



Mobilising Covid-19 Response Programme for



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Boutique consultancy specialising in
Strategy & Transformation
Diversity & Wellbeing



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Introduction

What is Money and Pensions Service (MAPS)?



- Arm's-length body sponsored by the Department for Work and Pensions,
- Established at the beginning of 2019,
- Engages with HM Treasury on policy matters relating to financial capability and debt advice.
- Provides money guidance services
- Commissions statutorily regulated debt advice

What was the Covid Response Programme?



- Not your run of the mill Covid response programme
- Not public health but financial health
- Support those in debt for the first time
- £54m programme
- Accelerated mobilisation

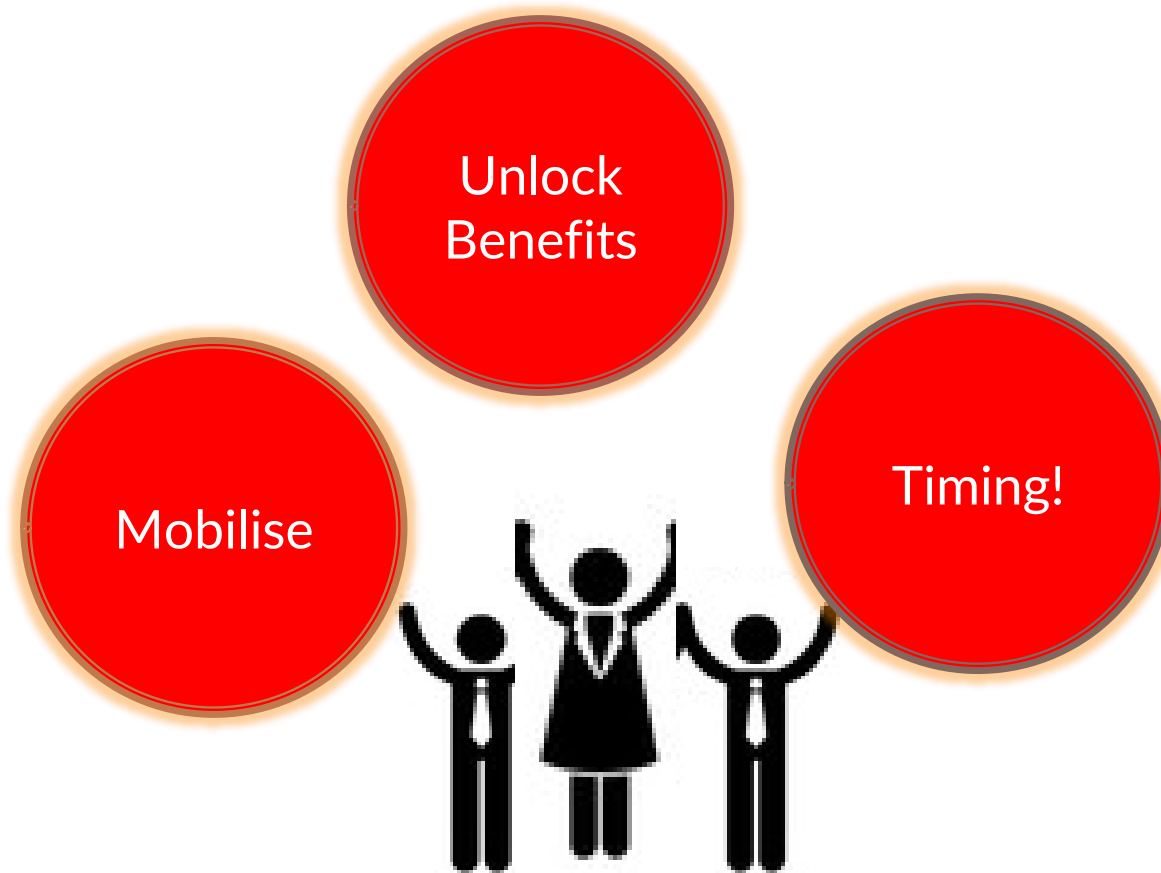
What was the Covid Response Programme?

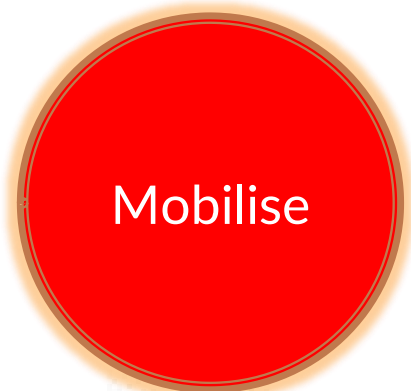


- Not your run of the mill Covid response programme
- Not public health but financial health
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- £54m programme
- Accelerated mobilisation
- 3-4 months concept to mobilisation



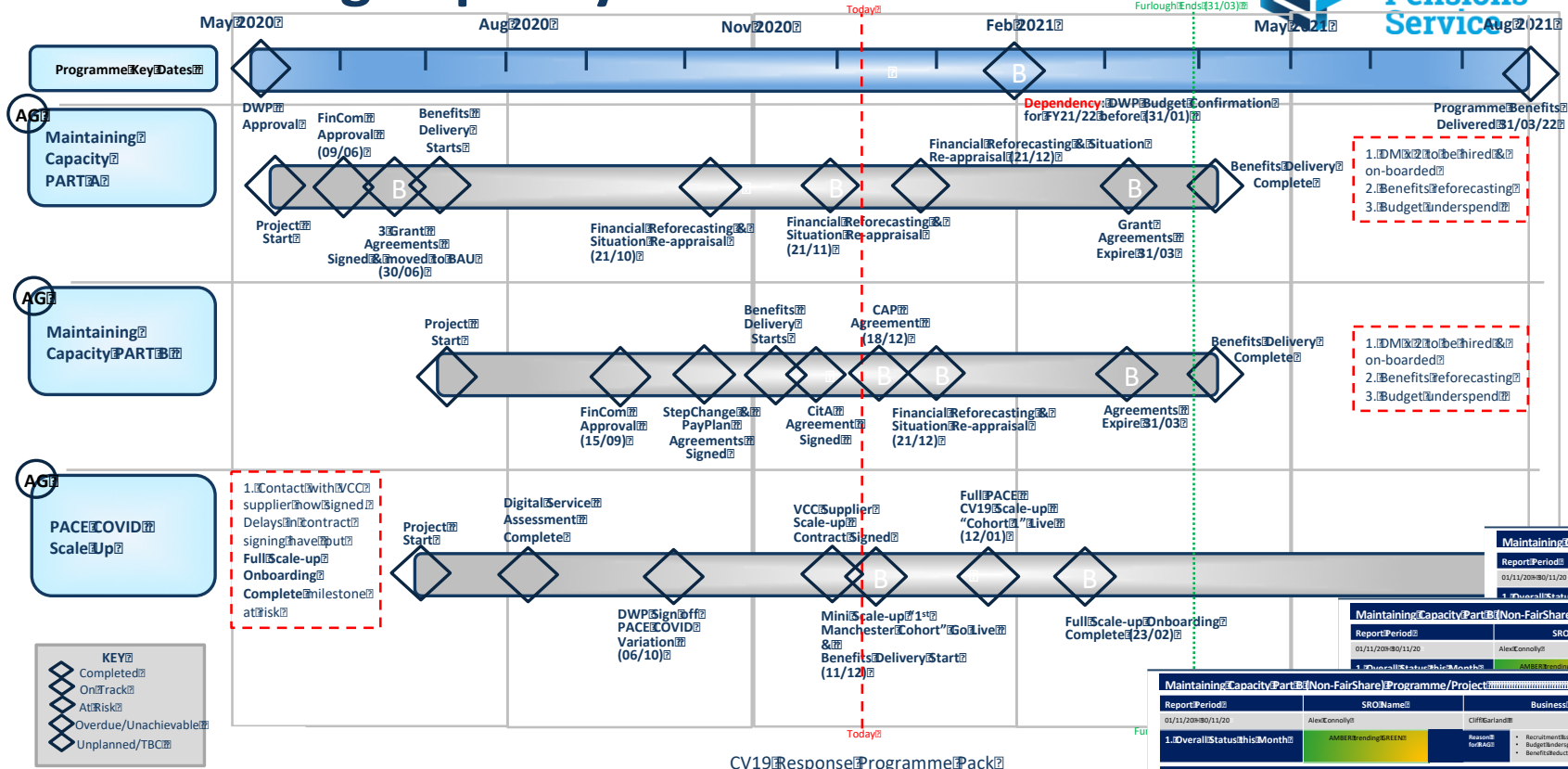
Rapid Response





Team
Governance
Measures
Delivery profile

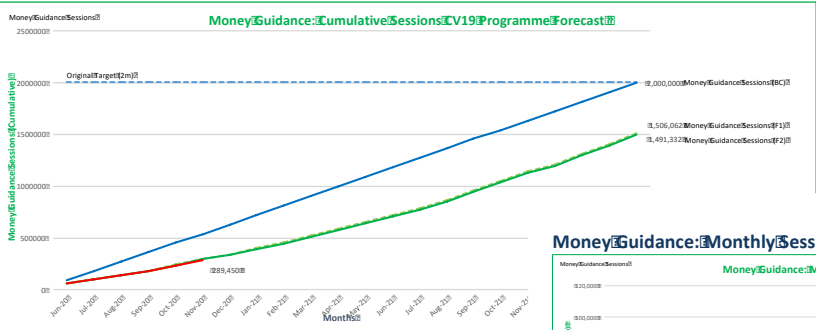
Maintaining Capacity



Maintaining Capacity Part B (Non-Fair Share) Programme/Project Board Highlight Report					Last updated: 06/05/2021
Report Period	SRO Name	Business Owner	Programme/Project Manager		
01/11/2020 to 30/11/20	Alex Connolly	CHFEarlend	CHFEarlend		
1. Overall Status this Month					Reason for AGS: Recruitment to backfill the Delivery Manager role for COVID-19 has been approved. Budget underspend due to losses being lower than originally forecasted in May 2020. Benefits reduction continuing on a number of backfills.
2. Route to Green (to get back on track)					1. Recruitment to backfill the Delivery Manager role for COVID-19 has been approved. 2. Monthly reforecasting of budget. 3. Reforecasting of benefits in light of furlough moving to 31/03/21.
3. Headline Summary (this reporting period)					Part B update to Maintaining Capacity funding was approved by FinCom on 15/09/20. Progressing with four from the original twelve advice providers (2 providers have dropped out). Step Change and Pay Plan have been signed and active agreements. CITA agreements for the proposed being counter-signed by MPS. CAP have financial years that end in Dec with no anticipated losses over this period. We are currently working with them to establish implications for their next financial year and covering our 1st quarter.
4. Headline Summary Health Check (this reporting period)					
Area	Status	Owner/Team	Notes/Comments		
Budget	AMBER	Money & Debt Operations	Total estimated location for 18 organisations amounts to £3.36m. Number pending completion of outstanding agreements.		
Schedule	GREEN	Money & Debt Operations	Currently green, however milestones beyond 02/12 are at risk due to Delivery Manager resource gaps.		
Risks	GREEN	Money & Debt Operations	Currently green, however milestones beyond 02/12 are at risk due to Delivery Manager resource gaps.		
Resource	AMBER	Money & Debt Operations	Current Delivery Manager working on CV19 response will need to return back to BAU from 02/12. The project will have to have Delivery Manager manage the delivery of the project in the interim. Recruitment progress.		
Benefits	AMBER	Money & Debt Operations	Income streams across the sector appear to have the biggest impact on anticipated and corresponding support for loss income reduced.		

Measures & Delivery profiles

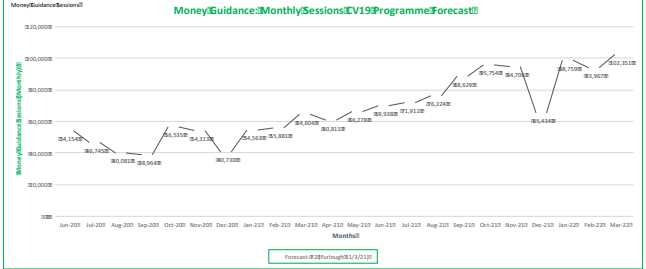
Money Guidance: Cumulative Sessions Programme Forecast



Note: Whilst the graph ends in Mar 22, we expect COVID demand to continue into 22/23

Money and Pensions Service CV19 Programme Board Summary Dec 2020

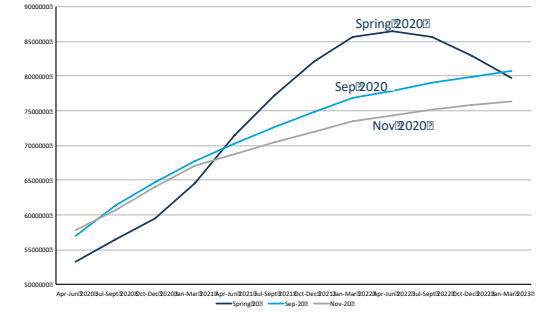
Money Guidance: Monthly Sessions Programme Forecast



Note: Whilst the graph ends in Mar 22, we expect COVID demand to continue into 22/23

Money and Pensions Service CV19 Programme Board Summary Dec 2020

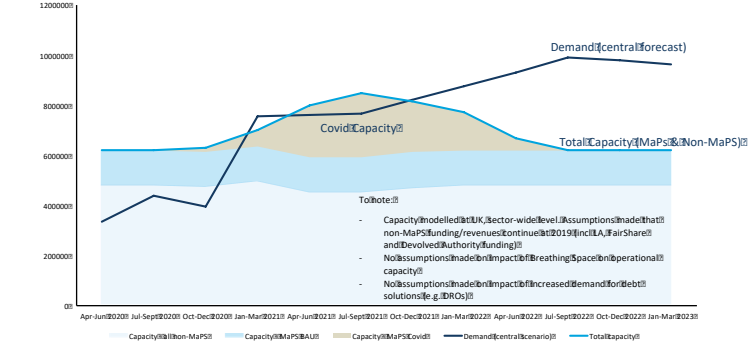
Predicted UK Debt Advice Need Central Scenarios



Money and Pensions Service

Model the impact of

Predicted Demand for Debt Advice vs expected Capacity (UK)



Money and Pensions Service

Money & Pensions Service

Baseline: £50,000

62



Unlock
Benefits

DISRUPT

.....conventional thinking

.....benefits define vs delivery capability

.....measuring online

.....leadership and HMT to think differently

Money Guidance KPI Metrics

Between May 2020 and end March 2022 MaPS has committed to help 2m more people with Money Guidance.

Of those:

- 1.9m will be helped via direct & digital sources
- 0.1m will be helped through MaPS contact centres

To achieve these targets it will be necessary to utilise all free channels to market, and optimally spend the £250k that has been requested.

KPIs will be delivered with a unique:

- **Tool completion**

and/or

- **Guidance content session > 60 sec**

and/or

- **Referral to a guidance partner**

and/or

- **Social registration**

and/or

- **Engaged social session (>60 sec or question asked/answered)**

MoneyGuidanceDashboard

Dashboard
of 4) >

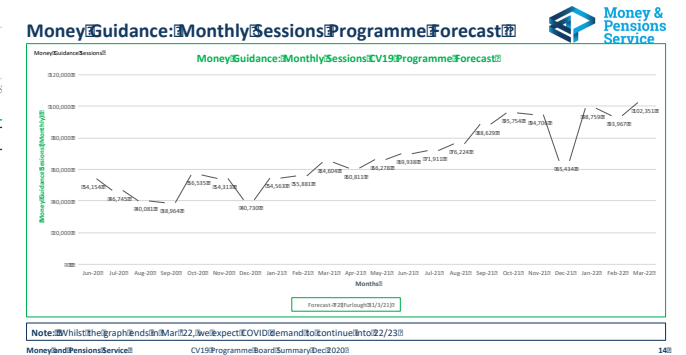
money & Pensions Service

FY 2020 / 2021 Totals

Jun 1, 2020 - Nov 30, 2020

The infographic shows the total combined value of 277,308, which is 15% progress towards the target. This total is composed of four main categories: Engaged Sessions (253,317), Money Navigator (19,665), Social (1,157), and Signpostings (3,169). Each category has a brief description of what the metric represents and any specific notes or caveats.

Metric	Value	Notes
Engaged Sessions	253,317	This number shows uplift in engaged sessions (visits to the website longer than 60 seconds) by visitors who consumed new Money Guidance content created in response to the Covid-19 pandemic* * anything with the following in the URL: - Coronavirus or Covid - Furlough - Self-isolating - Payment holidays + Money Navigator (for purpose of single figure)
Money Navigator	19,665	Completions of the MNT tool tool completions are minimised from valid engaged sessions to reduce double counting
Social	1,157	Joins and posts on the Covid Money Facebook group Potential to add 10,152 additional members based on 'since launch'
Signpostings	3,169	This number currently shows uplift in links followed to other websites from any of the pages counted within the engaged sessions' metric on the left. To prevent double counting, this metric counts only those from visitors who were on the site for LESS than 60 seconds.
Total Combined	277,308	Progress to Target 15%





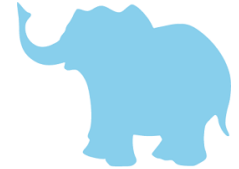
Set- up => **easy**

Service provision => **hard**

Balancing service & VFM => **even harder**
(perverse incentive)



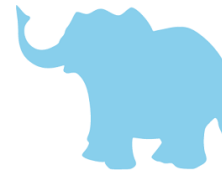
- Organisational maturity
- Building the plane and flying it
- Eating the elephant – Capability
- Sheer weight of traffic





Conclusion

Diverse Team, diverse strengths
Resilience to work through complexity
Evidenced based approach
Transparency





Your Company Logo



Your Company Logo