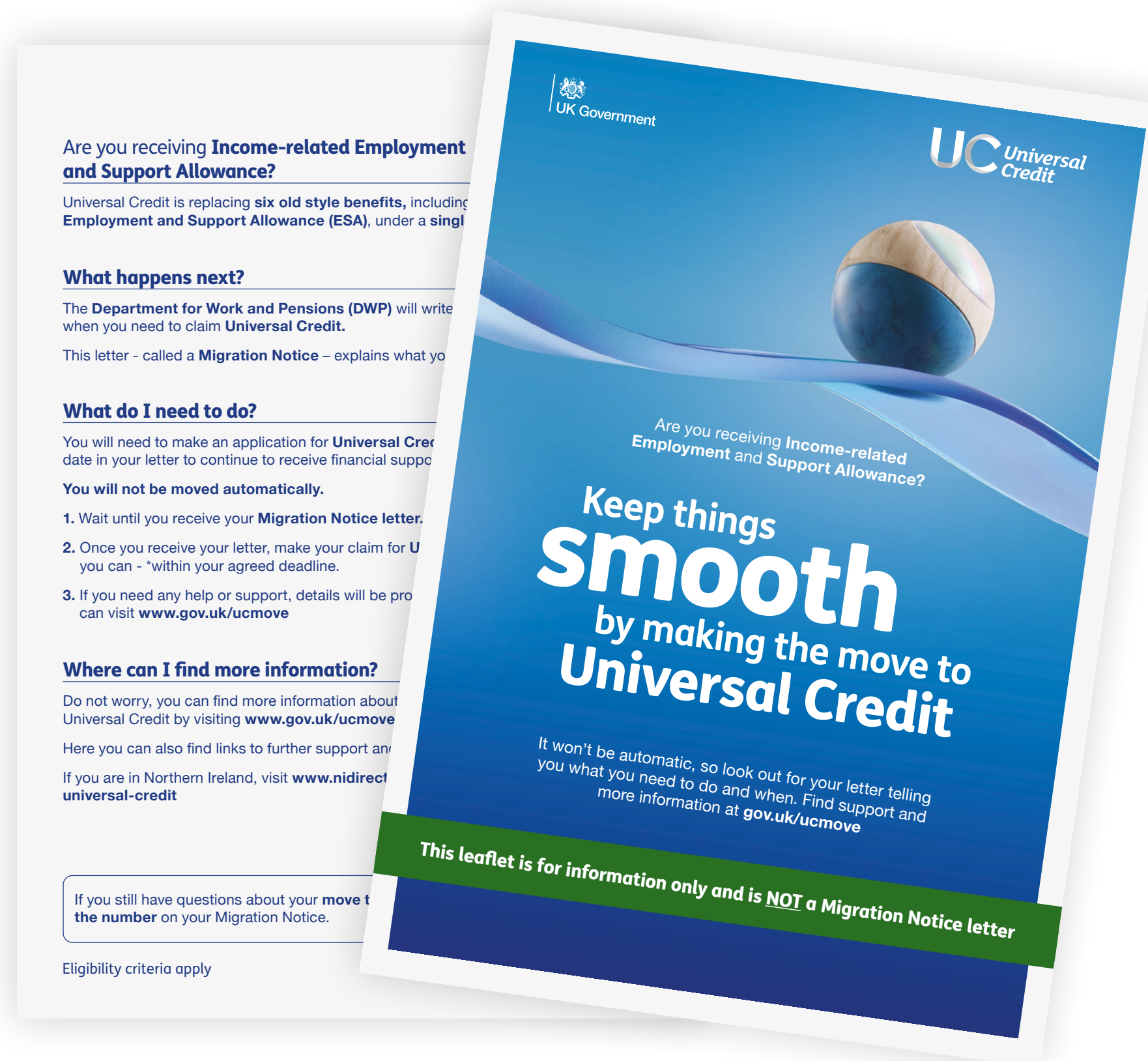
A reminder that these FAQs are not to be sent out as written to customers. They can be reframed in your own voice on your own channels or used to answer queries from customers.



A5 ESA Leaflet

You can print this leaflet and use it to support face to face conversations with ESA customers.

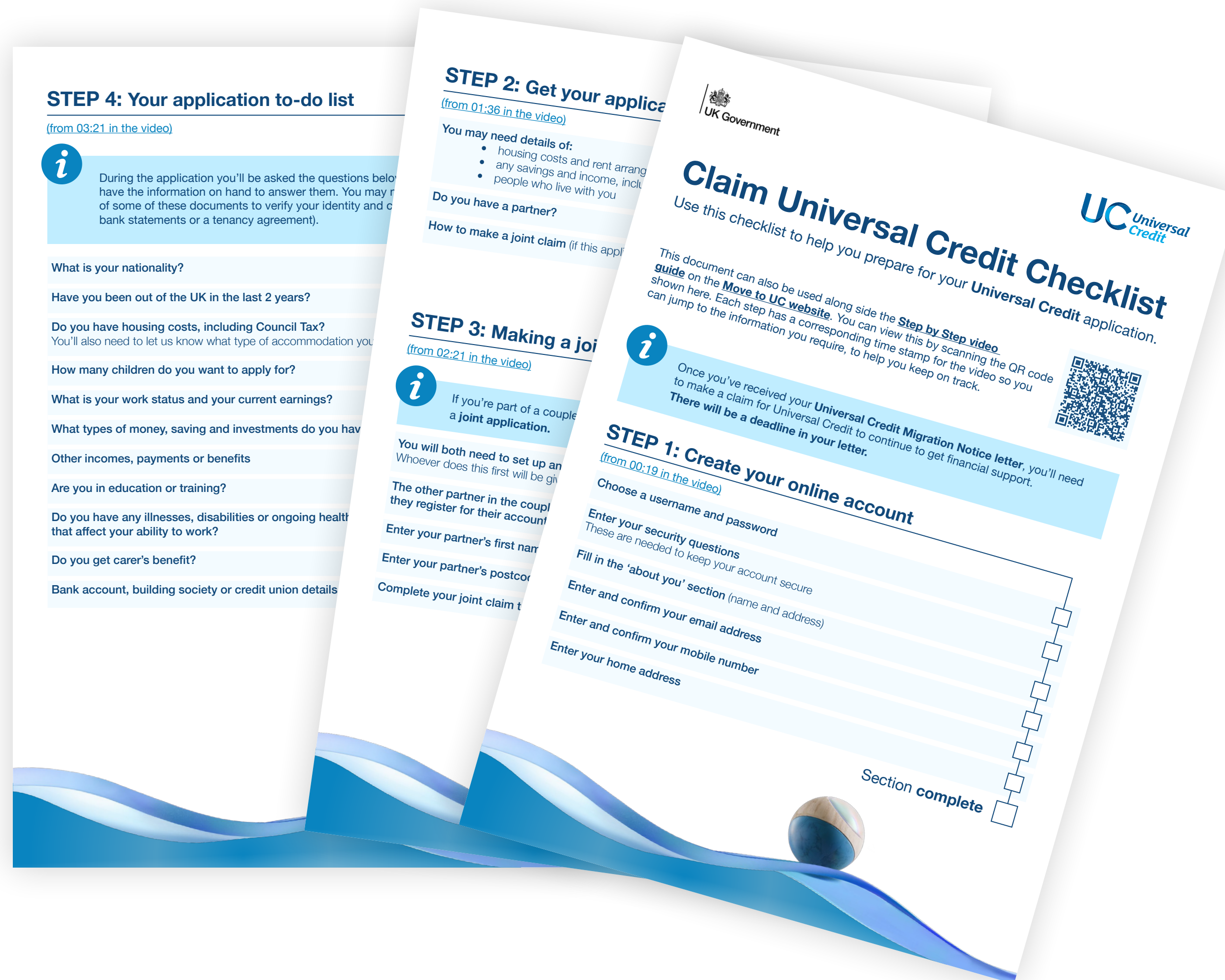
The leaflet is available in both English and Welsh.



Claim UC Checklist

You can use this eight-step checklist alongside our step by step video guide to help your audience prepare for their Universal Credit application.

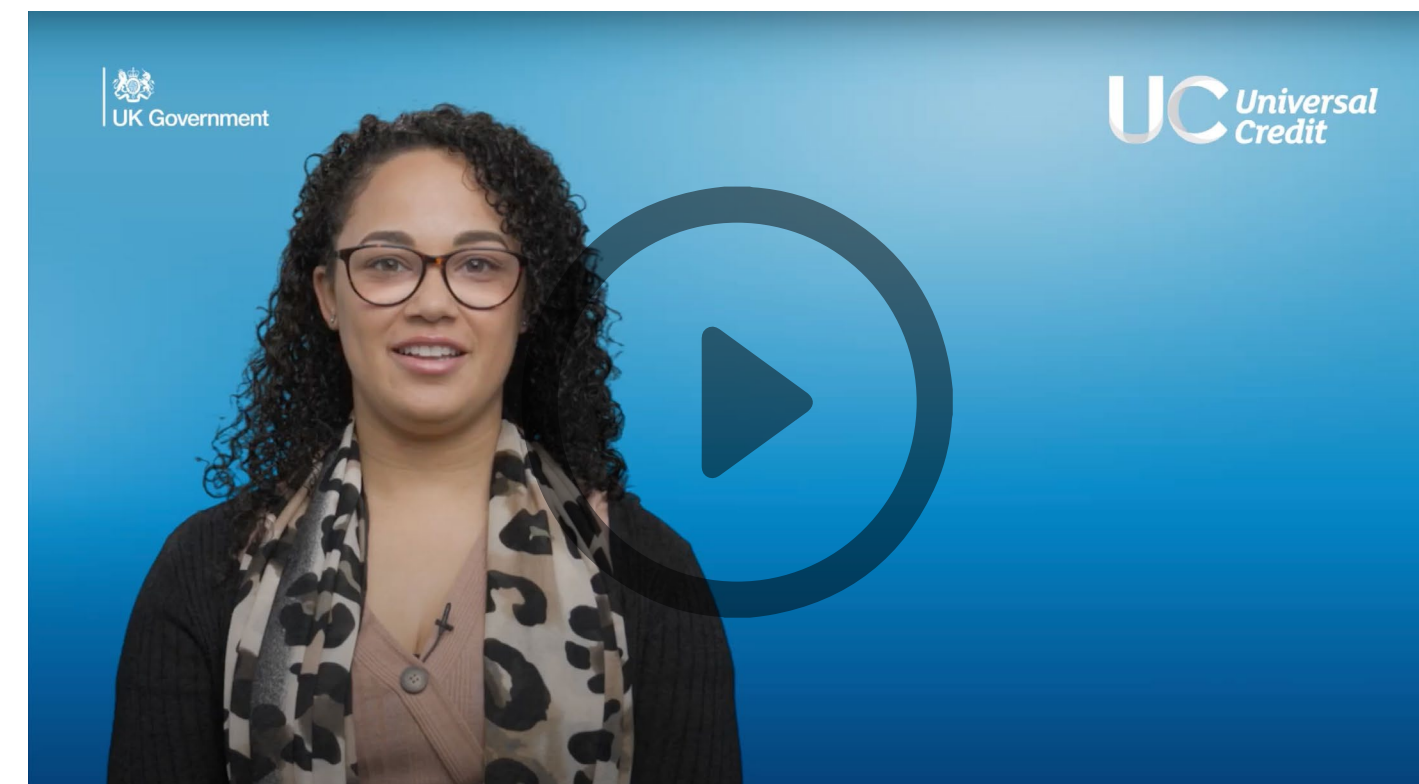
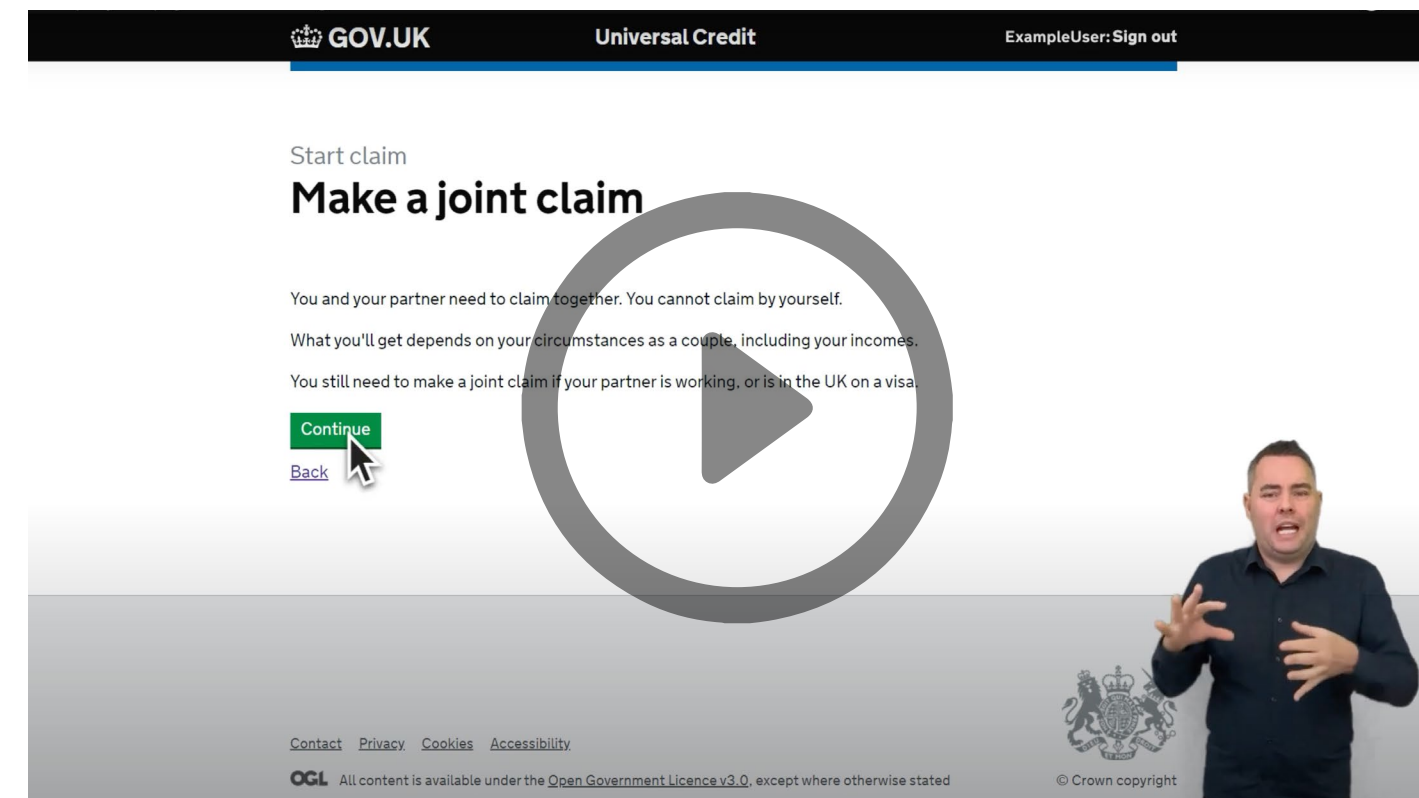
The checklist is available in both English and Welsh.



Video explainers

We have developed three explainer videos to help explain [the Move to UC](#), a helpful [step-by-step guide to making a Universal Credit claim](#) and a [guide to Transitional Protection](#). The videos have subtitles and British Sign Language added.

You can link to them directly on YouTube or if you would like the videos as standalone products, please [contact us](#). These are available in Welsh on request.



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Films

The following film products are available on YouTube:

- [30 second campaign film](#)
- [15 second campaign film](#)

You can link to them from your social channels, websites or other digital platforms.



15 second version



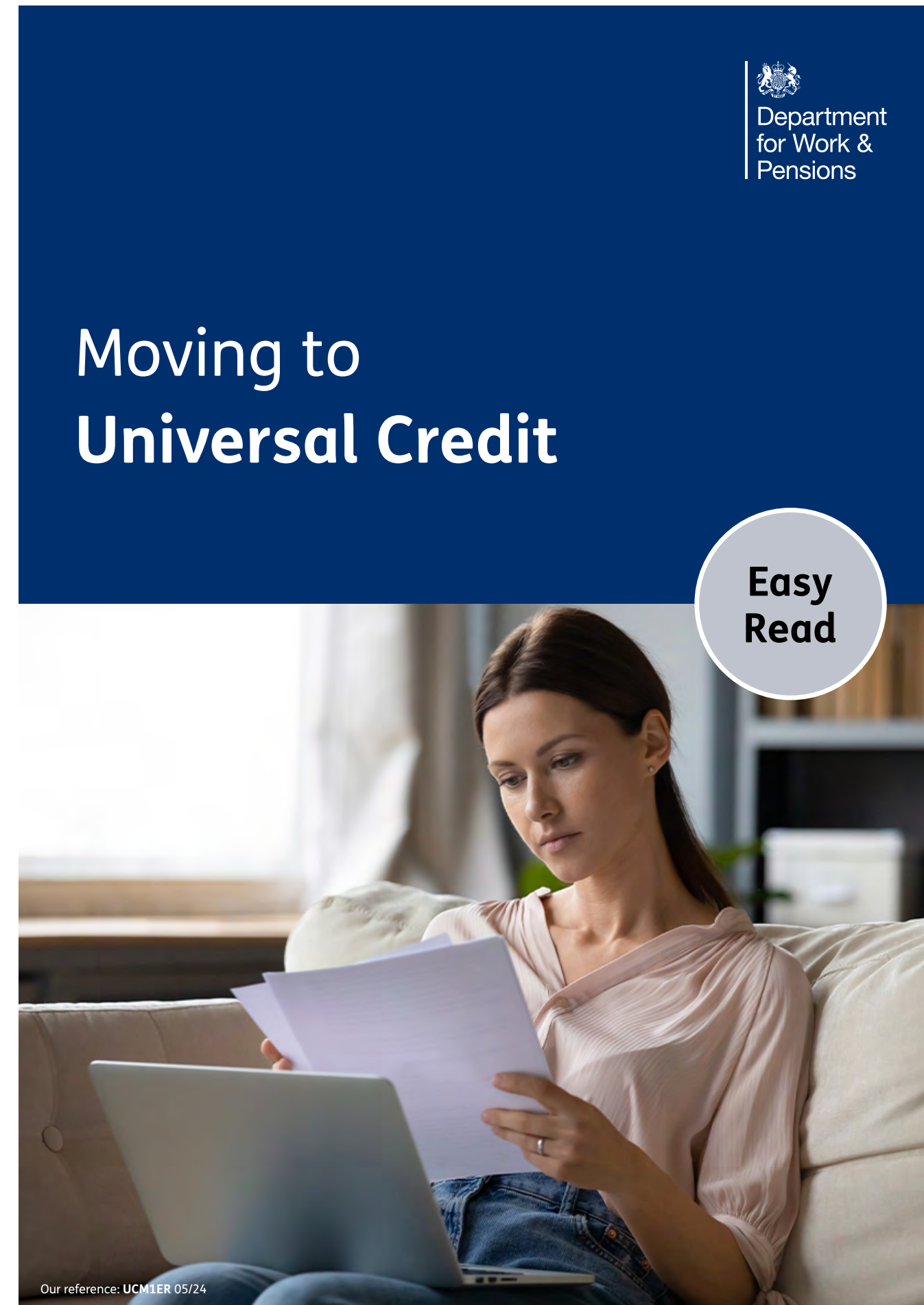
30 second version

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Easy Read guidance

Our Easy Read guidance is available for download from our product library. Please share this where needed or requested.

This guidance is to support customers with additional support needs and we would encourage you to highlight this product as part of ongoing conversations and activity with customers. This is also available in Welsh.




Department for Work & Pensions

Moving to Universal Credit

Easy Read

Our reference: UCM1ER 05/24

1 Introduction



Department for Work & Pensions

Universal Credit is a benefit from the Department for Work and Pensions.



It helps pay your daily living costs.



You may be able to get Universal Credit if:

- You are out of work
- You are in work and have low earnings.

Partner product library

All the products detailed in this toolkit can also be downloaded from:
ucmove.campaign.gov.uk/toolkit/

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For any enquiries please contact:
universalcredit@23red.com



Thank you

With your help we can better support and reassure people throughout their move to UC.

If you would like to discuss the campaign or suggest any campaign products that might be useful to your organisation/audiences, please get in touch.

Please let us know how you use any of the products in this toolkit, as it will help us evaluate the campaign. Please include visuals.

Email us on universalcredit@23red.com