Policy in Practice

Making the welfare system simple to understand

We're a business with a social purpose. Our mission is to reduce poverty, we do this by communicating the impact of the welfare system in a clear, engaging way, so people can make the decisions that are right for them.

Policy in Practice was founded by Deven Ghelani, one of the architects of Universal Credit, to communicate information to people on the frontline in a fast, user friendly way.

We can help you deliver welfare reforms whilst supporting your most vulnerable residents as effectively as possible.

Smart analysis

We use your household level data and our software to create rich insights showing how individual households in your area are affected by cumulative and aggregate welfare reforms.

This allows you to:
- Inform tough decisions
- Allocate scarce support budgets
- Explain the real picture to Cabinet Members
- Plan now to mitigate against negative impacts on individual households

Under-occupation	Local Housing Allowance	Council Tax Support	Benefit Cap (£26k)
Benefit Cap (£23k / £20k)	Pay to Stay	Universal Credit	Income Tax Threshold
Minimum / Living wage	Support and Arrears	LHA Rate to Social Housing	Cumulative Impacts

> "We wanted to ensure a proactive approach to this next round of welfare reforms. This meant having a strong analysis of the impact and scale of impact of these reforms on our residents, in order to target activity effectively. The Policy in Practice analysis has provided us with this and given us a strong basis on which to plan our partnership and Council activity."
> Ian Duke, LB Hounslow

Policy in Practice
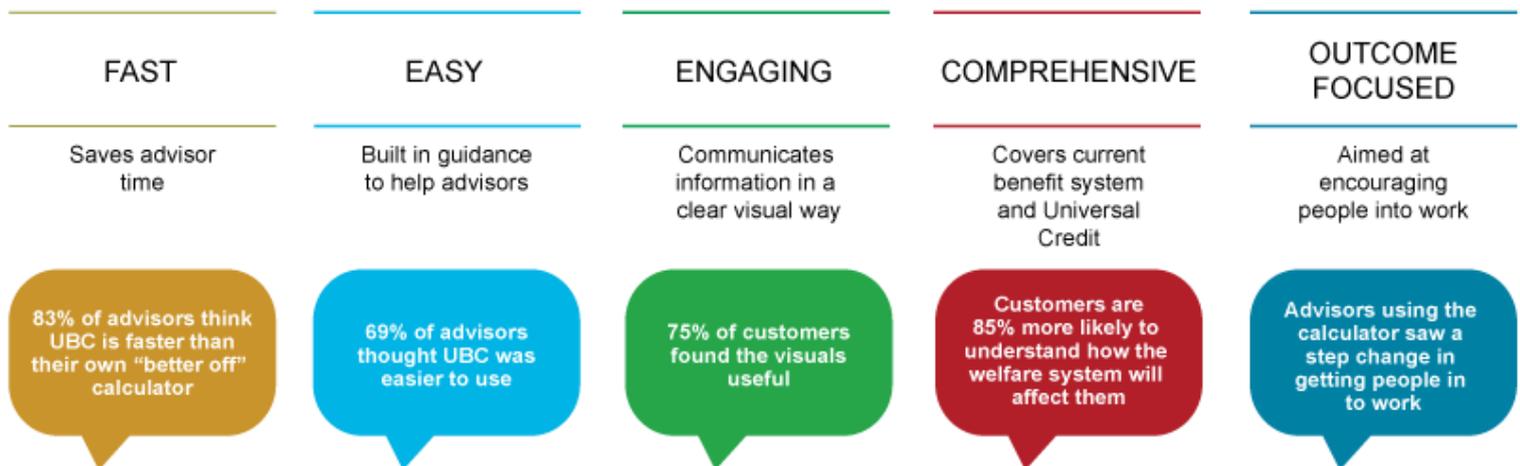
We believe change happens on the frontline

Powerful software

Our Universal Benefit and Budgeting Calculator is fast, accurate and simple to use. It compares the current system and Universal Credit side-by-side. Advisors don't need to be policy experts to explain the welfare system and what the changes will mean.

This allows you to:
- Simplify frontline conversations
- Explain complex changes using visuals and colour
- Support all advisors using information they can trust
- Help people make decisions that are right for them

FAST	EASY	ENGAGING	COMPREHENSIVE	OUTCOME FOCUSED
Saves advisor time	Built in guidance to help advisors	Communicates information in a clear visual way	Covers current benefit system and Universal Credit	Aimed at encouraging people into work
83% of advisors think UBC is faster than their own "better off" calculator	69% of advisors thought UBC was easier to use	75% of customers found the visuals useful	Customers are 85% more likely to understand how the welfare system will affect them	Advisors using the calculator saw a step change in getting people in to work

"The software is user friendly with lots of intuitive features so an advisor doesn't have to be a benefits expert. It's also UC compatible. Any software is only as good as its implementation and the support we've had from the team to bed in the new service has been a massive benefit."
Jemma Johnstone, Serco

How we can help you

1. Get the facts
Our analysis will help you to set the strategic direction and develop your plan of activity

2. Focus your support programmes
Your organisation can target support at ward, postcode and individual household level

3. Have better frontline conversations
Simple, smart software helps people make decisions that are right for them