

Our award winning Better Off platform

We built the Better Off platform to close the £23 billion unclaimed support gap that we identified. It makes it easy for you to build the income of your customers and reduce your costs, enhancing lives through innovation and efficiency. Each tool is powerful alone and even better together

Better Off Calculator

Low Income Family Tracker

Multi Agency Safeguarding Tracker

Policy Analysis

Better Off Calculator

- Means tested benefits
- Contribution benefits
- Non contribution benefits
- Passported benefits
- Bill support

Calculate your benefits

LIFT

- Pension Credit
- Free School Meals
- Attendance Allowance
- Healthy Start
- Child Benefit
- Housing Benefit

Target support

MAST

- Data linking
- Alerts
- Lateral checks
- Trend reports

Identify households

About us

We're closing the **unclaimed support gap** with technology

Our policy analysis tells us that millions of people are missing out on £23 billion of support each year. The proactive, integrated solutions we've built empower people and organisations to efficiently close this gap, enhancing lives through innovation



Nearly £1 billion secured

Our clients have put £932 million of unclaimed support into their customer's pockets a year



£4 million saved

Some local authority LIFT clients avoided £4 million of social care costs in one year



£416 returned for £1 spent

One local authority client achieved a return on investment of £416 for each £1 spent



Over 100 local authorities

We work with councils across the UK to tackle poverty and achieve cost savings



Over 3 million users

Our GOV.UK listed benefits calculator is used by millions each year to easily access benefits



Millions of lives improved

Our clients are achieving meaningful change for millions of people across the country

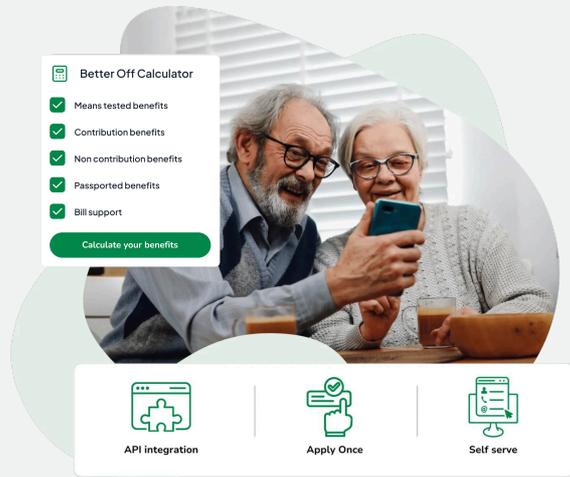
Who we **work** with



Better Off Calculator

Maximise your customers' income

Use our Better Off Calculator to build the financial resilience of your customers, increase engagement and improve customer outcomes



 <p>Better Off Calculator</p> <p>Comprehensively and accurately check eligibility and simplify a complex conversation.</p>	 <p>Better Off Apply</p> <p>Create a holistic application process and streamline applications for customers and staff</p>	 <p>Better Off Indicator</p> <p>Quickly screen for benefit and Improve customer experience</p>	 <p>Better Off Score</p> <p>Proactively identify customers missing out and Create targeted, personalised support</p>
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How clients use the Better Off Calculator

 <p>Tenancy sustainment</p>	 <p>Social tariff modelling</p>	 <p>Integrate income maximisation</p>	 <p>Standard Financial Statement</p>
 <p>Customer self serve</p>	 <p>Apply Once</p>	 <p>Portfolio scoring</p>	 <p>Debt support</p>

Popular features



 <p>Unrivalled support coverage</p>	 <p>Action planning</p>	 <p>Detailed reporting</p>
 <p>Budgeting</p>	 <p>Scenario comparison</p>	 <p>Grant applications</p>
 <p>Next month's Universal Credit</p>	 <p>Built in help features</p>	 <p>Integrate via our API</p>

In the last year, we have engaged **1,342 households** with our Better Off Calculator and seen a potential benefit increase of **£1,661,886**. Not only that, we have worked with Policy in Practice to integrate the Standard Financial Statement to align our income and expenditure with the wider financial services sector.

Hana Westby
Sovereign Network Group



The scale of success is absolutely phenomenal. We got 95% of our clients identified with potential for extra benefits and support, which was significant. On average we've **unlocked a life enhancing amount of £583 per household per month**. Some of our clients have really complex situations and low incomes; that amount of money is life changing.

Vanessa Northam
StepChange



Low Income Family Tracker

Build their financial strength, reduce your costs

The intelligent analytics platform for local authorities to help you link your data, maximise your residents' income and reduce your costs




Identify vulnerability
Filter on over 100 policies to see who's hit hardest


Target support
Build the income of your residents


Increase engagement
Focus outreach effort where most needed


Track change
Let the data show the impact you're achieving

How clients use LIFT


Target benefit take up


Collect debt


Tackle homelessness


Prioritise discretionary funds


Reduce your social care bill


Direct energy support


Target employment support


Design your localities model

After 2 years one LIFT client saw



£13 million
money in the pocket of vulnerable residents

£652,000
debt recovered for the council

£416
return on investment for every £1 spent

There's nothing more satisfying than knowing that we've identified an issue and can tell the story of what we've done to help. Recently, the LIFT platform identified that we have 5,187 households estimated to be in food poverty.

Margaret Gallagher
Haringey Council



Using LIFT, we have already identified 299 cases in fuel, water and food poverty and in crisis, at risk or struggling. We are able to tailor support depending on each individual circumstances and people are pleasantly surprised that we are calling to help.

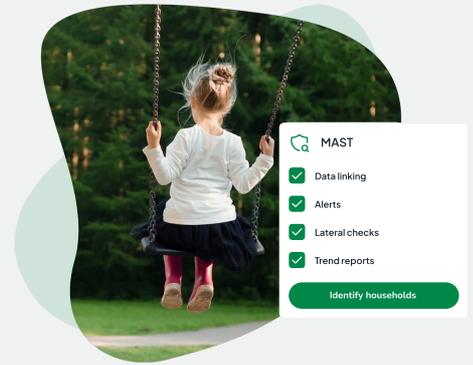
Jane Worrell
Folkestone and Hythe District Council



Multi Agency Safeguarding Tracker

Securely share safeguarding data to prevent harm

Clever software that helps safeguarding professionals securely share data and make more informed decisions to protect vulnerable residents



MAST data feeds



Police

Home address incident data



NHS

A&E attendance and "Did Not Attend" data



Local authority

Open cases across adult and children's social care



Fire and rescue

Incident types related to a residential address

Popular features

Get timely information



Automate daily data flows to ensure consistent and accurate safeguarding data processing

Proactively identify at risk people



Enable rapid data sharing to quickly assess and address safeguarding requirements

Make early interventions



Get notified when safeguarding interactions escalate, facilitating timely interventions

See recent history to easily understand context



Access and review up to 12 months of safeguarding interaction records to monitor and track activities

Let the data tell you what you need to know



Quickly summarise all of the safeguarding activity with a household

See trends across safeguarding partners



Search the data to identify where people and households have interacted with other safeguarding partners

Join the dots with more data



Get a broader understanding of vulnerability using more information sources

Built in audit trails



Create comprehensive audit trails to maintain accountability and transparency in safeguarding operations

MAST is a breath of fresh air for us. For decades, we've tried to solve the information sharing conundrum by focusing on policies and procedures, with endless documents reminding us how we should be sharing information. But practitioners already know how to share information. The real solution lies in how people interact with systems. MAST is a step in the right direction and we are looking to onboard more agencies and explore its potential as a pan Wales digital solution.

Chris Frey-Davies
Neath Port Talbot Council



Policy analysis

Connect data to make more informed decisions

Essential expert social policy analysis, informed by data, to help you make better evidenced decisions





Create your best Council Tax Reduction scheme

Model and compare various scheme options designed to meet your council's objectives



Missing out: £23 billion of support is unclaimed

Our analysis shows that over eight million households are missing out on an average of £2,700 a year in support



We helped the Welsh government to model a new benefits system

Focus outreach effort where most needed



Ask us to answer your policy research questions

We use extensive administrative datasets to explore today's biggest social policy challenges

Popular features



CTR: costs and savings identified

We identify financial costs and savings as well as the implications for the cost of administering your scheme



CTR: in depth analysis

We look at the impact of your scheme on vulnerable groups, arrears and enforcement and the future costs



CTR: Universal Credit

Assess and apply reductions for people on Universal Credit; learn how migration affects your scheme costs



CTR: consultation

We will support you through your internal presentations and consultation process



Policy: impact on groups

Understand the impact of policy changes on absolute, relative, deep, food, fuel and water poverty



Research: tackle poverty

Understand societal challenges using data to support evidence based policymaking



Policy: national questions

Use to data to understand how well social policies are achieving their stated aims



Policy: local questions

Determine the impact of interventions addressing poverty and its multiple effects

The Bevan Foundation commissioned external experts, Policy in Practice, to assess how to implement a common approach to Welsh benefits focusing on data requirements. The findings are essential reading. They demonstrate that establishing a Welsh Benefits System is feasible in terms of data and could see millions of pounds worth of unclaimed benefits find their way to the pockets of people on low incomes.

Dr Steffan Evans
The Bevan Foundation



The Children's Society commissioned Policy in Practice to examine the barriers and solutions to the sharing of data on new born children in local authority areas. Their report delivered practical guidance, based on real world practice on the ground. Policy in Practice were a pleasure to work with, they were effective, diligent and timely and we would definitely work with them in the future.

Lucy Capron
The Children's Society



Powerful alone, even better together

We built the award winning Better Off platform to close the £23 billion unclaimed support gap we identified. It makes it easy for you to build the income of your customers and reduce your costs



Better Off Calculator

A smart, easy calculator to help you maximise your customer's income, increase engagement and save time and resources

Popular features

- ✓ **Better Off Score.** See which of your customers are missing out
- ✓ **Better Off Indicator.** Ask 8 easy questions to check eligibility
- ✓ **Better Off Calculator.** Assess full eligibility and help people to claim
- ✓ **Better Off Apply.** Create one click processes to increase applications



Low Income Family Tracker

Intelligent data analytics software to help you maximise your residents' income and reduce your costs

Popular features

- ✓ **Identify vulnerability.** Filter on over 100 policies to see who's hit hardest
- ✓ **Target support.** Build the income of your residents
- ✓ **Target support.** Build the income of your residents
- ✓ **Track change.** Let the data show the impact you're achieving



Multi Agency Safeguarding Tracker

Software to help safeguarding professionals securely share headline data and make more informed safeguarding decisions

Popular features

- ✓ **Link safeguarding data** from councils and blue lights organisations
- ✓ **Show social workers** who else is involved with a person or address
- ✓ **Get speedier** lateral checks and co-ordinate prevention activity
- ✓ **Report** on trends and impact using analytics



Policy analysis

Get independent essential expert social policy modelling and analysis to help you make better data evidenced decisions

Popular features

- ✓ **Model your fairest Council Tax Support** scheme using your data
- ✓ **Commission us to answer** your social policy research questions with data
- ✓ **We identified £23 billion of unclaimed support a year.** Ask us about your area
- ✓ **We helped the Welsh government model a new benefits system.** Ask us how



Contact us

Contact us to learn more about how we help people on lower incomes to access unclaimed support.

 hello@policyinpractice.co.uk

 policyinpractice.co.uk

 0330 088 9242

For media enquiries visit

 policyinpractice.co.uk/media

Ask us how much is unclaimed in your area



Book a chat

The Better Off Calculator was central to our response to the financial pressures on our tenants. Since January 2021 over £3.5 million in extra benefits has been generated using the calculator. There's also been £850,000 generated to rent accounts, reducing or wiping out rent arrears for some tenants.

Julie Alexander

Northern Ireland Housing Executive

**Housing
Executive**