



CASE STUDY

IMPROVING RESIDENT ENGAGEMENT THROUGH COORDINATED OUTREACH AND AI-SUPPORTED WELLBEING CALLS

Mid Sussex District Council | Resident Engagement & Support Programme



“A joined-up engagement approach can significantly increase participation from residents traditionally considered hard to reach.”

THE CHALLENGE

Local Authorities are increasingly required under the Crisis & Resilience Fund (CRF) to demonstrate early intervention, preventative engagement and measurable resident outcomes.

Many residents experiencing financial pressure or wider vulnerability do not respond to traditional council communications, meaning support often arrives only after issues escalate into enforcement or crisis response.

Mid Sussex explored a more supportive engagement approach designed to build trust and encourage residents to access help earlier.

OUR APPROACH

A coordinated engagement programme combined behavioural messaging, trusted branding and AI-supported outreach.

- Co-branded communications issued alongside annual council billing
- Multi-channel awareness, including postcards and SMS reassurance messaging
- AI wellbeing calls focused on support rather than debt collection
- Simple vulnerability conversations identifying financial and well-being needs
- Direct pathways into specialist one-to-one support through Welfare Together
- Assisted applications, including benefit checks and energy affordability support
- Pre-qualification and referral into Warm Homes Plan and wider assistance schemes

This created a supportive engagement journey aligned with preventative CRF delivery principles.

RESULTS & INSIGHT

Engagement Outcomes



10,000

households reached through coordinated outreach



2,200

residents entered active engagement programme



278

completed full wellbeing conversations



188

residents supported through direct one-to-one intervention

Key Learning

A supportive, multi-step engagement journey achieved engagement levels three times higher than traditional outreach methods.

CRF PRIORITIES SUPPORTED IN THIS APPROACH



Early identification of residents at risk



Preventative intervention before crisis escalation



Financial resilience and debt prevention



Multi-agency referral pathways



Evidence-based engagement outcomes



Targeted support for vulnerable households



WHY THIS MATTERS

CRF guidance encourages councils to move beyond reactive hardship payments toward proactive identification and coordinated support. Programmes combining trusted communication, behavioural engagement and assisted referral pathways help residents access support earlier while providing measurable evidence of preventative action.



If your local authority is in need of CRF support, from strategy and planning through to identification and engagement with homes most in need and vulnerable residents, then email: info@healthyhomesolutions.co.uk

www.healthyhomesolutions.co.uk

www.thevulnerabilityinitiative.org



Welfare
Together



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