Money & Pensions Service

Mobilising Covid-19 Response Programme for

Kaleidoscope Transformation

Project Controls EXPO London, UK

Ruchi Singh

MD Kaleidoscope Transformation Ltd.

Boutique consultancy specialising in
Strategy & Transformation
Diversity & Wellbeing

Ruchi Singh

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

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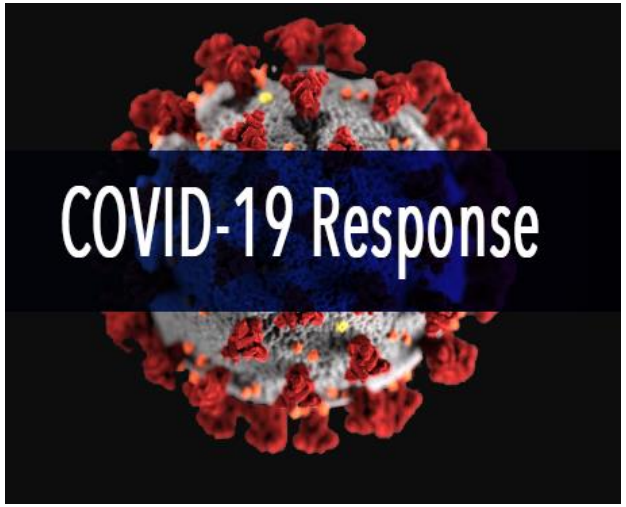
What was the Covid Response Programme?



- 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

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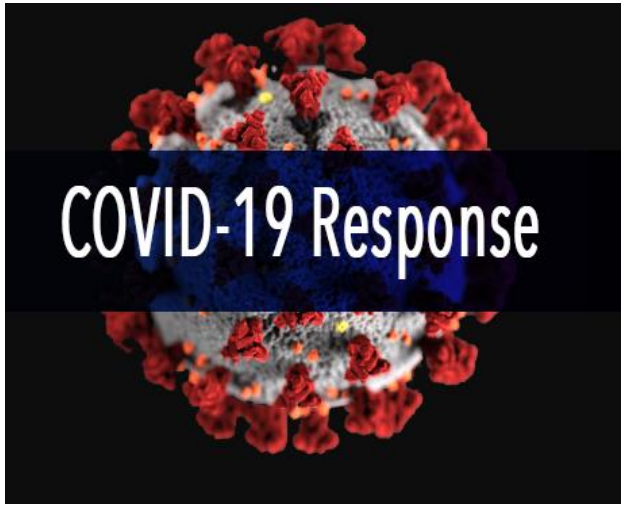

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- £54m programme
- Accelerated mobilisation
- 3-4 months concept to mobilisation

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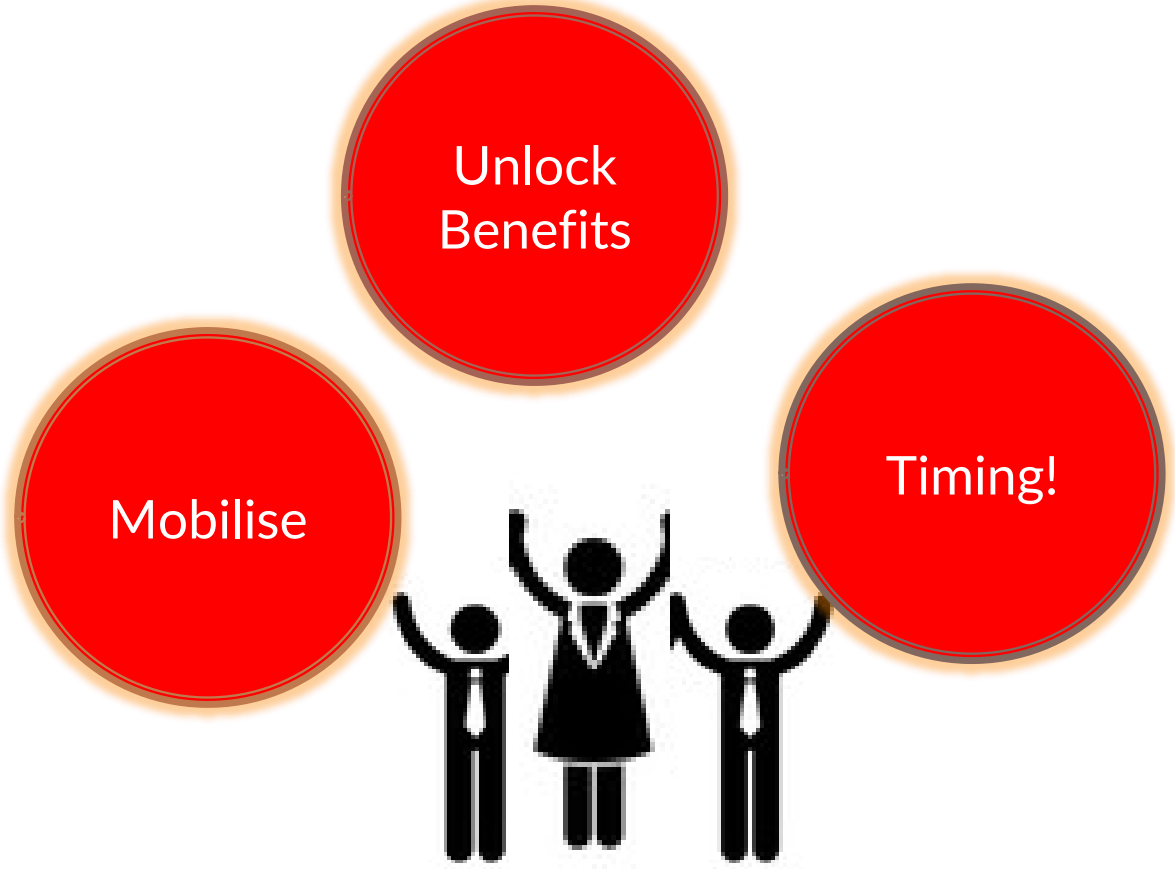
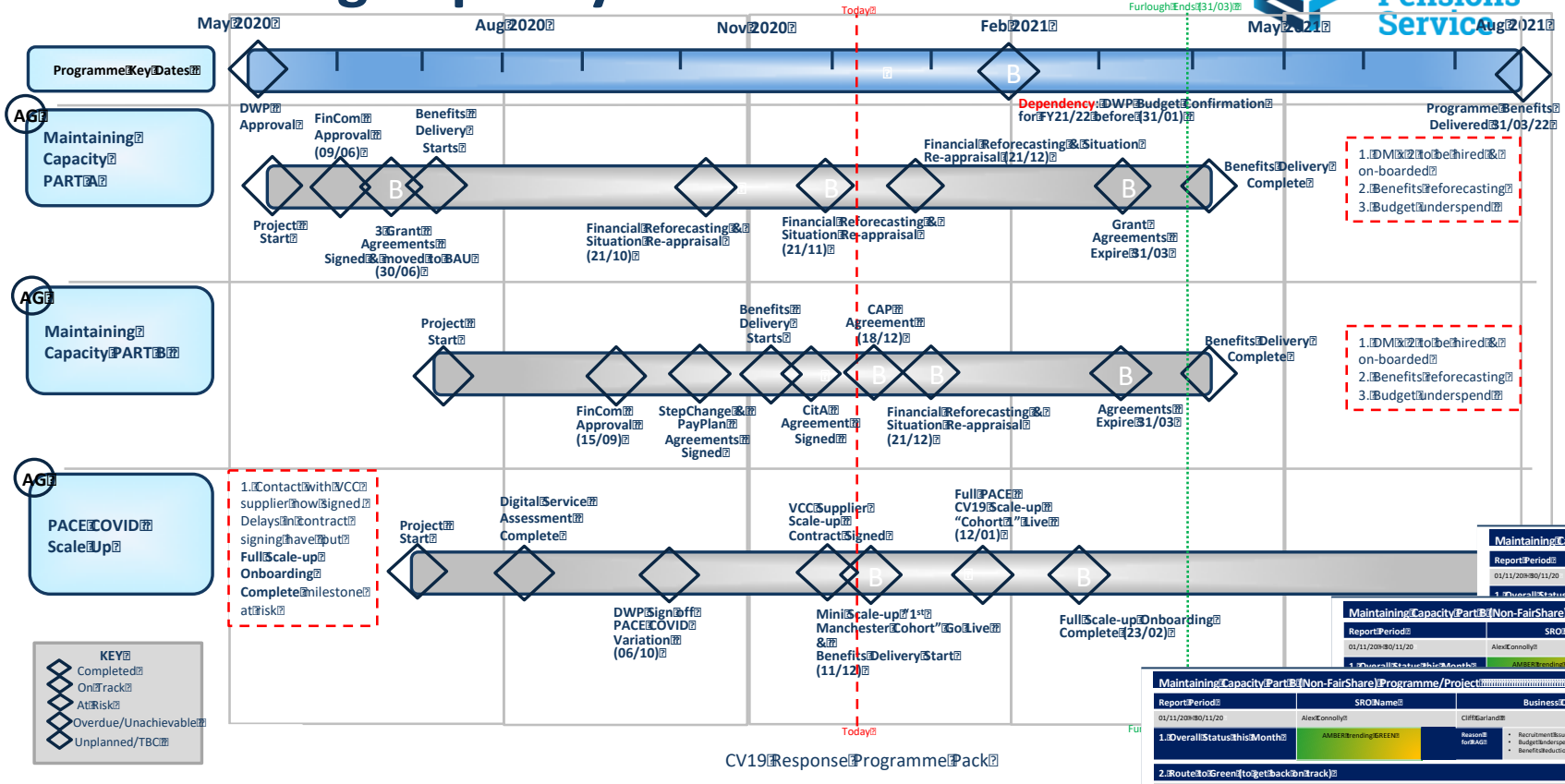
Rapid Response

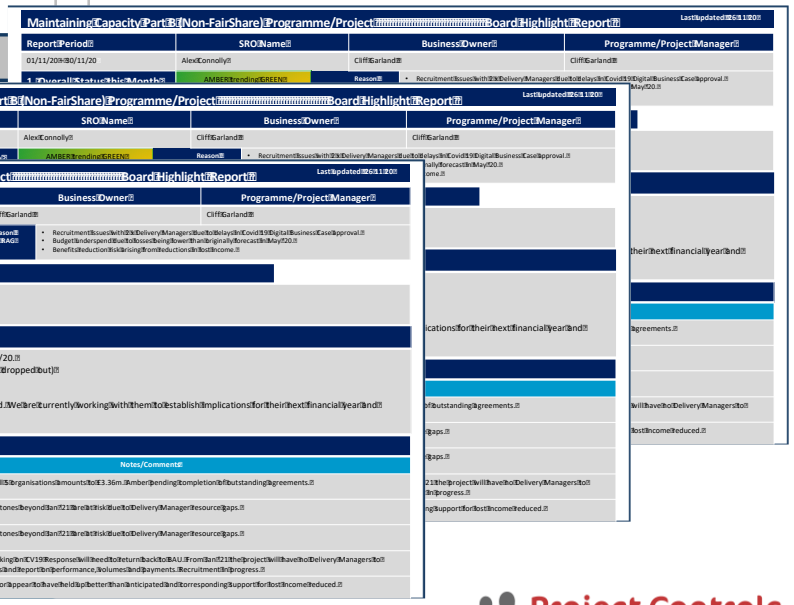


Team
Governance
Measures
Delivery profile

Maintaining Capacity



CV19 Response Programme Pack



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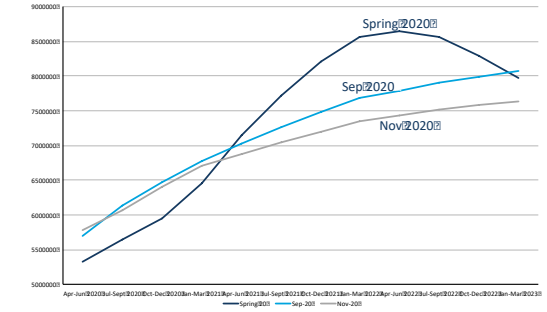
Measures & Delivery profiles

Predicted UK debt advice need (central scenario)



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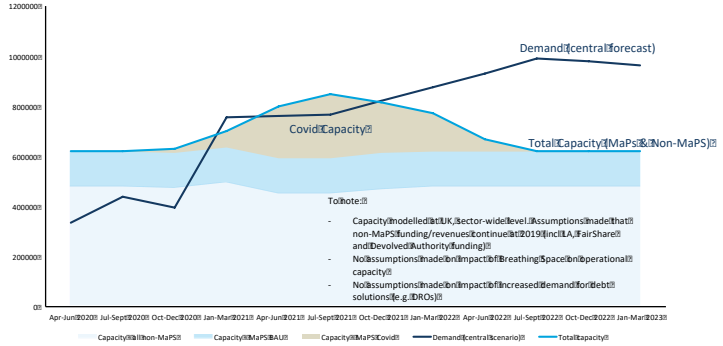
Predicted demand for debt advice vs expected capacity (UK)



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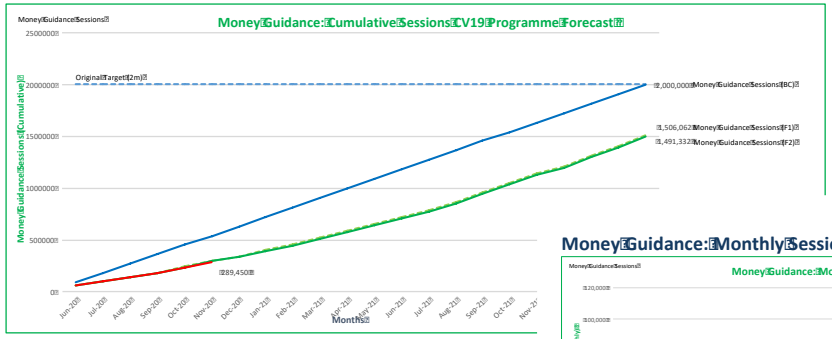
Baseline: 650,000

6

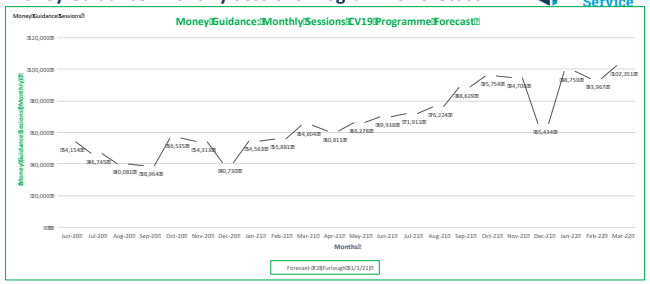
Money Guidance: Cumulative Sessions Programme Forecast



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



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DISRUPT

……conventional thinking
……benefits define vs delivery capability
……measuring online
……leadership and HMT to think differently

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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**

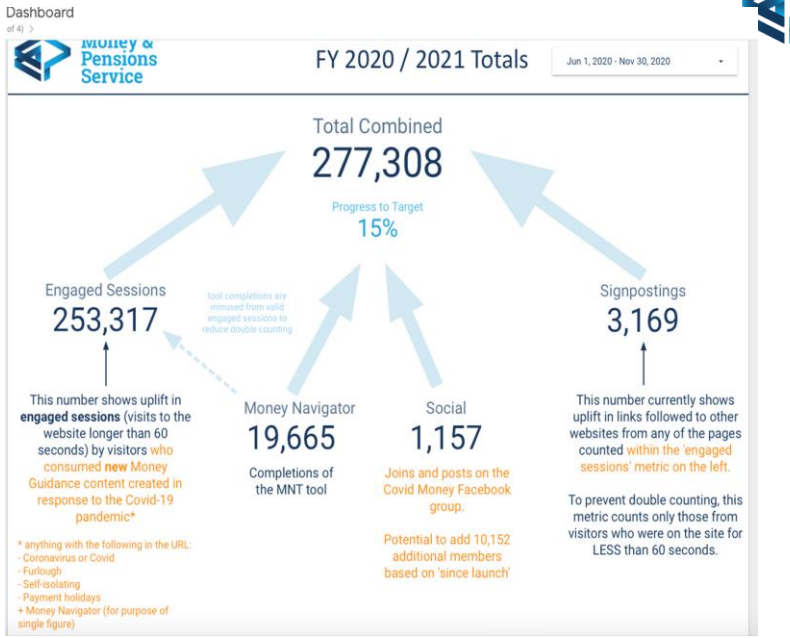
and/or

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

Non conventional measurement and benefits

Money Guidance Dashboard

1 Jun - 30 Nov 2020



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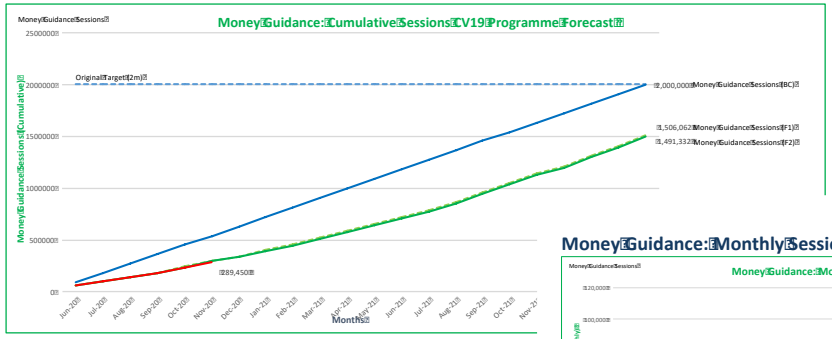

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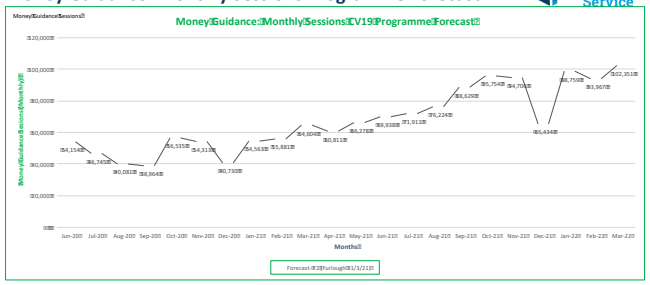

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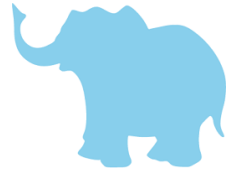
Set- up => **easy**

Service provision => **hard**

Balancing service & VFM => **even harder**

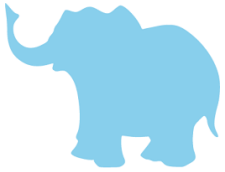
(perverse incentive)

- 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



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Your Company Logo

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Q
A