

Hammersmith and Fulham

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20 December 2013

Our reference: 626793

Dear Sir/Madam

Thank you for your request for information which was received on 19 December 2013.

Your request

I wish to make a Freedom of Information request regarding the 2013 Christmas Card that was sent to Hammersmith and Fulham council tenants.

Please let me know,

- 1) on what grounds was it decided to issue these cards*
- 2) what was the total cost of designing, printing and distributing these cards*
- 3) who authorised the issue of these cards and what office do they hold within the council.*

I know that these cards were sent to council tenants who had never been in arrears and who always paid their rent on time. One tenant, an 81 year old lady who was not and has never been in arrears with her rent became extremely distressed upon receiving this card.

- 4) what risk assessment was carried out in respect of issuing the cards to vulnerable individuals prior to distribution and what form did it take. If no risk assessment was carried out please state why not.*

Our response

This request is being handled under the Freedom of Information Act 2000.

I can confirm that the information requested is held by Hammersmith and Fulham. I have detailed below the information that is being released to you.

- 1) on what grounds was it decided to issue these cards*

The campaign was targeted at all tenants because research shows that, during this period, many tenants not in arrears will consider going into arrears (research carried out by Shelter in 2011 showed this to be as many as one in 12). This can lead to problems escalating in the New Year. There is considerable evidence that high profile campaigns help reduce debt from occurring. The campaign was also designed to offer support to those experiencing financial problems.

2) what was the total cost of designing, printing and distributing these cards

The postcard cost £6,332, including postage, print and design.

3)who authorised the issue of these cards and what office do they hold within the council.

I know that these cards were sent to council tenants who had never been in arrears and who always paid their rent on time. One tenant, an 81 year old lady who was not and has never been in arrears with her rent became extremely distressed upon receiving this card.

The campaign was authorised by Director of Communications & Policy, Simon Jones.

4) what risk assessment was carried out in respect of issuing the cards to vulnerable individuals prior to distribution and what form did it take. If no risk assessment was carried out please state why not.

None - The campaign is not a new policy. It has been adopted previous years and is common to many local authorities and housing associations.

If you are dissatisfied with the handling of this response, please contact the h&f InTouch team, who will decide whether to refer the matter to the Council's Information Manager for an internal review.

You can write to the h&f InTouch team at Room 229, Hammersmith Town Hall, King Street, London W6 9JU, or email: handfintouch@lbhf.gov.uk. If you are registered for self-service, via the Council's My Account portal, you can also do this online: [Click here to complete the form](#)

You can also obtain further information from the Information Commissioner's Office at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Tel: 08456 306060

Website: www.ico.gov.uk

Enquiries: www.ico.gov.uk/Global/online_enquiries.aspx

Yours faithfully

**James Filus
Corporate Complaints Manager**