

Worksheet 2

Speechwriting: The Case Studies

1		<p>Mandy is a single mother who relies on benefits to provide for her three children. Her eldest is 18, having just received his A-Levels and will attend university in October. Her middle child is 14 and about to start his GCSEs, while her youngest is 10. She was already in 'fuel poverty', and the rise in energy prices meant she didn't have any disposable income. All of her children need school supplies, and the price of school uniforms is also rising. Her energy bill has risen by £203 per month, and she worries she wouldn't have enough money to warm her house through the winter and feed her children. The rise has taken 24% of her total household budget. Her bill is so high because she has an outdated boiler and lives in a poorly-insulated property.</p>
2		<p>David is a 35-year-old train driver, and his wife Kenisha is a 34-year-old nurse. Kenisha recently gave birth to a 2-month-old son, and the couple already has a 3-year-old, Daniel. While both have a combined income of £64,357 a year, Kenisha is on maternity leave for a year which means she doesn't receive her full salary. In one month, she will receive £400 of statutory government pay. They receive the warm home discount, which is a one-off discount of £140 between October and March. The rise in energy bills concerns them because Daniel's nursery fees are approximately £1100 per month.</p>



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Jowan left his job in the financial sector to care for his mother, who has dementia. His bills are rising 23% faster than the average household. Jowan was already behind on his energy bill payments before the price rise because he relocated to London from Liverpool (increasing his cost of living) to care for his mother. As his mother needs round-the-clock care, he has greater gas and electricity usage and is paying for assisted care. His mother's house isn't double-glazed, which means that the house will be draughty in the winter months. Edward worries that he will have to choose between his mother's health needs and surviving the cold months.

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Barry is 87 years old, and his wife, Sunita, is 85. Both are pensioners who have been living off their pensions since they retired about 10 years ago. Together, they receive a combined income of £278 per week. They are concerned that rising energy prices and living costs will lead to them rationing their heating this winter to afford higher energy bills. They have lived in their home for 47 years, which means it is a harder-to-heat Victorian house. Barry has diabetes, and the couple struggles to regulate their body temperature, which means the cold can be dangerous for their pre-existing health conditions. This puts them at a higher risk of being hospitalised during the colder months.



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Matt and Jordan both work from home. Matt is a teacher who travels to work 5 times a week, and Jordan is an in-house lawyer who is required to attend face-to-face meetings but can work predominately at home. They have saved for 6 years and just bought their first home, a new build property in Manchester. The couple is not eligible for any government support because they are not in the low-income tax bracket, and they do not receive any government benefits. With a new mortgage, they cannot afford to fall behind on monthly payments, but food and energy prices are rising.

