

The Scottish Government's Money Talk Team to help low income families get more money

'The Money Talk Team' is a new confidential, personalised advice service funded by The Scottish Government. It's been launched to help Scottish families maximise their income. With around 450,000 cases of unclaimed benefits in Scotland, low-income families across the country could benefit from the service which is delivered by the Citizens Advice network in Scotland.

Created by The Union, the 'Bring Home Your Missing' campaign aims to raise awareness of the service and highlight how people can benefit – either by claiming missed benefits or paying out less on things like bills, council tax and more. The charming and quirky character of a pound coin comes to life in a stop-motion style animation which will run across Facebook and Instagram. The campaign will also include outdoor and digital with a national information roadshow visiting different towns and cities across Scotland from 4 September 2019.

People can access the service by calling the free helpline on 0800 085 7145 or visiting their local Citizens Advice Bureau to get financial advice. In the last nine months, the Money

Talk Team has secured over £6 million to help a total of 3,198 people, saving the average household over £1,800.

Ruth Yee, Head of Art at The Union, said: “We’re over the moon with how this charming campaign has come together. Victoria Watson and the team at Eyebolls did an amazing job bringing the stop motion video and visuals to life. With our integrated idea running across field, social and out of home, we hope lots of families bring home their missing money as a result – by chatting to the Money Talk Team.”

Aileen Campbell, Cabinet Secretary for Communities and Local Government, said: “The Money Talk Team is on hand to provide invaluable support for families. It’s free to call and friendly, experienced advisers will walk callers through all options and let them know exactly what they are entitled to, helping them save money.

“Thousands of people across the country have already benefited from speaking to the team but there are still too many families out there not getting what they should be.”

Derek Mitchell, CEO of Citizens Advice Scotland, said: “With a footprint in every community across Scotland and 80 years experience delivering confidential and impartial advice, the Citizens Advice network in Scotland is uniquely placed to deliver the Money Talk Team service.

“People should be claiming what they are due. That’s how the system works; we all pay in and get support when we need it.

“With it being the start of a new school year, this is the perfect time for families to see if they are entitled to extra cash that could be paying for back to school essentials, or if they could be paying less for utilities or on council tax.”

Could you be missing money? Freephone 0800 085 7145 or search ‘Money Talk Team’.

BRING HOME YOUR MISSING MONEY

