

Delivering Families First programmes through integrated welfare and safeguarding

Wednesday 9 September 2026

Housekeeping

- Audio check
- Short survey
- Aim to finish by 11.30
- Ask your questions throughout in the panel on the right
- Slides and recording will follow
- New webinar platform from next month: RingCentral Events (pre-event test link will be shared by email after the webinar)
- Connect with us on [LinkedIn](#) or [register for our newsletter](#)



Policy in Practice

We empower organisations to **reduce financial vulnerability** and **safeguarding risk**



policyinpractice.co.uk

Our research shows
£24 billion of support
is unclaimed every year



- **Introduction**

Paul Garlick, Head of MAST Operations, Policy in Practice

- **Families First and Best Start Family Hubs: what can joined up data tell us about families?**

Fran Torres Cortés, Head of Research, Policy in Practice

- **A brief view of the Low Income Family Tracker (LIFT) and the Multi Agency Safeguarding Tracker (MAST)**

Rob Peel, Head of Business Development (South), Policy in Practice

- **Bringing safeguarding and welfare together**

Paul Garlick, Head of MAST Operations, Policy in Practice

- **Q&A**

Today's speakers and panelists



Fran Torres Cortés,
Head of
Research,
Policy in Practice



Rob Peel,
Head of Business
Development (South),
Policy in Practice



Paul Garlick,
Head of MAST
Operations,
Policy in Practice

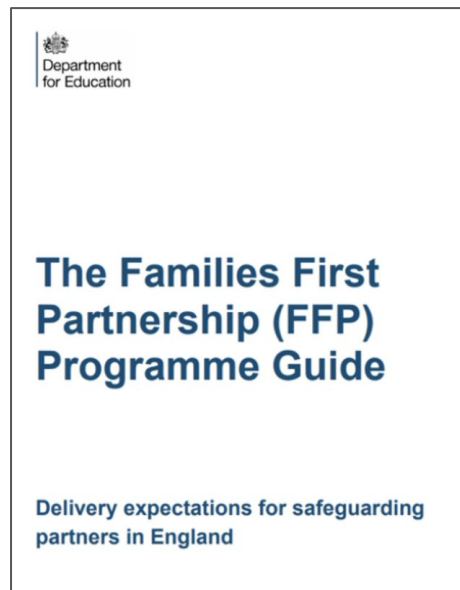
Fran Torres Cortés

Head of Research,
Policy in Practice

**Families First and Best Start
Family Hubs: what can
joined up data tell us about
families?**



Families First: investing to rebalance the system



£2.4bn over three years
Ring fenced investment in prevention

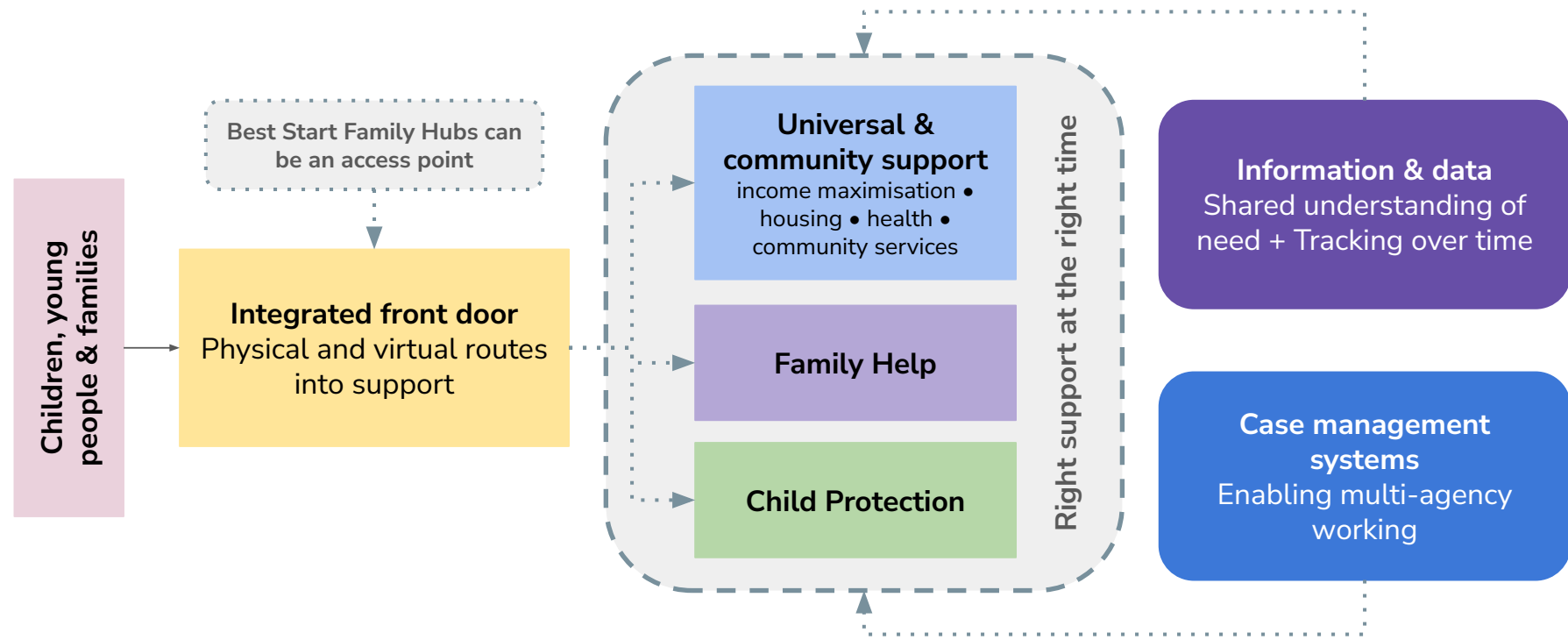
Full operational delivery by March 2027
Universal & community support

Family Help
Targeted Early Help + Child in Need
Single assessment and plan • multidisciplinary support

Multi-agency child protection
Local authority • health • police
Stronger role for education

The direction of travel
Earlier support → prevent escalation → intensive intervention where it is needed

Multi-agency working requires information to travel across organisational boundaries



Expanding a universal gateway to joined-up support

UNIVERSAL & ACCESSIBLE

Open to all families
Local and
non-stigmatising
access

CONNECTED

Health + early years +
family support
A gateway into the
wider local network



WIDER SUPPORT

Including debt &
welfare advice •
housing • mental
health • SEND

PREVENTATIVE

Can provide a front
door to Family Help,
connecting universal
services and children's
social care

£900m+ | 2026–2029

Investment in Best Start Family
Hubs and Healthy Babies

£500m+

Supporting the national rollout of
Best Start Family Hubs

Up to 1,000 hubs by the end of 2028

Building on existing provision and
expanding to areas currently
without hubs

What can we learn when we see families across systems?

	What data	Where	Focus
1 <u>CHILDREN'S SOCIAL CARE</u>	Benefits + CIN	6 local authorities	Financial circumstances and CSC trajectories
2 <u>HEALTH</u>	Benefits + A&E	Medway Council	Financial vulnerability and emergency healthcare
3 <u>LEGAL SUPPORT</u>	Benefits + Casework	CELC, Coventry City Council	Circumstance before and after legal support

Financial circumstances and children's social care trajectories

Household financial circumstances

Income • benefits • housing costs

household composition
• financial precarity



Children's social care

Referrals • assessments • CIN episodes

Section 47 enquiries • Child Protection Plans



Among children already referred to CSC

CPP: +3.1 pp predicted probability
13% below poverty line vs 9.9% above

Re-referral: +3.5pp predicted probability
32.6% below poverty line vs 29% above

What changes when household finances improve?

Impact of the £20 Universal Credit uplift



What might this mean for prevention?

Material and financial support can be one component of preventative family support

~270 fewer CP plans estimated if referred children across the six LAs had been above the poverty line

≈ £3.6m indicative expenditure*

**Illustrative unit-cost comparison; not an estimate of cashable savings.*

Different systems reveal different parts of the picture

HEALTH

Benefits + A&E

5,329 people • 4,269 households

Savings, arrears, disability and other dimensions of financial vulnerability were associated with patterns of A&E use.

**Income alone did not capture the full picture
of financial vulnerability.**

LEGAL SUPPORT

**12 months before → legal support → 24
months after**

110 clients followed longitudinally

Compared with similar low-income households

~£153/month higher equivalised income

~£50/month reduction in the poverty gap

**The presenting legal issue was often only one
part of the household picture.**

What do we learn when we track families across systems?

Needs overlap

Financial hardship, safeguarding, health, housing and legal needs interact.

Circumstances change

Longitudinal data reveals trajectories rather than snapshots.

Financial support matters

Material and financial support can sit alongside other preventative interventions.

No one has the full picture

Different sources contribute different information to professional understanding.

Rob Peel

Head of Business
Development (South),
Policy in Practice

A brief view of the Low Income Family Tracker (LIFT)



Targeted support

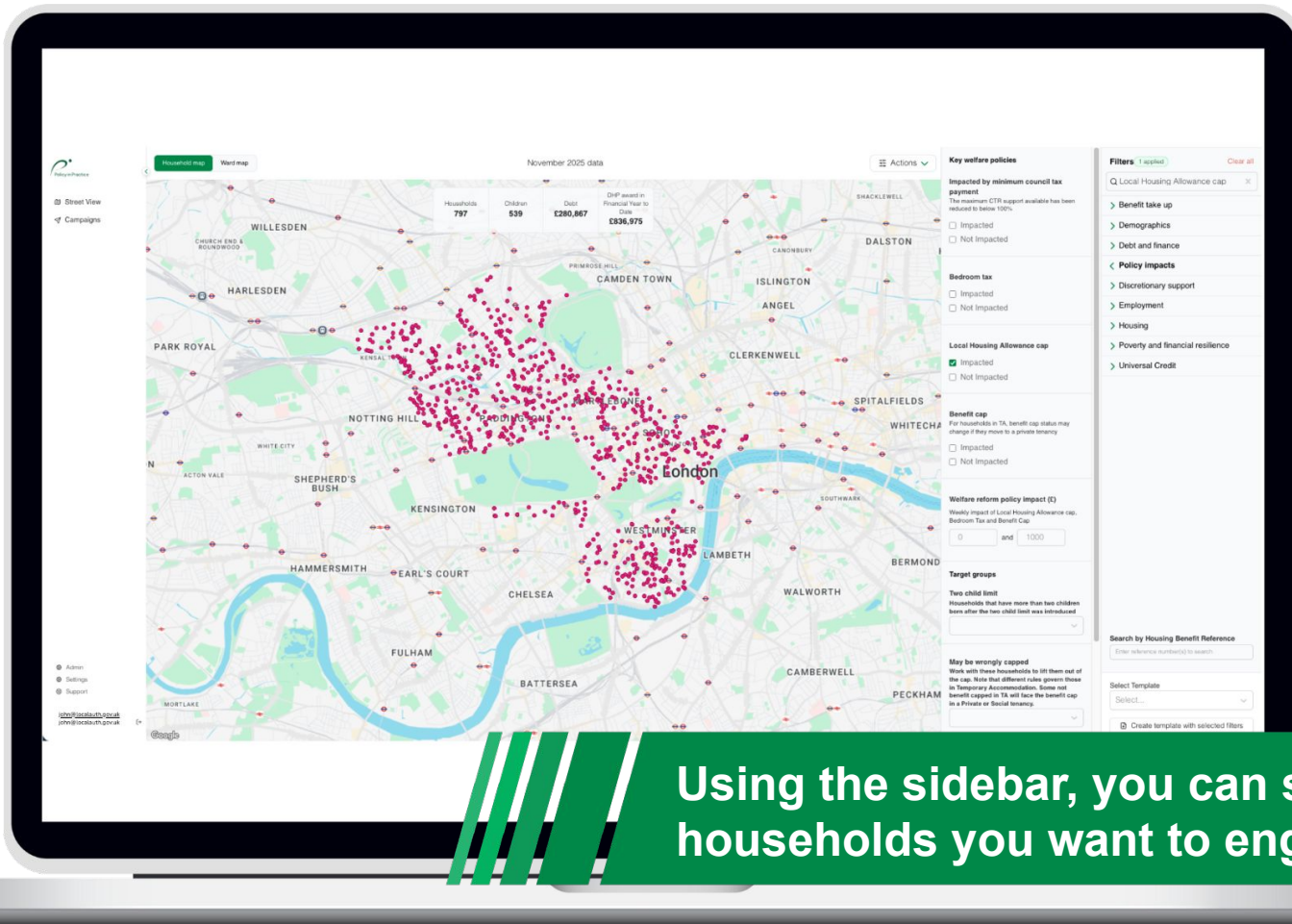
- ✓ Homelessness prevention
- ✓ Discretionary support allocation
- ✓ Ethical debt collection
- ✓ Social care cost reduction
- ✓ Employment support
- ✓ Social tariff eligibility
- ✓ Income maximisation

Send campaign

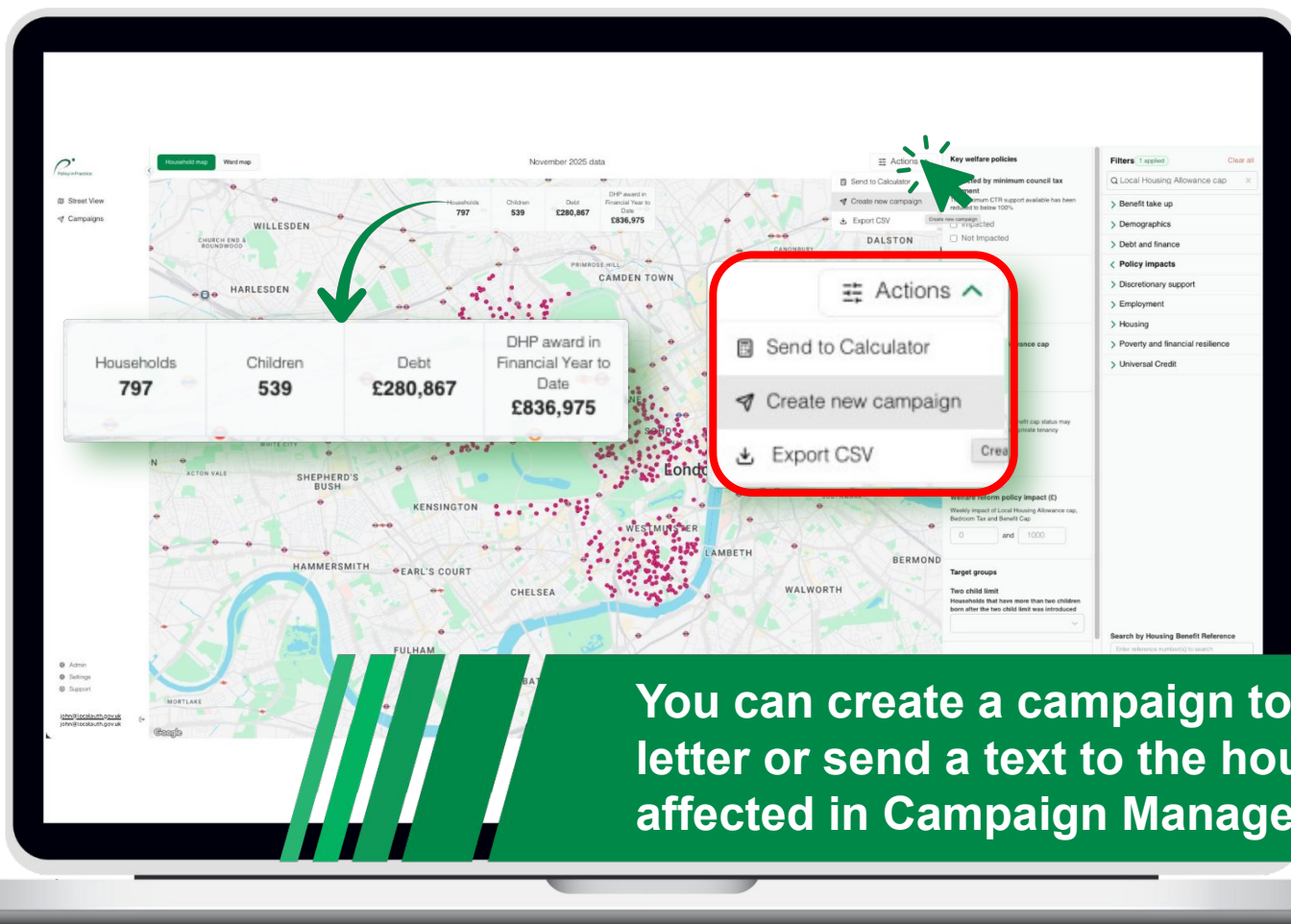




**LIFT Street View shows all
low income households in your area**



Using the sidebar, you can select the households you want to engage with

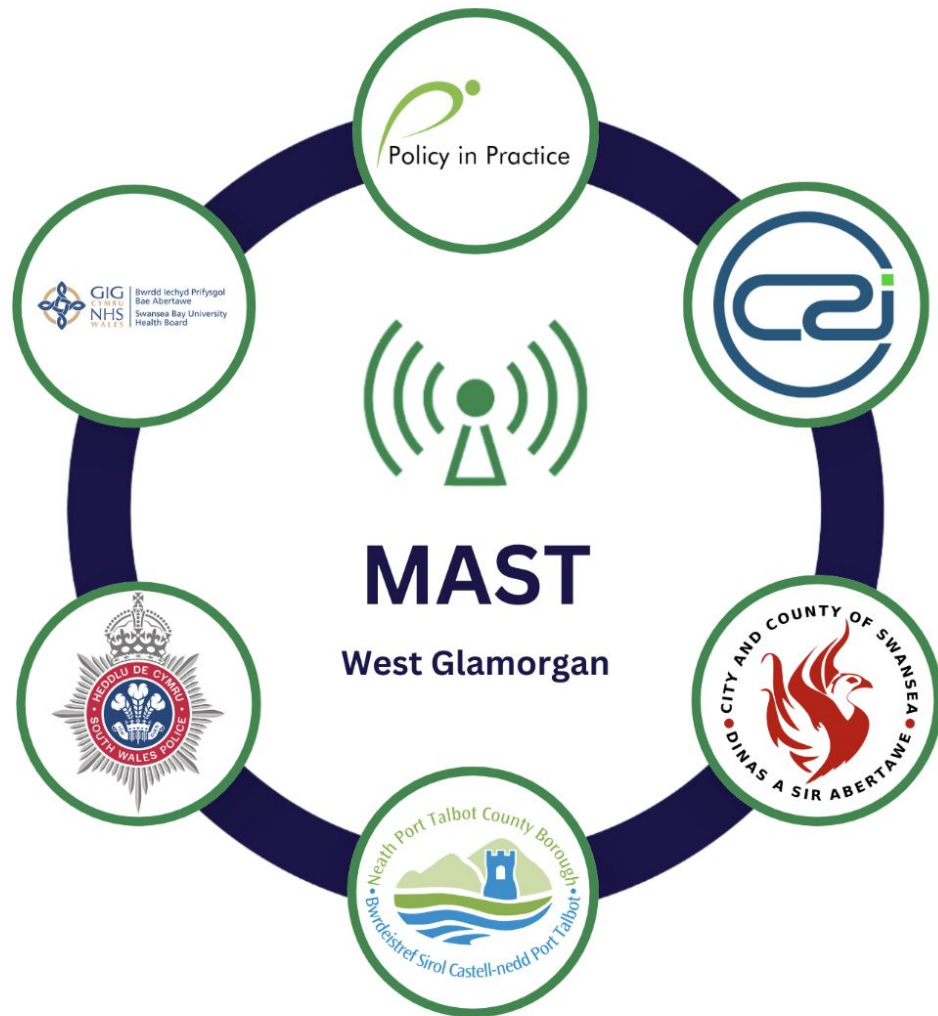


You can create a campaign to write a letter or send a text to the households affected in Campaign Manager

Rob Peel

Head of Business
Development (South)
Policy in Practice

A brief view of the Multi Agency Safeguarding Tracker (MAST)



What is MAST and where did it come from?



MAST

Multi Agency Safeguarding Tracker (MAST) is a **data driven solution** that allows partners with mandatory responsibility for safeguarding to **securely share** headline data, underpinned by a documented information governance structure.

Co-designed by social workers, information governance experts and multi agency **safeguarding professionals**



MAST



Data linking

Alerts

Lateral checks

Audit function

Target support



What is MAST and where did it come from?



MAST

Features & Partners



Partners are local authorities (Adult and Children's Social Care), Police, NHS and Fire. Education, probation and youth justice datasets can be added.



Immediate, real time access to safeguarding activity across the last 12 months (updated daily)



Priority alerts can be set-up to provide daily alerts to partner interactions



Searchable by both **person and address**. Obtain **direct contact details** of safeguarding experts working with residents



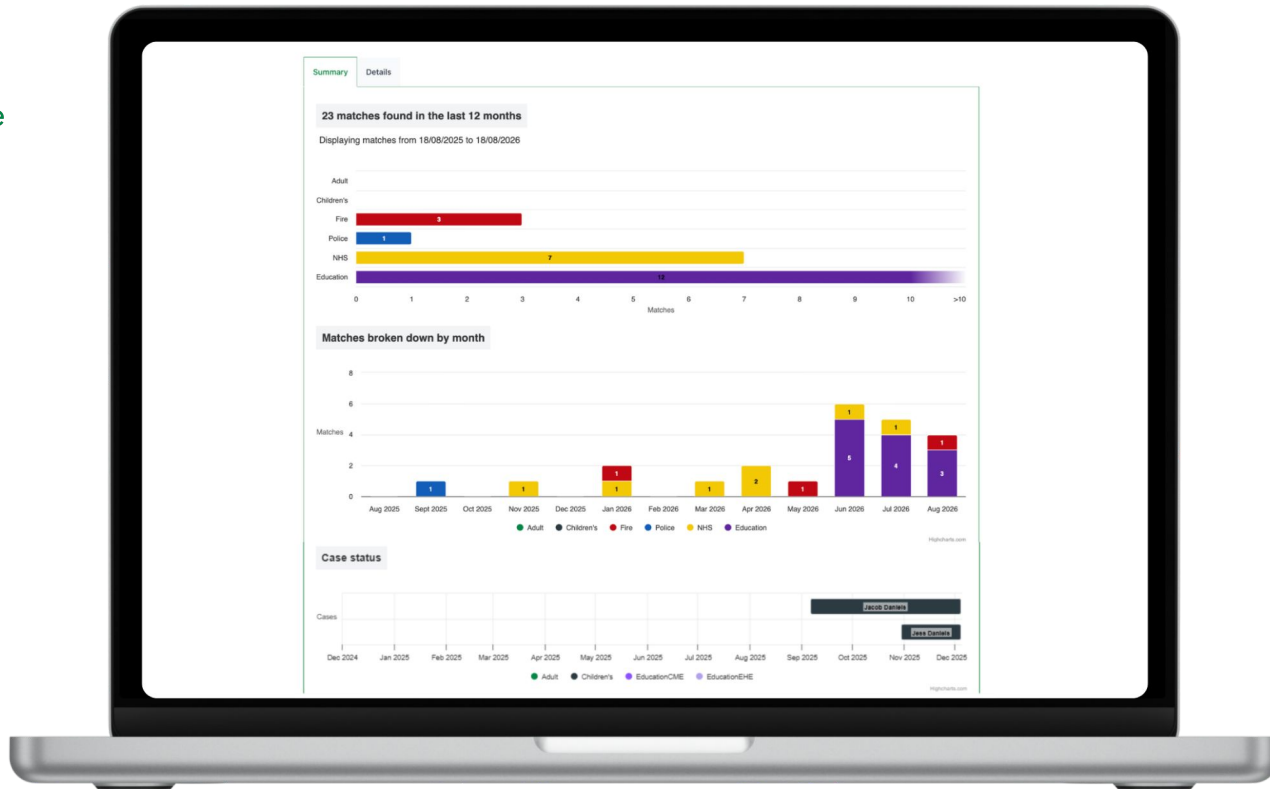
Search Results

Displaying results matching: Name: Jess Daniels

Service	Person	Address	Date of Birth	NHS ID	Ref ID	Record Date ↓
Education - Persistent Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	03/11/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	27/10/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	20/10/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	13/10/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	06/10/2025
NHS DNA	Jess Daniels ☆	7 Astran Court Grove Park Temple, Templeshire PP7 4PD ☆	04/10/2018	5749302840	5749302840	06/10/2025
Children's	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	100052	30/09/2025
Education - Severe Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	29/09/2025
Education - Persistent Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700007	22/09/2025
Education - Persistent Absence	Jess Daniels ☆	7 Astran Court Grove Park Temple PP7 4PD ☆	04/10/2018	5749302840	700011	15/09/2025

← Previous **1** 2 Next →
 Show **10** 50 100

First stage search



Second stage search – Person Summary

Summary Details

Name	Date of Birth	Gender	Address	UPRN	Service	Contact Details	Record Date ↓	Ref ID	NHS ID
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Persistent Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	03/11/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Severe Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	27/10/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Severe Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	20/10/2025	700007	5749302840
Jess Daniels	04/10/2018	F	7 Astran Court Grove Park Temple PP7 4PD	1230675930	Education - Severe Absence	Hannah Paul Hannah.Paul@PiPCouncil.gov.uk 01793 756483	13/10/2025	700007	5749302840

Second stage search – Person Details

Priority Cases

Persons (3)

Addresses (3)

Name / Reference ID	Services Known To	Last Interaction	New Alerts	Interactions	Actions
> Jess Daniels	Education - Persistent Absence Education - Severe Absence NHS DNA Children's NHS ED	02/11/2025 00:00:00	0	18	★ 🔍
> Edna S Millar	NHS ED NHS DNA Adult	26/07/2025 00:00:00	0	11	★ 🔍
> Flossie Dent	Education - Children Missing from Education NHS ED Children's	08/10/2025 00:00:00	0	3	★ 🔍

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Priority Alerts



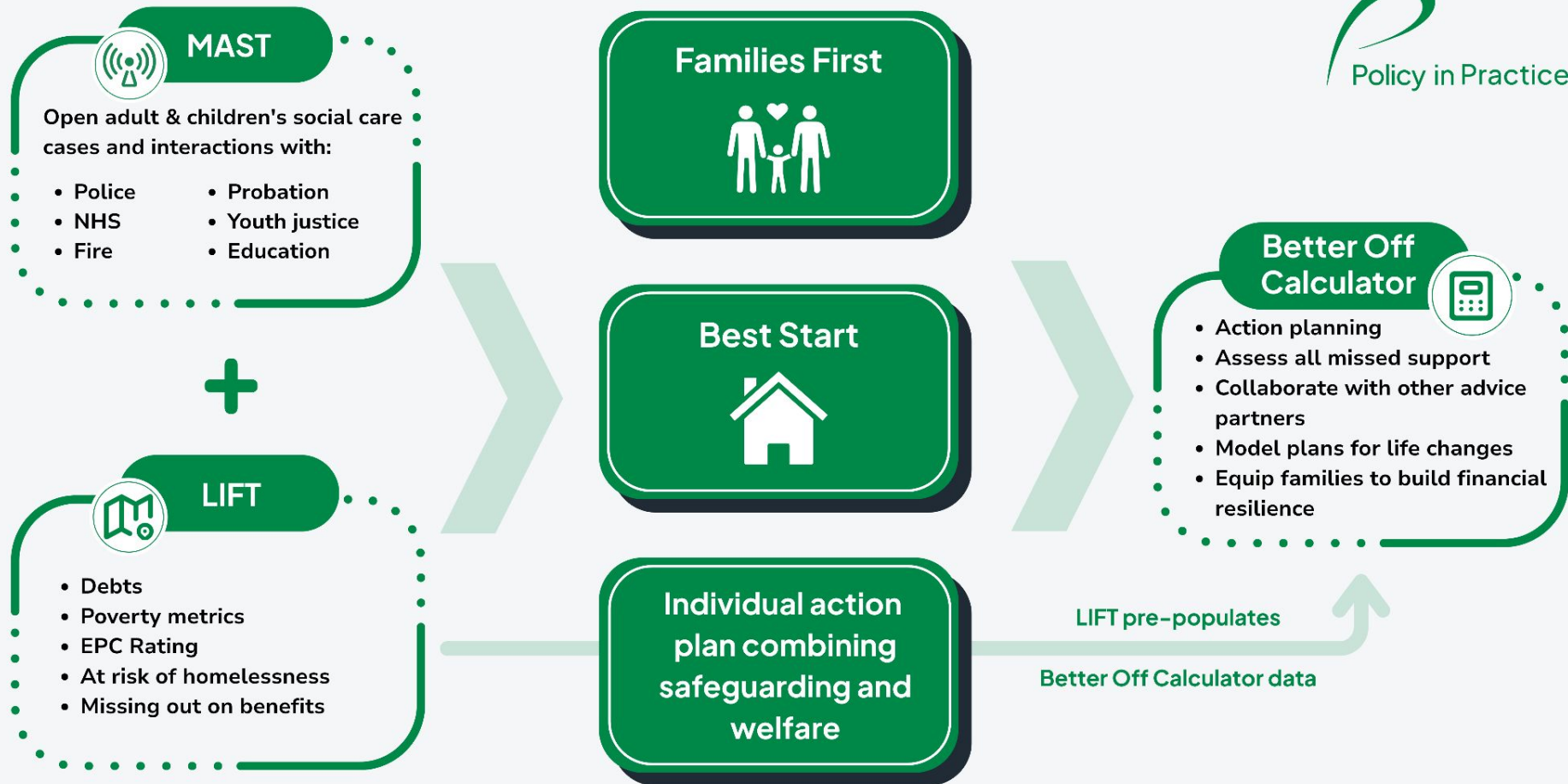
Priority Alerts – Email you would receive at 8am if an alert is set

Paul Garlick

Head of MAST Operations,
Policy in Practice

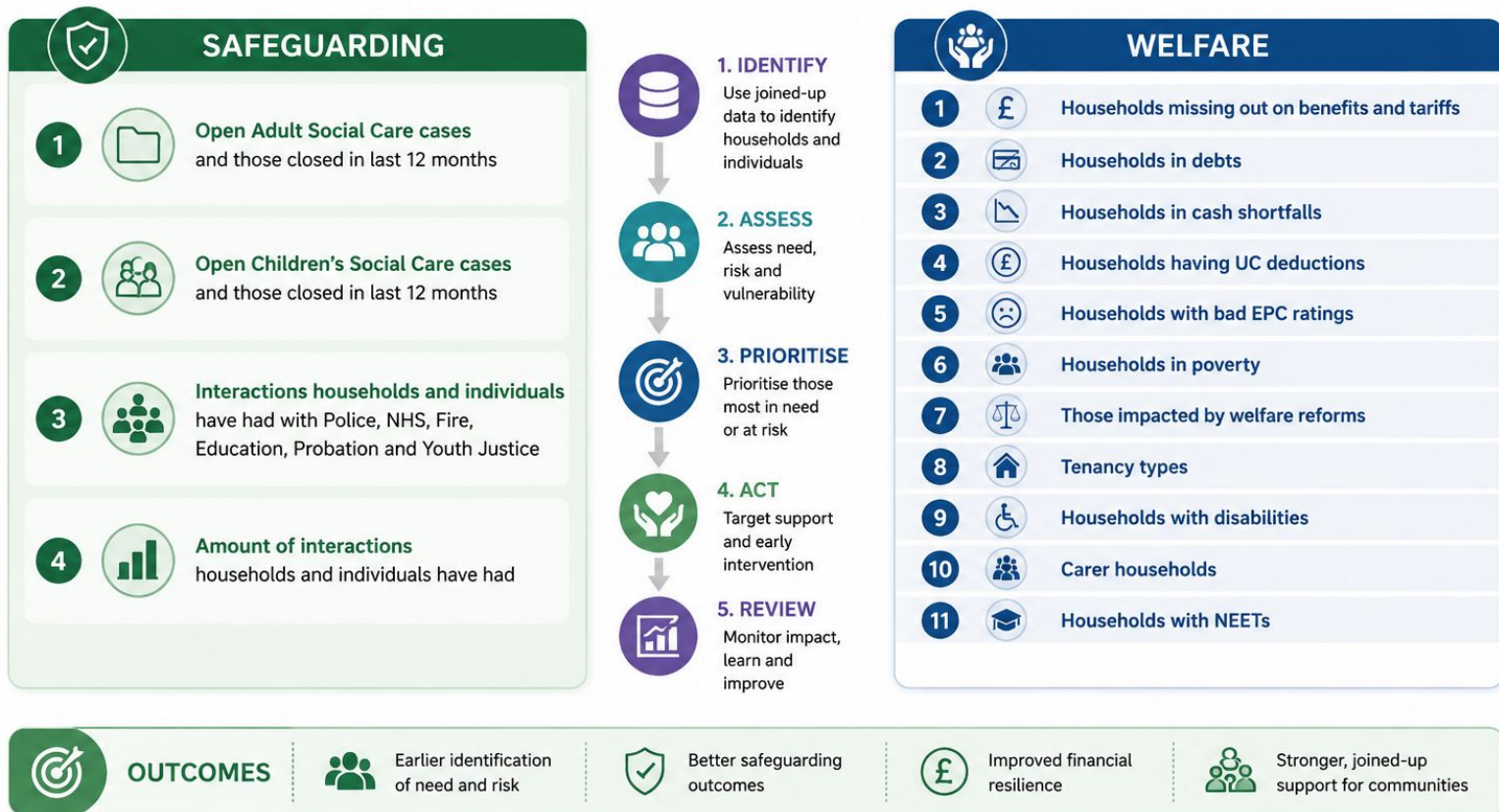
Bringing safeguarding
and welfare together





ACTION PLAN

Using joined-up data to identify need, target support and reduce risk



ACTION PLAN – OFFICER STEPS

Targeted support for a family with multiple safeguarding and welfare needs



CASE SUMMARY

- Children Social Care case open since 12th June 2026
- Two children with school absence (1 severe, 1 persistent)
- Police attended property twice in last two months
- Two missed Hospital appointments
- Household impacted by welfare reforms (LHA cap -£55/week)
- EPC rating – E
- Council tax debt – £1,345
- 3 UC deductions – £65/week
- Household in poverty
- Missing out on 2 benefits and 2 tariffs



RISK INDICATORS

- Children at risk of harm and poor outcomes
- Financial hardship and debt
- Poor housing conditions
- Health and wellbeing concerns
- Risk of escalation / crisis

OFFICER ACTION PLAN

WHO TO WORK WITH

1		REVIEW & ASSESS Understand the full picture	• Review all joined-up data and case notes • Confirm current risks and needs of children and adults • Check for any new information or changes • Assess cumulative impact of financial, housing, health and safeguarding factors		Children Social Care (Lead), Education, Police, Health
2		PRIORITISE & PLAN Agree priorities and actions	• Hold a multi-agency discussion (MASH/Team around the Family) • Agree priority needs: child safety, school attendance, financial stability, health, housing • Create a coordinated support plan with clear actions and outcomes		Children Social Care (Lead), Education, Police, Health, Housing, Financial Inclusion
3		ENGAGE & SUPPORT Work with the household	• Contact the household – build trust and engagement • Explain support available and agree next steps • Ensure family voice is heard and included in planning • Provide/arrange immediate practical support where possible		Family, Children Social Care, Family Support, Health Visitors
4		DELIVER TARGETED SUPPORT Address needs quickly	• Education: support school attendance and pastoral care • Financial: benefit/tariff check, debt advice, budgeting support, review UC deductions • Housing: assess EPC E issues and options • Health: rebook missed appointments, assess needs • Welfare reform: explore impact and available mitigations		Education, Financial Inclusion, Housing, Health, DWP/Benefits Team, Debt Advice Services
5		MONITOR & REVIEW Track progress and adjust	• Monitor progress and engagement • Check outcomes and reduce risks • Adjust plan as needed • Escalate if risks increase or engagement drops		Children Social Care (Lead), All partners
6		EVALUATE & CLOSE LOOP Learn and improve	• Review outcomes and impact for the family • Capture learning for future practice • Close case or step down when safe and needs met • Ensure ongoing support is in place where required		Children Social Care (Lead), All partners



OUTCOMES WE ARE WORKING TOWARDS

- ✓ Children are safe and supported
- ✓ Improved school attendance
- ✓ Better health and wellbeing
- ✓ Reduced debt and financial stress
- ✓ Safer, warmer home
- ✓ Increased income and resilience
- ✓ Reduced risk and need for statutory intervention



INFORMATION SHARING

Information is shared lawfully, fairly and securely between partners to ensure the right help at the right time, in line with data protection and information sharing agreements.



REVIEW POINT

Review plan in 4-6 weeks or sooner if risk changes



PRINCIPLE

Right help, right time, right person – working together for better outcomes

HEADLINE



UNIQUE LINKED HOUSEHOLDS

5,346

Each appears once
across the three
household populations



HOUSEHOLDS WITH 20+ INTERACTIONS

355 (6.6%)

The agreed high-intensity
threshold



BOTH-TEAM HOUSEHOLDS

571 (10.7%)

Appear in both adult and
children's source teams



The linkage identifies 5,346 LIFT households
that match an open MAST case. 355 have 20
or more recorded MAST interactions.



The adult source links to 4,973 households.
The children's source links to 944 households.



571 households appear in both teams, so do
not add the source-team totals.

LINKAGE BY SOURCE TEAM

MAST SOURCE TEAM	OPEN MAST CASES	MATCHED CASES	LINKED HOUSEHOLDS	HOUSEHOLD MATCH RATE
 Adults	17,780	5,920 (33.3%)	4,973	
 Children's	2,909	1,523 (52.4%)	944	
 The household match rate shows the share of MAST households with a usable UPRN that link to LIFT. Matched-case rates use all open MAST cases in each source extract.				

PRIORITY HOUSEHOLD GROUPS

This table shows the number and proportion of households in each group. It separates adult-only, children-only and both-team populations. Each percentage uses households with a known value as its denominator. Positive counts below five are shown as <5, with the corresponding percentage withheld.

	ADULT-ONLY N (%)	CHILDREN-ONLY N (%)	BOTH TEAMS N (%)
 In debt	1,694 (38.5%)	274 (73.5%)	440 (77.1%)
 Has a disability	3,345 (76.0%)	214 (57.4%)	380 (66.5%)
 In relative poverty	1,544 (35.1%)	159 (42.6%)	266 (46.6%)
 In absolute poverty	927 (21.1%)	92 (24.7%)	170 (29.8%)
 In deep relative poverty	77 (1.7%)	7 (1.9%)	8 (1.4%)
 In deep absolute poverty	53 (1.7%)	<5	<5
 Potential support opportunity	775 (17.6%)	314 (84.2%)	446 (78.1%)
 Cash shortfall	96 (2.2%)	9 (2.4%)	13 (2.3%)
 Low financial resilience	88 (2.0%)	9 (2.4%)	10 (1.8%)
 Affected by current housing reductions	1,141 (25.9%)	131 (35.1%)	177 (31.0%)

UNIQUE HOUSEHOLDS AND INTERACTION INTENSITY

These mutually exclusive rows add to the headline total. MAST records interactions at address level. The high-intensity threshold is 20 interactions.

LINKED HOUSEHOLD POPULATION	LINKED HOUSEHOLDS	SHARE OF ALL LINKED HOUSEHOLDS	20+ (N)	20+ SHARE
 Adult-only	4,402	82.3% 	196	4.5%
 Children-only	373	7.0% 	38	10.2%
 Both teams	571	10.7% 	121	21.2%
TOTAL	5,346	100%	355	6.6%

WHAT THE RESULTS SHOW



Children-only and both-team households have higher measured debt
and selected support eligibility than adult-only households.



Both-team households have the highest high-interaction rate: 21.2%.



Potential support opportunities overlap with debt. Of households in debt,
239 children-only households (87.2%) and 360 both-team households
(81.8%) have a potential support opportunity. The adult-only figure is 33.3%.



ADDRESS-LEVEL MATCHING CAVEAT:

An address match does not necessarily mean that the
MAST case and LIFT household relate to the same
people. A more complete linkage will use personal
identifiers to validate the address-level matches.
These results are therefore provisional, and the
underlying matches may be revised in future iterations.



DEFINITIONS: The definitions used here for poverty,
potential support opportunities, low financial resilience
and current housing reductions are provisional and
remain subject to policy review.



DEBT MEASURE: Debt includes any positive benefit
overpayment, council tax arrears, or Universal
Credit deduction.



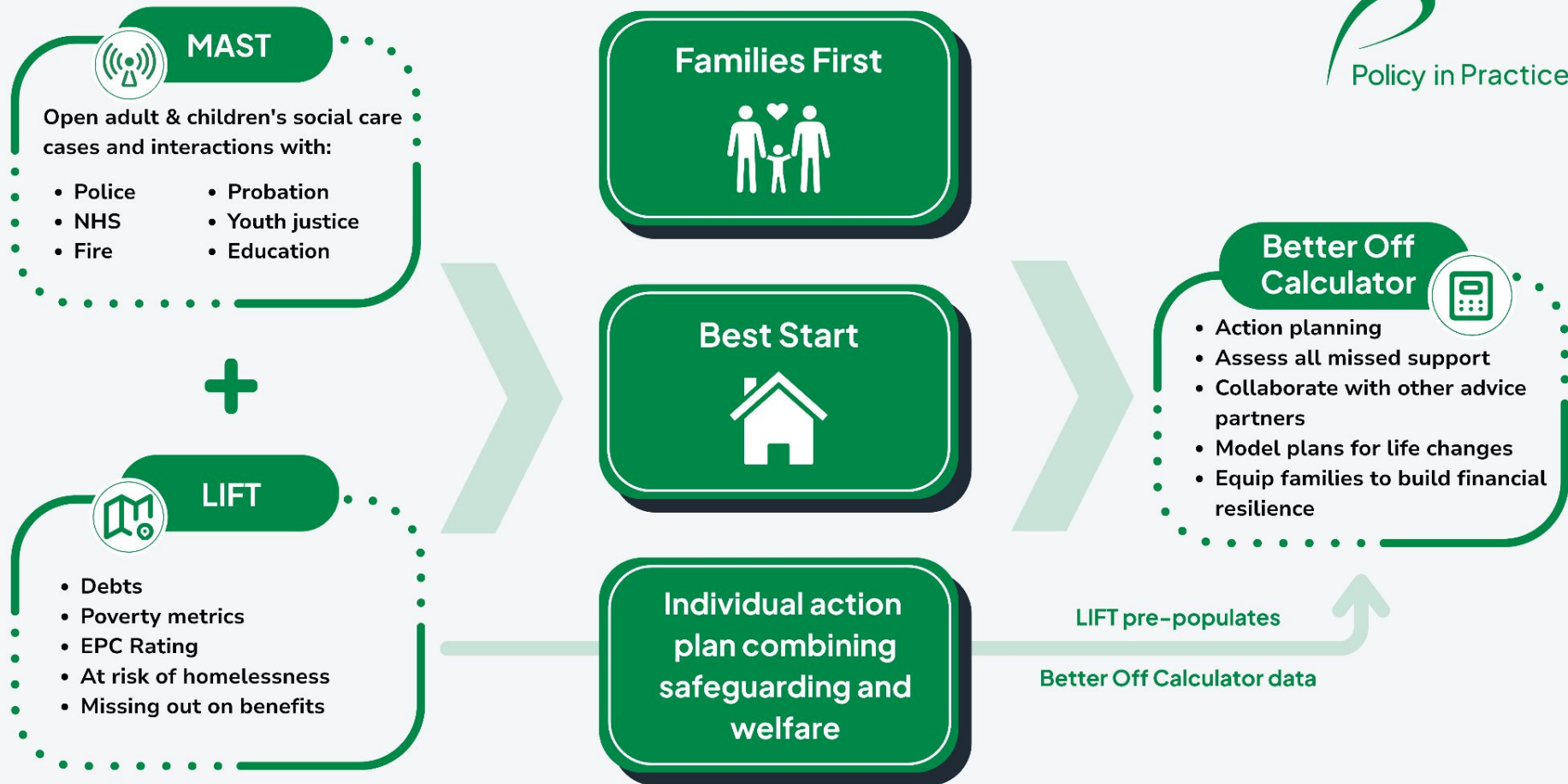
POTENTIAL SUPPORT OPPORTUNITIES:

Include Pension Credit, Welsh Free
School Meals (Targeted or Expanded),
Healthy Start and free childcare flags.
These mostly indicate potential eligibility
rather than confirmed unclaimed support.

Poll

If you had this picture of a family in front of you today, what would you do differently?

- Create an internal project team across different teams together to work on this
- Create a new team (like Troubled Families) to carry out proactive work
- Continue as we are, but create stronger links between teams
- Other (add in the Question tab in the panel on your right)



Discussion and Q&A

What's next

If you would like to collaborate or ask more questions, feel free to book a chat with us using this QR code or this [link](#)



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Thank you to our speakers

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