

## Haringey Council turned data insights into action to boost carer's financial resilience

### LIFT case study

#### Challenge

Haringey Council's Borough plan identified a need to boost the financial resilience of carers

#### Solution

Data analytics pinpointed individual households who could be over £7,500 a year better off

#### Impact

A campaign was mobilised within three months that delivered fiscal savings of £162,000 and local economic benefits of £560,000

Data analytics using the LIFT Dashboard from Policy in Practice allows Haringey Council to identify vulnerable residents, target relevant support and track changes in living standards. The corporate board identified that people, culture and processes can be a barrier to the wider use of data. We were challenged by Zina Etheridge, Chief Executive, Haringey Council, to turn insight into action.

LIFT helped Haringey Council to improve the financial resilience of carers, and to the council by tackling both the data challenge, and the people, processes and culture challenge that Haringey and many other councils face. The financial return to was over £560,000 to residents, and over £162,000 to the council. The direct financial benefit to each household helped by the campaign was almost £37,000 in total, or £7,534 per year for five years.

#### Haringey's two challenges: data and cultural barriers

Haringey Council wants to make better use of the data it holds on residents, to deliver more effective services while delivering savings. Policy in Practice helps councils to unlock the value held in their administrative data. We were asked to turn data insights from analytics into action by Haringey Council.

The Borough's plan identified a need to boost the financial resilience of carers. Together with the insight team, we identified a time-limited data-led campaign to support carers, drawing a clear line of sight between insight and impact.

Financially resilient carers were likely to be able to continue caring for longer, reducing the future demand for care packages.

- Data insights identified carers missing out on **big financial support**
- We helped Haringey overcome barriers to **proactive interventions**

#### Three month window to address vulnerability

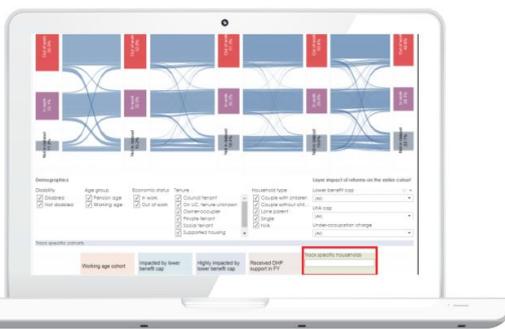
Policy in Practice identified a targeted cohort of residents, specifically mixed-age pensioner couples, who could claim pension credit before losing eligibility in the next three months. The potential returns supported investment in direct outbound contact via a targeted and time-limited take-up campaign.

The deadline to claim Pension Credit as a mixed-age couple was three months away. Households that missed the deadline of 13 August 2019 would claim Universal Credit, considerably less generous than Pension Credit.

The test and learn campaign identified barriers to turning insight into action.

- This type of campaign was new so it was challenging to mobilise resources in the time available
- There was no culture of proactive outreach and horizon scanning
- Information governance sign off was essential to the proposed campaign, and needed quickly

However, the benefit to residents was too great to miss. We supported the BI team to overcome challenges, yielding substantial results and invaluable lessons.



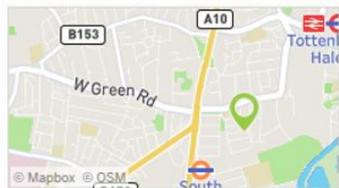
*"I wanted to illustrate that you can use data for good and that it can make a difference to both the community and the council's bottom line."*

Margaret Gallagher  
Head of Performance &  
Business Intelligence  
Haringey Council



In work	Not in work	Pension age
DLA + ESA	DLA only	ESA only

Couple which is pension age, with no children. Not disabled.



Potential Support Eligible For	Eligibility
Tax credits or UC	Yes
JSA/ESA/IS or UC	Yes
Pension credit	Yes
SDP (DWP)	Yes
SDP (HB)	Yes
Disabled person's bus pass	Yes
Free food vouchers - healthy start	Yes
Free NHS prescriptions	Yes
Watersure tariff	Yes
Free or discounted TV	Yes
Free School Meals	Yes
Warm Homes Discount	Yes
30 hours of free childcare	Yes

"We mobilised very quickly as we were given the opportunity to deliver on our insight - definitely not normal for us. This was the first time we targeted households proactively; we'd like to do this more going forward."

Emilio Innocenti  
Senior Information Analyst  
Haringey Council

Households gaining extra benefits	15
Economic benefits to residents	£560,000
Fiscal savings to council	£162,000

"It was a really positive experience because the calls were very welcome. I learned a lot from just calling residents. Sometimes it's just a case of getting stuck in."

Linda Morris  
Advice and Assessment Officer  
Haringey Council

## Data analytics pinpointed households who could be £7,500 a year better off

Policy in Practice identified 236 mixed age couples in Haringey, including 34 carers, all potentially eligible for pension credit. Contact details were held for 233, of whom 45 responded directly to the council. 15 people took up pension credit as a result of the campaign.

The ambitious timescales gave the data and insight team at Haringey the impetus to drive change through the carers services. With the support of the Head of Adult Social Care and Policy in Practice, they overcame information governance concerns, identified staff and trained them to contact residents proactively.

Cashable benefits to the council are based on successful claims where a carer is identified in the household. Savings are based on preventing a 2 year residential or nursing care package in approximately 15 years time. Three couples with a carer successfully claimed, resulting in inflation adjusted savings to the council of £161,815.

## Further £29 million identified for Haringey residents

The benefits to Haringey residents are significant, with economic benefits of £560,000, or on a per couple basis, £7,534 per year for five years (until their partner reached pension age). This is based solely on the residents that made a verified claim within three months of the project starting, all of the analysis on realised benefits is available through LIFT.

Due to the success of this campaign, Haringey Council is investing in further proactive data driven interventions using LIFT. Nearly 2,500 households are identified as potentially eligible for pension credit but not claiming which may mean an extra £20 million in income, or £8,379 per household, per year. A similar take-up rate to this campaign would increase incomes by £1.18m per year and one-off fiscal savings worth £1.67m. The lessons from the mixed-age couple campaign will be applied to new campaigns.

## Haringey's results can be replicated elsewhere

Policy in Practice helps councils to unlock the value held in their administrative data. Haringey Council leads the way in demonstrating how public sector administrative data can be used for good.

Using advanced data analytics Policy in Practice helped Haringey Council to improve the financial resilience of carers by over £560,000 to residents and £161,815 to the council by turning data into insight and action.