

# Our award winning Better Off platform

Policy in Practice highlights the billions in support that go unclaimed each year.

Our Better Off Platform makes it easy for you to identify customers in need, boost their income and reduce your costs, enhancing lives through innovation and efficiency. While each tool addresses a specific challenge, they connect seamlessly to help you move users from crisis to stability.

Better Off Calculator

Low Income Family Tracker

Multi Agency Safeguarding Tracker

Policy analysis



## Better Off Calculator

- ✓ Income maximisation
- ✓ Time saving for advisors
- ✓ Apply Once for support
- ✓ All national and local benefits
- ✓ Streamlined social tariff access
- ✓ Real-time reporting

» Boost incomes



## LIFT

- ✓ Targeted support
- ✓ Homelessness reduction
- ✓ Crisis prevention
- ✓ Employment support
- ✓ Debt and financial resilience
- ✓ Poverty prevention

» Identify need



## MAST

- ✓ Safeguarding alerts
- ✓ Data linked across partners
- ✓ Lateral checks
- ✓ Partner contact information

» Protect residents

## About us

# We're closing the **unclaimed support gap** with data

Our policy analysis tells us that millions of people are missing out on £24 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.



### Over £2 billion secured

Last year Policy in Practice helped 1.2 million people identify over £2 billion in unclaimed support.



### £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



# Maximise your customers' income

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



|                                                                                                                                                                                        |                                                                                                                                                                                                                    |                                                                                                                                                                                                                         |                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Better Off Indicator</b></p> <p>Quickly screen for support and improve customer experience.</p> |  <p><b>Better Off Calculator</b></p> <p>Comprehensively and accurately check eligibility and simplify a complex conversation.</p> |  <p><b>Better Off Apply Once</b></p> <p>Create a holistic application process and streamline applications for customers and staff.</p> |  <p><b>Better Off Score</b></p> <p>Proactively identify customers missing out and create targeted, personalised support.</p> |
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## Apply Once: A single, automated route to local support

Fragmented support systems drive up costs, slow delivery and make it harder to target limited funds effectively.

Better Off Apply Once transforms how local authorities and other support organisations deliver discretionary support.

Integrated with our Better Off Calculator, it offers a comprehensive, single-route solution that ensures residents receive holistic support while dramatically reducing operational costs.



## Key benefits of the Better Off Calculator

|                                                                                                               |                                                                                                                       |                                                                                                                                        |                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
|  <p>Customer self serve</p> |  <p>Univalued support coverage</p> |  <p>Social tariff modelling</p>                     |  <p>Detailed reporting</p>           |
|  <p>Tenancy sustainment</p> |  <p>Budgeting</p>                  |  <p>Integrated income maximisation</p>              |  <p>Standard Financial Statement</p> |
|  <p>Portfolio scoring</p>   |  <p>Debt support</p>               |  <p>Built-in help features &amp; live help desk</p> |  <p>API integration</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. 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 (LIFT)

# 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.



### Analyse

Filter by over 250 policies to see who's hit hardest.



### Identify

Target households in greatest need of support.



### Engage

Reach out to residents quickly, at scale and without extra admin.



### Track

Let the data show the impact you're making.

## How clients use LIFT



Target benefit take up



Collect debt



Tackle homelessness



Prioritise discretionary funds



Reduce your social care bill



Direct energy support

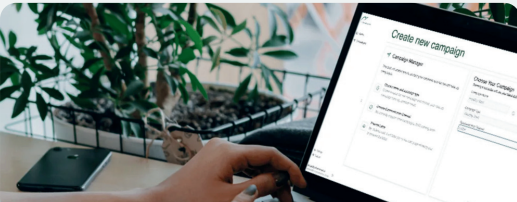


Target employment support



Design your localities strategy

## Campaign Manager: Seamlessly contact your residents



"The majority of council officers are in an existential struggle just trying to make their services survive. If we didn't have the campaign support that we've got through Policy in Practice, we would never manage to run these campaigns."

Seth Pearson  
Partnership Director, Darlington Council



### Choose who to contact

Use LIFT insights to identify households who may be eligible.

### Create the message

Use simple templates to create letters or SMS messages that feel personal and relevant to each household.

### Send at scale

Send campaigns automatically, saving staff time while ensuring residents receive timely, accurate information.

### Demonstrate impact

Automatically track and show clear evidence that the council is taking proactive steps to support residents.

"It's excellent to see the result and the impact this is making to our residents and to the council services we provide."

Lisa Martindale,  
East Riding of  
Yorkshire Council



**£13 million**

money in the pockets of vulnerable residents

**£652,000**

debt recovered for the council

**£416**

return on investment for every £1 spent





# Multi Agency Safeguarding Tracker (MAST)

## Securely share data to reduce safeguarding risk and improve outcomes

Prevent people in vulnerable situations from falling through the cracks and create efficiencies across agencies.

### How clients use MAST



Priority cases alerts



Actionable local insights



Search by name or address



Data driven prioritisation



Partner contact information



Improved service outcomes



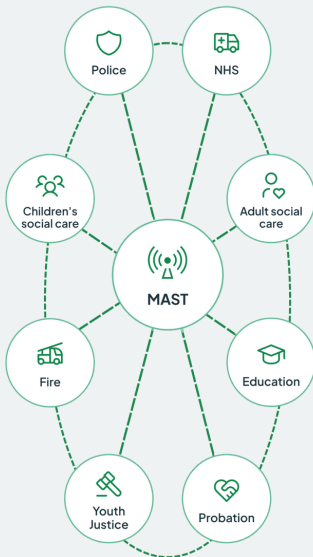
Real time data



Include additional data sets



### The key partners behind MAST



See 12 months of interactions with all safeguarding partners for any person or address at a glance

#### £2 million

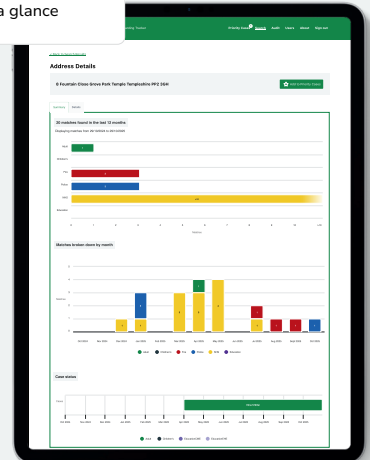
estimated annual savings across partners in South Wales

#### £130,000

costs avoided per LA via fewer placements

#### 4+ hours

average time saved per referral



"MAST is a breath of fresh air for us. 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



"A search on MAST helped us identify an up-to-date address for a 17-year-old sibling who had become effectively invisible to services. That information was shared immediately and the young person was offered bereavement and mental health support and is now in college after a few sessions with their outreach worker."

Linzi Margetson  
Swansea Council





## Policy analysis

# Data-driven analysis and modelling for actionable policy insights

Essential expert social policy analysis combined with linked data to optimise your CTR scheme, target local support, and make better evidenced decisions across your services.



### Create your best Council Tax Reduction scheme

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



### Missing out: £24 billion of support is unclaimed

Our analysis shows that over seven million households are missing out on an average of £3,200 a year in support.



### Track residents outcomes and demand for services

Show the combined impact of your interventions on each of your residents, and on the demand for local services.



### Ask us to answer your policy research questions

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

## Key benefits of our policy analysis



### CTR: identify savings

Identify financial costs and savings, as well as the implications for the cost of administering your scheme.



### CTR: in-depth analysis

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

Support your internal presentations and consultation process.



### Understand root causes

Understand societal challenges using data to support evidence based policymaking.



### Tackle poverty locally

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



### Influence national policy

Show how well social policies are achieving their stated aims and make a difference.



### Analyse combined impacts

Determine the combined impact of policies and interventions on each of your residents.

"The Bevan Foundation commissioned 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



"Working with Policy in Practice has been instrumental in delivering one of our most impactful achievements in 2025: the successful redesign of our Council Tax Support scheme. Their modelling tools and policy writing expertise helped us transition from a means tested to an income banded scheme, enabling us to deliver £2.3 million in-year savings while maintaining fairness and transparency for residents."

Eamonn Hennessy  
London Borough of Waltham Forest



# Identify, engage and support people in one seamless flow

Each product in the Better Off platform helps solve a different problem.  
Connect them seamlessly to move users from crisis to stability and reduce your costs.



## Better Off Calculator

A smart, easy calculator to help you maximise your customers' 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 Once:** Create one click processes to streamline applications



## Low Income Family Tracker

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

### Popular features

- ✓ **Analyse:** Filter by over 250 policies to see who's hit hardest.
- ✓ **Identify:** Target the households in need of support or auto-enrolment.
- ✓ **Engage:** Reach out quickly, at scale and without extra admin using Campaign Manager.
- ✓ **Track:** 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 safeguarding professionals** 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 £24 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](mailto:hello@policyinpractice.co.uk)

🌐 [policyinpractice.co.uk](https://policyinpractice.co.uk)

☎ 0330 088 9242

Ask us how much is  
unclaimed in your area



Book a chat

## For media enquiries visit

🌐 [policyinpractice.co.uk/media](https://policyinpractice.co.uk/media)

“The Better Off Calculator is a game changer if you work with clients on benefits. Very useful to ensure residents are getting everything they are entitled to. Quick, easy, accessible to use, very user friendly. Just type in their financial details and situation and you get a breakdown of what they could be getting compared to how much they currently are getting.”

**User review from Ellie R**  
*on Smart Money People*

