**WELCOME TO HAPPY-LAND**



**Welcome to the Claimant-Journey - destination Happy-Land, where welfare reform is needed, sensible, and above all – popular!**

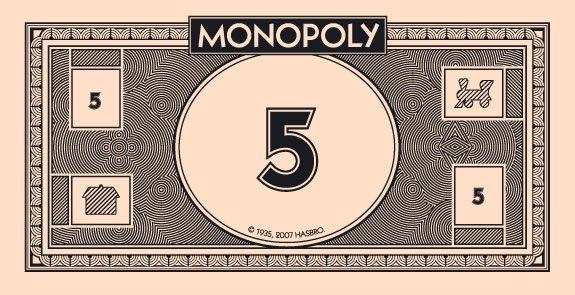
**It is all good, there is no alternative and it is all going to work! We are all going to be SO HAPPY!**

**We concentrate on what people CAN do and not what they CAN’T! We’re so POSITIVE!!!! And if you’re found fit for work, well, you’re fit for work aren’t you poppet? Now run along and get a job from the Job Tree over there!**



**EVERYONE is online! EVERYONE can claim online! It’s so SUPER!!!!!!!**

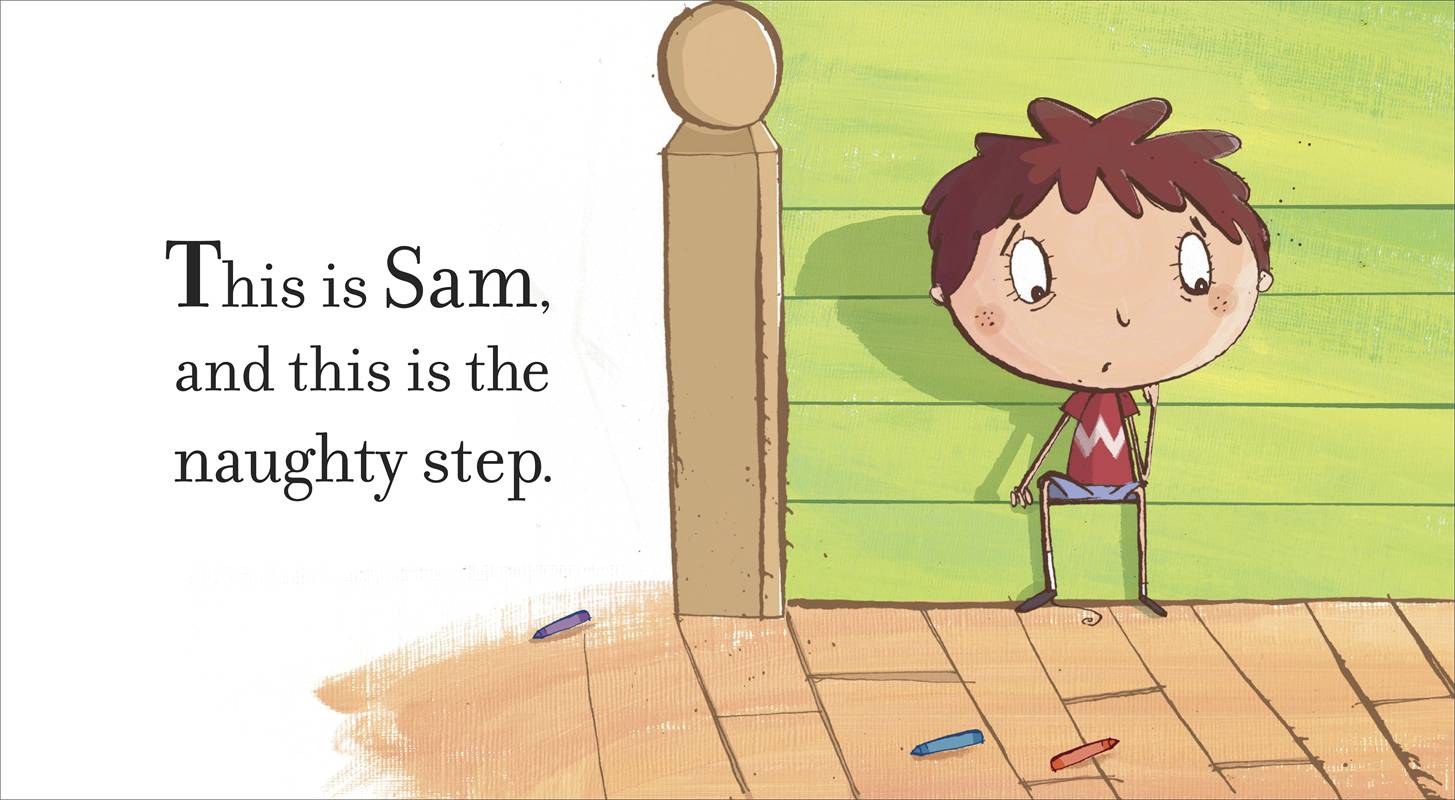
**Now some of you are *bad, bad puppies*, and you don’t manage your pennies very well do you? But never mind, we will make sure you take proper responsibility – by smacking you with a rolled-up newspaper – so by and by you can be all grown-up, just like us!!! Isn’t that FABULOUS???**



**Now that silly, silly old DLA has got to be replaced with PIP, and we are sending nicens rose-scented letters to everyone to ask them nicely-nicely to change benefits!**

**And if they don’t we’ll stop their DLA! There now, *that* will encourage the bad puppies to get in touch with us now won’t it!!!**

**People who don’t do what their Claimant Commitment says will be sanctioned – it’s for their own good, it’s a way of supporting them, they’ll go to bed with no supper and the next morning the sun will shine and they’ll do as they’re told and all will be well again!**



**With Universal Credit *everyone* will be better off in work! Everyone, mind! EVERYONE!!!! And also, death shall have no dominion!**

**Night-night children. Everywhere.**

