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## Policy in Practice and Pocket Power team up to help social housing residents boost their financial resilience

Policy in Practice, the social policy, software and analytics company, and Pocket Power, experts in helping households save money on their bills, today announced a new partnership to improve life for social housing residents.

By working together, Policy in Practice and Pocket Power will help housing providers create smoother referrals and support residents to access benefits and financial support more swiftly.

With their new software integration, housing advisors can easily connect residents with Pocket Power's services straight from Policy in Practice's Better Off Calculator. Residents will no longer have to repeat their stories, saving them time and stress as well as money.

For social housing providers, it means faster, frictionless support and more efficient case management. And, by increasing residents' disposable income, housing associations can reduce arrears and improve rent collection rates.

Deven Ghelani, Founder and Director, Policy in Practice said:

"We're joining forces to make a bigger difference to people struggling to make ends meet. We're giving housing providers a simple way to reduce arrears, increase efficiency, and improve resident satisfaction. With the rising cost of living and the complexity of the welfare system, this is about making things simpler and more effective for everyone.

"By providing smarter, integrated support, Policy in Practice and Pocket Power will help housing providers run smoother services and get residents on firmer financial ground, faster."



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Helen Burgess, Managing Director, Pocket Power said:

“Combining our services - Policy in Practice’s income maximisation and Pocket Power’s expenditure reduction - is a powerful and simple way to increase the financial resilience of the people we work with. It makes sense for housing providers and for their residents, reducing time and stress for both.

“We’re delighted to be joining forces with Policy in Practice and look forward to helping residents achieve financial stability more quickly.”

For residents and housing providers this means:

- **Lower utility bills:** Residents can get advice on lowering their bills directly from Policy in Practice’s Better Off calculator and talking to Pocket Power without having to repeat their information
- **More income:** Housing providers that use Policy in Practice’s Better Off calculator identify an average of over £6,800 per year in unclaimed benefits and support for residents who are missing out
- **Residents save money and stress:** People who talk to Pocket Power save an average of £250 across their bills, and 88% feel less worried about their finances
- **Efficiencies, income and improved engagement:** Quicker results and Increased disposable income for residents reduces arrears, improves rent collection and builds stronger trust and engagement
- **Digital inclusion:** Pocket Power is a phone service that can help those who are digitally excluded access the financial support they might otherwise miss out on by not being online

With the welfare policy landscape moving fast, this partnership will ensure housing providers and their residents are up to date on what this means for them.



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This partnership is focused on helping social housing providers and advisors help people with money issues, like Financial Inclusion Managers, Income Officers, and Tenancy Support Services Managers.

Together, we want to help housing providers to build positive customer engagement, community health and sustainable tenancies.

#### **Case study**

Matthew was referred to Pocket Power via the Policy in Practice's Better Off Calculator (BOC). Before the call, Pocket Power had access to Matthew's details so he did not have to repeat all of his personal information again. This reduced the time he needed to spend on the phone to Pocket Power who were able to deliver results more quickly and efficiently. As a result, Matthew saved **£540 a year** by switching his broadband over to a social tariff and moving his energy bill over to a cheaper, fixed tariff.

Matthew said:

*"The process worked really well. It was simple and quick, and I appreciated not having to repeat all of my information to yet another service. I appreciate...linking these two services together to make it easier for us to access their much needed financial support."*

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#### **Notes for editors:**

For media enquiries, please contact Deven Ghelani, Director and Founder, Policy in Practice:  
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#### **About Policy in Practice**

Policy in Practice has helped 770,000 housing association residents increase their income in the last year by identifying over £6,800 per year in unclaimed benefits and support, on



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average, for each person who was missing out. This is a direct result of partners using our software to directly inform people of benefits they are eligible for and missing out on.

Policy in Practice is a social policy, software and analytics company that helps people to access support. Our award winning technology supports over 250 organisations and over 100 local authorities to prevent hardship, putting over £720 million into people's pockets every year.

Visit [www.policyinpractice.co.uk](http://www.policyinpractice.co.uk)

### **About Pocket Power**

Pocket Power was created to help people on low incomes access the savings and discounts they are entitled to on their household bills. In one 30 minute call, Pocket Power call agents save everyone they talk to an average of £250, from switching people to social tariffs, fixing energy bills, applying for new white goods, to moving people to cheaper mobile deals.

Alongside the financial savings, Pocket Power aims to build resilience and empower people with knowledge and skills to manage their finances independently going forward. Most recent data shows that after speaking with Pocket Power:

- 90% of customers feel more able to manage their bills and finances themselves
- 88% feel less stressed about their finances
- 60% feel significantly more able to heat their homes
- 54% feel significantly more able to afford their housing costs

Pocket Power works with housing associations covering over 700,000 households across the UK.

Visit [www.pocket-power.co.uk](http://www.pocket-power.co.uk)