

MAKE WORK PAY SOCIAL MEDIA PACK



OVERVIEW

Centrepunkt's **Make Work Pay Campaign** is calling for change to a broken system that unfairly penalises young people in supported accommodation when they get a job. Right now, many lose vital benefits as soon as they start working - leaving them worse off financially and stuck in what's known as the 'benefit trap'.

Backed by high street businesses, the wider homelessness sector and others, the campaign is building momentum from now until the government's Budget later this year. With strong public support, Centrepunkt hopes to push this issue up the political agenda, make real change happen, and help thousands of young people build a future beyond homelessness.

We have only a couple of months before the Autumn Budget to influence the government and we want to use every opportunity we've got. Would you be willing to share and amplify this campaign with your networks?

1. Watch and share the explainer video

Instagram post:

🚫 A major flaw in the benefit system is punishing young people for working.

It doesn't make sense – but it's true.

According to @centrepunktuk, young people facing homelessness are losing more financial support the more they work, all because of a flaw in our complicated benefits system. This isn't just unfair – it's a trap. And it's stopping young people from building the futures they deserve.

With the Autumn Budget approaching, we have a chance to change this – but only if enough of us speak up. That's why we're joining Centrepunkt's campaign to Make Work Pay!

Share Beth's story so more people understand this issue and the real-life impact on young people's lives.

@dwpgovuk – it's time to fix this. Young people deserve better.

Twitter:

Young people facing homelessness are being penalised for working because of a flaw in the benefits system.

We're joining @centrepunktuk's campaign to urge @DWPgovuk to fix this and #MakeWorkPay in the Autumn Budget to help young people like Beth.

Watch the video & learn more.

LinkedIn:

A major flaw in the benefit system is punishing young people for working.

According to Centrepunkt, young people facing homelessness are stuck in an unfair benefit trap - they're losing more financial support the more they work, all because of a flaw in our complicated benefits system. And it's stopping young people from building the futures they deserve.

With the Autumn Budget approaching, we have a chance to change this – but only if enough of us speak up. That's why we're joining Centrepunkt's campaign to Make Work Pay!



Share Beth's story so more people understand this issue and the real-life impact on young people's lives.

Young people deserve better. It's time for the Department for Work and Pensions to fix this.

2. Email your MP

Instagram:

Every young person deserves the chance to build a life with secure housing and meaningful work. But right now, a flaw in the benefit system is holding them back.

This is a crucial moment, so we're supporting @centrepunktuk's campaign to Make Work Pay. With the Autumn Budget on the horizon, we need MPs across the country to speak up and end the benefit trap.

📣 Your MP has the power to help fix this. Take action today and make sure they hear the message loud and clear.

👉 Tap the link in bio or head to bit.ly/CPMakeWorkPay

@dwpgovuk #MakeWorkPay

Twitter:

Every young person deserves secure housing & meaningful work – but the benefit trap is standing in the way.

Join @centrepunktuk's campaign and tell your MP to call on @DWPgovuk to fix the system in the Autumn Budget.

📣 Take action now: <https://bit.ly/CPMakeWorkPay> #MakeWorkPay

3. Sign Faye's open letter

Instagram:

📣 "When I started this job, I thought I was taking a real step towards independence. I was shocked to find that I would end up worse off than if I hadn't taken this placement."

After going into care at 16 and living in supported accommodation, Faye was excited to get a part-time job and begin to build their future. Instead, the system pulled the rug out from under them.

Faye has bravely shared their story to help make sure the government can't ignore the harm the benefit trap is having on young people.

Will you stand in solidarity with them, and thousands of young people like them, by sharing their letter with your family and friends? Sign via the link in our bio or at <https://bit.ly/FayesLetter>

📣 Will you join Faye's call to #MakeWorkPay and end the benefit trap today?

Twitter:

“When I started this job, I thought I was taking a step towards independence. But I ended up worse off than if I hadn’t taken it.” Faye’s story shows how the benefit trap impacts homeless young people’s careers.



Add your name to their letter: bit.ly/FayesLetter #MakeWorkPay

KEY STATS

- Centrepont estimates that £12 million could be saved by the Treasury just from the number of young people supported into more work, such as reduced social security spending, greater tax receipts and improved health and criminal justice outcomes.
- This issue limits the employment opportunities for over 30,000 young people in the UK.

KEY MESSAGES

- End the benefit trap
- Let 30,000 homeless young people work.
- Reduce the Housing Benefit taper rate from 65% to 55%.
- The benefit trap blocks ambition for homeless young people at the start of their careers.
- Young people in supported housing face a financial cliff edge when they start work
- Making Work Pay could move thousands into employment and save the government over £12 million per year.
- This benefit trap is a block on aspiration and creates a perverse incentive, effectively preventing young people from entering the workforce.

ASSETS

You can download assets to use in this campaign [here](#)

IMPORTANT INFO

Centrepont’s handles are:

Facebook: www.facebook.com/centrepont.charity

Twitter: @CentrepontUK

Instagram: @CentrepontUK

LinkedIn: https://www.linkedin.com/company/centrepont_2

TikTok: https://www.tiktok.com/@centrepont_uk

Hashtag: #MakeWorkPay