

HMRC Grant in aid funding programme - strategic outcomes and priorities 2009-10

We have identified the following key strategic outcomes and priorities, which will contribute to meeting HMRC's aims as set out in the Grant in Aid Guidance 2009-10. We would expect successful bids to reflect clearly at least one of the strategic outcomes and to be clearly focused on some of the priorities identified.

Strategic Outcome	Priorities
1. Deliver customer education, awareness and support for vulnerable groups resulting in an increased take up of HMRC products.	<ul style="list-style-type: none"> ▪ A programme of work which targets increasing take up of a range of HMRC products ▪ An approach based upon life events to educate customers at an early stage about their entitlements and tax responsibilities such as having a child, students moving into work, pre-pensioners retiring and people becoming disabled including those with mental health issues ▪ A focus on targeting vulnerable customer groups such as lone parents, pensioners and pre-pensioners, disabled, where you have evidence of low take up of HMRC products. ▪ Innovative projects that deliver increased take up of a range of HMRC products such as Working Tax Credit, Child Tax Credit and payment of self assessed tax ▪ Small businesses as well as individual customers are considered within this outcome
2. Deliver customer education, awareness and support to vulnerable groups that improves customer understanding and engagement with their financial responsibilities resulting in reducing their debt	<ul style="list-style-type: none"> ▪ Increased understanding of financial responsibilities for customers resulting in increased direct engagement with HMRC and other government agencies ▪ Holistic approach to maximise customer financial capability such as coping with debt, claiming benefits and tax credits ▪ Raise awareness and education to help customers engage with HMRC and other government agencies at the right time
3. Increasing the number of advisors able to offer advice on HMRC products and wider financial issues by building the capacity of the wider Third Sector.	<ul style="list-style-type: none"> ▪ Deliver projects that have a multiplier effect through training or learning for a range of Third Sector organisations ▪ Creative projects that provide a clear link to develop holistic capability of the Third Sector across the wider community ▪ Joint and collaborative bids that help advisors to reach out to help vulnerable groups and communities. ▪ Projects that help train those in the community who support vulnerable people to claim entitlements and reduce debt such as carers and midwives