



Product brochure



"The advice and intelligence that we've had has been first rate. The commitment, the detail and the effort that has gone into the modelling has been absolutely second to none. People have gone the extra mile and beyond to accommodate us. It's been a very positive experience."

David Graaff, Head of Service Delivery, Haringey Council

## We help clients across different sectors to have impact



## About us



# Policy in Practice believes in the power of data and technology to change lives

We're passionate about making the welfare system work for everyone.

Government policy is complex, confusing and changing all the time. It's hard to make the best decisions.

Yet with the right knowledge, you can transform your life, or that of your customers.

We combine smart technology with data

and expert policy analysis to help councils, housing providers and others to understand how our financial lives are changing.

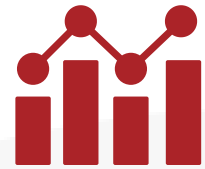
Our tools help our clients to give the best support without needing to be experts in the welfare system.

Using insights from smart data analysis our clients can prevent hardship before it happens.





# Case study



## Data-led benefit take-up campaigns boost vulnerable people's income

One of the more deprived areas of Kent, Folkestone and Hythe Council prioritises serving the most vulnerable residents first but they struggled to reach these residents before crisis hit. Administrative workloads hindered processes and were to blame for the delay.

Folkestone and Hythe Council began using Policy in Practice's LIFT platform to analyse their administrative data effectively. The insights that LIFT unlocked allowed them to identify the most vulnerable households, target support to them and track change over time.

They used LIFT to support their mixed-age pension credit take up campaign, with great success. Under a tight deadline, the team identified a group of 98 couples who were eligible but not claiming.

They called to encourage the couples to apply for pension credit, which would also secure a free TV license.

After just 10 days 51 new people were claiming Pension Credit, worth up to £255 a week. This is a campaign uptake of 44%.

One of the most important decisions Folkestone and Hythe made with LIFT platform was to allocate dedicated resources to get the most out of the tool.

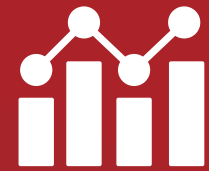
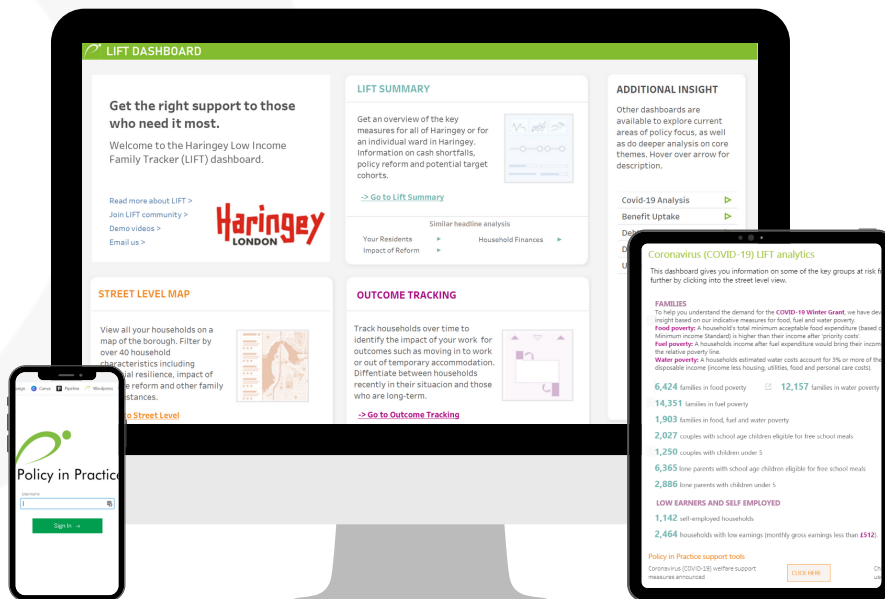
One person works full-time on identifying the households who are most in need, downloading the actionable lists produced by the platform that inform their poverty prevention campaigns.

"LIFT helped us secure Pension Credits for 51 households, worth £255 per week. This means £676,000 annually has been brought into our district which is an awesome result."

Jane Worrell, RB Senior Specialist, Folkestone and Hythe District Council

# Low Income Family Tracker (LIFT) platform

Use your data to tackle the drivers of poverty and build financial resilience



## Identify vulnerability

See how individual families are impacted by policy changes, singly and combined. Understand household's current and future financial resilience



## Target support

Target support to people who need it most and discover hidden pockets of poverty. Identify struggling families who've never engaged with you before



## Track change

Create evidence to show the impact, or otherwise, of your support interventions by tracking living standards over time. Execute powerful predictive analysis in a click

Administrative datasets can yield powerful insights that give a fuller picture, and help drive change. LIFT allows local authorities to combine their datasets with our policy engine to make more informed decisions.

Councils can see how individual households are impacted by policy changes, now and in the future. Use the information to identify the most vulnerable families, target support to them, and track the change over time to see which interventions worked.

## Local authorities use LIFT to:

- ✓ Tackle problem debt and arrears
- ✓ Maximise the income of households
- ✓ Evidence the return on investment created
- ✓ Avoid unnecessary cost by preventing hardship
- ✓ Limit and mitigate the local impact of COVID-19
- ✓ Understand current and future demand for services
- ✓ Identify and support families at risk of homelessness

## Case study



**Rooftop**  
Housing Group

Incomes of over 1,000 customers boosted by almost £3 million

In 2020 Rooftop Housing saw a huge increase people claiming benefits for the first time and existing claimants needing further support due to Covid-19.

Money advisors knew people were still underclaiming and that some didn't know they could get Universal Credit, help with their council tax and other benefits.

Many people who had to deal with the benefits system for the first time seemed reluctant to access advice services.

As advisers were unable to see customers in-person to support them with claims, they wanted to provide the tools to empower them to find out what they could claim and how to do it.

Rooftop Housing purchased the Benefit and Budgeting Calculator to support both customers and staff.

Rooftop Housing's Money Advice team uses its social media channels to engage and encourage people to contact them for a benefits MOT.

So far, Rooftop Housing Group has helped over 1,100 customers to secure extra income of £2.8 million. This is an average of £2,545 per customer.

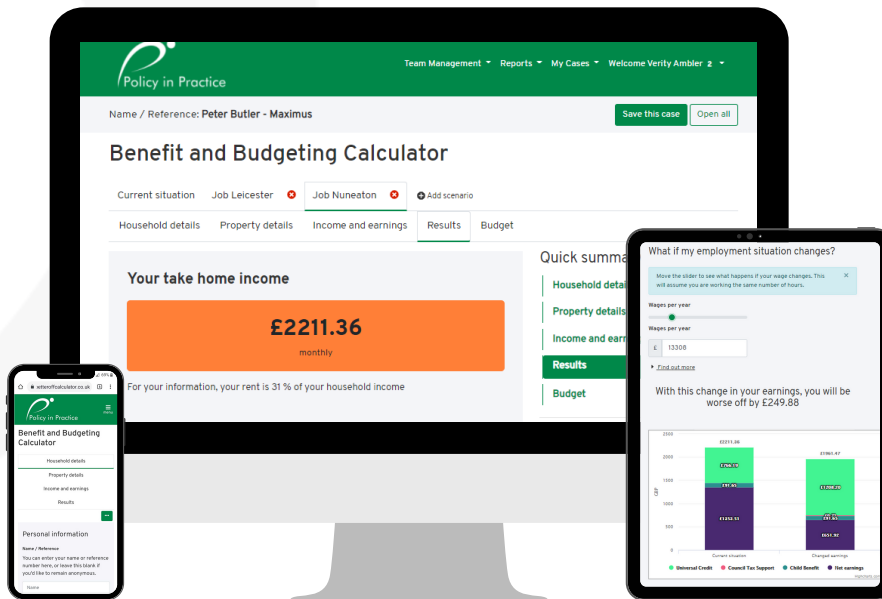
They use Policy in Practice's Benefit and Budgeting Calculator to help people to boost their income and grow their financial strength.

"We really encourage our new customers to use the Benefit and Budgeting Calculator to help them be independent and find out what benefits they're entitled to. It's been a big help to our staff, our housing team and our domestic abuse teams in particular, who use it to double-check the advice they are giving to people."

Beverley Hiden, Money Advisor, Rooftop Housing Group

# Benefit and Budgeting Calculator

Use the best tool available to grow the financial strength of your customers



**Local authorities, housing providers, Citizens Advice and other organisations use the Benefit and Budgeting Calculator to:**

- ✓ Accurately maximise income
- ✓ Deal proactively with real life
- ✓ Give action orientated advice
- ✓ Improve frontline engagement
- ✓ Give personalised benefits advice
- ✓ Save, store and access cases efficiently
- ✓ Make comprehensive benefit calculations
- ✓ Identify possible ways to improve budgeting
- ✓ Prepare customers for Universal Credit changes
- ✓ Show what changes in hours or pay may mean to income
- ✓ Access LASA's localised advice in a click via the built in widget



## Fast calculations

See the most important questions first, saving time. Save and share calculations for later. Increase efficiency with holistic advice in one place. See the full break down of a calculation to remove second guessing



## Accurate calculations

Accurately calculate maximum benefit income and other support. Create individual action plans. Compare outgoings and see where savings might be made. Use built in links to apply for benefits and search for a job. Add on built in DHP calculator available



## Simple to use

Explain complex changes with plain English and clear visuals. Flex earnings and compare income in different scenarios, side by side. Get support via built in help, tips and live chat. Give self-serve access via your website

# Case study



## Data sharing is critical to improving safeguarding

Linking adult, children, fire, police and health datasets means that social workers have more information to better support vulnerable people.

Created as part of the LGA's Social Care Digital Innovation Accelerator with match-funding from NHS Digital, and piloted by organisations across the West Midlands, MAST has been designed to be easily replicated elsewhere.

### Information governance documents

Five key information governance documents, including data sharing and data processing agreements, have been created by West Midlands organisations for others to use.

### Case study

A mother and her adult daughter came onto the radar of Adult Social Services because of concerns around drug and alcohol misuse, and mental ill-health.

Data matching via MAST showed that this household called upon other services 29 times across 3 other services in 13 weeks. MAST showed 15 NHS records, 3 Fire records and 11 Police records. A further review found 10 previous safeguarding concerns plus 7 ambulance callouts and a mental health referral.

However, the case had been closed based on an assessment and no referral made to the Self Neglect Panel. The clear issue raised by Adult Social Care through the use of MAST was the lack of a co-ordinated multi-agency response.



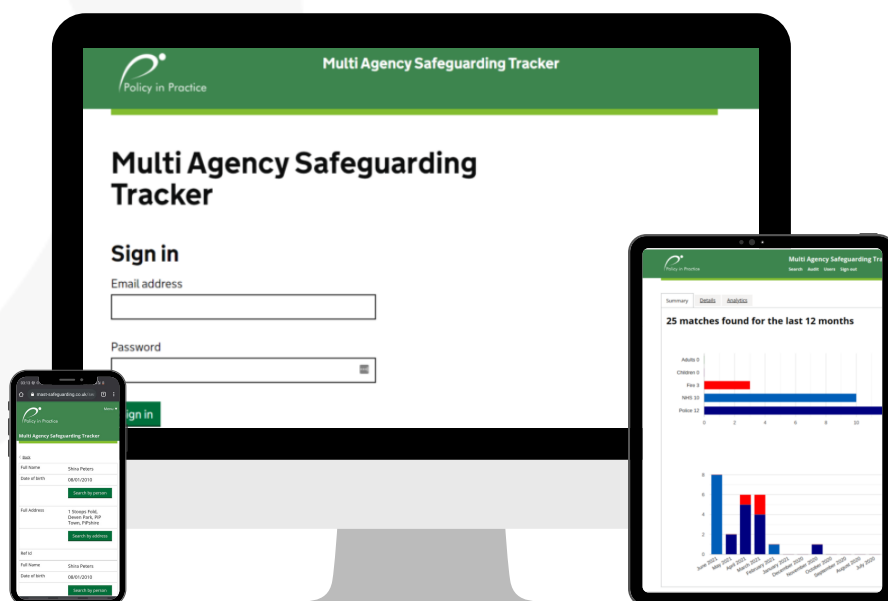
WINNER 2021

"Walsall Metropolitan Borough Council won 'Data for Good Initiative of the Year' and this category attracted the most entries overall. Their innovative use of administrative datasets to help better protect vulnerable people, while also saving time and money, received the highest score from the judges."



# Multi-Agency Safeguarding Tracker (MAST)

Join up data to help safeguarding professionals make more informed decisions



Serious incidents involving children and safeguarding concerns for adults are rising. Too often vulnerability is spotted too late.

Limited data sharing between safeguarding organisations makes it hard to identify people who need support early enough.

MAST is a digital tool that lets social workers easily see if other safeguarding partners are actively involved with a person or address.

## Safeguarding partners use MAST to:

- ✓ Speed up lateral checks
- ✓ Co-ordinate prevention activity
- ✓ Securely share daily feeds of data
- ✓ Report on trends and impact using analytics
- ✓ Make more informed decisions using wider sources of information



### Data feeds



#### Council

Open cases across Adult and Children's social care



#### Fire and Rescue

Incident types related to a residential address



#### NHS

A&E attendance and Did Not Attend data



#### Police

Incident data

# Case study



## Modelling helps Enfield to introduce a fairer, more cost-effective council tax reduction scheme

Enfield Council saw a huge increase in Universal Credit claims during the pandemic. Council tax support caseload grew by 2,000 and the number of people claiming Universal Credit and receiving council tax support grew by 3,000.

Enfield's existing council tax support scheme was designed to ensure that anyone claiming Universal Credit automatically made a claim for council tax support. This scheme was very generous. Anyone with net earnings of less than £1,100 received full council tax support whilst those earning over that received nothing.

The sharp increase in claims as a result of Covid-19 cost Enfield an extra £2.5 million in 2020, prompting them to question whether their council tax scheme was equitable and fair.

To make informed changes to their scheme Enfield needed in-depth analysis to articulate the proposed changes with evidence.

Policy in Practice benchmarked Enfield's scheme against other councils which helped to highlight the differences for consideration. Various scenarios and models were compared to help Enfield decide what changes they wanted to make.

Through the benchmarking that Policy in Practice did Enfield saw their unique challenges. These included residents having a higher impact from various reforms and the council having higher associated costs.

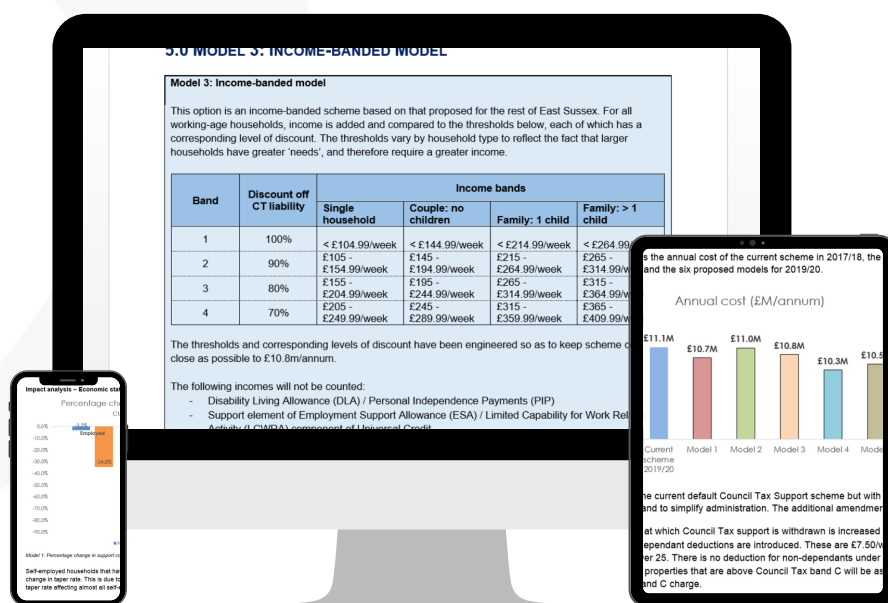
Policy in Practice's tailored analysis, help and expert advice, resulted in a proposed scheme that is fairer whilst also reducing the cost of council tax support.

"Policy in Practice provided much deeper analysis of our data than we can do in the local authority. Their data is useful, they gave us graphs, highlights and visualisations that bring the messages to life and help with decision making."

Sally Sanders, Head of Financial Assessment, Enfield Council

# Council Tax Support Scheme Modelling

Design your best possible scheme and distribute support as effectively as possible



Ensuring you have the fairest and best Council Tax support scheme is difficult, especially when caseloads change dramatically.

We help councils model different schemes based on many complex and combined local factors. Using data-led analytics we clearly show how groups of residents will be affected by scheme changes.

## Local authorities use our Council Tax support scheme modelling to:

- ✓ Give stakeholders confidence
- ✓ Model scheme costs into the future
- ✓ Understand the impact of Universal Credit
- ✓ Understand the impact on vulnerable groups
- ✓ Get detailed insights for Members and consultation
- ✓ Compare caseload costs with other local authorities
- ✓ See how changes affect costs arrears and collection



## Universal Credit

Universal Credit affects how much CT support households get and what this costs councils. Councils need to know the full impact on people to support the most vulnerable



## Complex modelling

We model the combined effect that altering different options will have on your scheme. Ask us what seven common options councils ask us to model



## Equality impact assessment

We show you how individual households and defined demographic groups will be affected by your proposed changes



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