

CASE STUDY

MID SUSSEX DISTRICT COUNCIL + HEALTHY HOMES SOLUTIONS

The Vulnerability Initiative (HHS VI) & Welfare Together

Driving Three-Times Higher Resident Engagement While Supporting Crisis & Resilience Fund Delivery

Mid Sussex District Council | Council Tax Arrears & Preventative Support Programme



“A coordinated engagement approach enabled earlier identification of residents needing support, helping the council move from reactive intervention toward preventative resilience.”

THE CHALLENGE

Mid Sussex District Council sought to engage residents in council tax arrears who were historically difficult to reach through traditional communications.

Alongside financial pressures, many residents were experiencing wider vulnerability linked to wellbeing, energy affordability and household hardship. With the introduction of the Crisis & Resilience Fund (CRF), councils must increasingly demonstrate preventative support and coordinated referral pathways rather than crisis-only responses.

The council required an engagement model capable of identifying need earlier and connecting residents to support before escalation, and then to provide detailed 1:1 support.

OUR APPROACH

Healthy Homes Solutions deployed the Vulnerability Initiative as an independent engagement and triage platform.

- Co-branded HHS VI and Mid Sussex communications issued to 10,000 households alongside annual billing
- Multi-channel engagement including postcards, SMS awareness messaging and AI outbound wellbeing calls
- Simple resident registration capturing household vulnerability and wellbeing indicators
- Automated triage matching residents to relevant support services
- Assisted applications including DWP checks and energy support assessments
- Pre-qualification and referral for the Warm Homes Plan and wider energy efficiency support
- Direct referral pathway into Welfare Together for one-to-one resident support

This created a structured pathway aligned to CRF objectives by identifying residents early and connecting them to preventative assistance.

THE RESULTS

Engagement Outcomes

10,000 residents reached

2,200 residents added to active engagement programme

278 completed full wellbeing AI conversations

188 residents supported through 1:1 intervention

Programme Impact

- Engagement rates 3x higher than previous outreach
- Earlier identification of financial vulnerability
- Increased uptake of preventative support services

WHY THIS MATTERS

The programme demonstrates how councils can use structured engagement and coordinated referrals to support Crisis & Resilience Fund delivery — helping residents access support before crisis escalation while providing measurable outcomes and evidence of preventative intervention.