

Policy in Practice

G-Cloud 15 Pricing Document

This pricing document covers all Policy in Practice services available on G-Cloud 15:

- Better Off Calculator
- Apply Once
- Low Income Family Tracker (LIFT)
- Multi Agency Safeguarding Tracker (MAST)
- Council Tax Reduction Scheme Modelling (CTRS)
- Commissioned research and consultancy services
- Campaign Manager
- Linked data hub

If you have any questions, please email hello@policyinpractice.co.uk.

Better Off Calculator

The Better Off Calculator helps people to access over £24 billion in unclaimed support so they can build their financial strength. It identifies support available to low income residents, including Universal Credit, legacy benefits, social tariffs, grants and more to help build financial strength.

Unit Price

£239 for a single license; includes setup, free online training and live chat facility. Pricing for bulk users is as follows:

Standard fees for licences	
Number of users	Price Per year (on-going)
1 - 10	£239 per user
11 - 20	£2,684
21 - 30	£3,762
31 - 50	£5,720
51 - 100	£10,450
100+	£19,250

Discounts

Length of contract	Discount applied
2 years	5%
3 years	10%

Other discounts	Discount applied
4+ organisations coming onboard together	15%

Additional Services

The following additional services are available and can be arranged outside of the G-Cloud framework:

- Self-serve
- Training sessions
- Single sign-on
- Pre-population (CRM > calculator)
- Webhooks (calculator > CRM)
- Document upload
- Domain naming
- Last mile case sharing and assessment services with partner support organisations
- Support award payment processing services

Please contact us to discuss your requirements.

Custom development work

We charge an hourly rate for agreed custom development work to offer additional functionality not present in the standard service at the following rates:

- £200 per hour for CTO
- £150 per hour for Head of Engineering, Senior Engineer, Senior DataEngineer
- £100 per hour for Engineer, Data Engineer

Apply Once

An online application form tailored to your service. Integrate benefits and grants search with income and identity verification to provide a 'one-click' assessment for national benefits, social tariffs and discretionary schemes. This allows you to target schemes appropriately, view applications holistically and evidence the impact of discretionary spending.

Unit Price

For the apply once service there is an initial set up fee of £10,800. There is then an ongoing license fee per year

Standard fees for licences	
Number of users	Price Per year (on-going)
Up to 20	£7,240
21 - 30	£8,220
31 - 50	£10,000
51 - 100	£15,300
100+	£21,800

Discounts

Length of contract	Discount applied
2 years	5%
3 years	10%

Other discounts	Discount applied
4+ organisations coming onboard together	15%

Additional Services

The following additional services are available and can be arranged outside of the G-Cloud framework:

- Self-serve
- Training sessions
- Single sign-on
- Pre-population (CRM data to calculator)
- Webhooks (calculator data to CRM)
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- £200 per hour for CTO
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- £100 per hour for Engineer, Data Engineer

Low Income Family Tracker (LIFT) Platform

The LIFT platform is intelligent data analytics software that helps local authorities to maximise resident's income and reduce their costs. It combines our benefits policy engine with administrative datasets to target welfare support services. Councils can analyse, identify, engage and track financially vulnerable households to drive change.

Pricing

Band	Low-income cohort	Price
1	0 - 1,999	£26,775
2	2,000 - 2,999	£28,875
3	3,000 - 4,499	£32,025
4	4,500 - 5,999	£35,175
5	6,000 - 7,499	£38,325
6	7,500 - 10,499	£44,625
7	10,500 - 18,999	£63,000
8	19,000 - 40,499	£110,250
9	40,500 - 62,499	£157,500
10	62,500 - 74,999	£178,500

Low-income cohorts are based on government data from Aug 2024

The prices above include 7 licenses to use the software. Additional licenses can be added at £100 per license or £375 for 5 licenses.

Discounts

Length of contract	Discount applied
2 years	5%

3 years	10%
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Other discounts	Discount applied
4+ organisations coming onboard together	15%

What is not included in the price

We charge an hourly rate for agreed custom development work to offer additional functionality not present in the standard service.

Custom development work

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- £150 per hour for Head of Engineering, Senior Engineer, Senior DataEngineer
- £100 per hour for Engineer, Data Engineer

Council Tax Reduction Scheme Modelling

We model different options for council tax support schemes and let local authorities better understand their tax base and collections performance against other authorities. This service gives councils the information needed to design and communicate an informed, best fit scheme.

Pricing

Band	Low-income cohort	Price
1	0 - 1,999	£11,025
2	2,000 - 2,999	£11,550
3	3,000 - 4,499	£12,600
4	4,500 - 5,999	£13,650
5	6,000 - 7,499	£14,700
6	7,500 - 10,499	£16,800
7	10,500 - 18,999	£23,100
8	19,000 - 40,499	£37,800
9	40,500 - 62,499	£52,500
10	62,500 - 74,999	£63,000
Low-income cohorts are based on government data from Aug 2024		

Commissioned Research, Policy Advice, Consultancy and Retained Services

We carry out policy, research, advisory, and consulting activities for clients on a project or a retained basis, making best use of administrative data. The exact specifications for the work will be set out in an engagement letter accompanying the order form.

Unit Price

The pricing varies depending on the complexity of the modelling/research undertaken. Pricing will be agreed in advance and will be based on the following day rates:

- Directors: £1,200
- Manager: £900
- Associate: £600

Multi Agency Safeguarding Tracker (MAST)

MAST is an online tool that joins up datasets to help safeguarding professionals make more informed safeguarding decisions. Automated and secure daily data feeds from multiple partner organisations operate under a single data governance framework to show how a customer has interacted across multiple services.

Prices

£25,000 per year per partner organisation.

Discounts

Length of contract	Discount applied
2 years	5%
3 years	10%

Custom development work

We charge an hourly rate for agreed custom development work to offer additional functionality not present in the standard service at the following rates.

- £200 per hour for CTO
- £150 per hour for Senior Engineer
- £100 per hour for Engineer

LIFT campaign manager

The LIFT Campaign manager helps local authorities identify low-income residents eligible for unclaimed benefits or support. It enables targeted engagement through letters or texts, empowering councils to proactively connect with vulnerable households, increase benefit uptake, and improve residents' financial wellbeing, all within an efficient, data-driven system.

Pricing

Low-income cohort	Price
0 - 4,499	£9,000
0 - 7,499	£13,000
7,500 - 18,999	£15,000
19,000 - 40,000	£20,000

As standard 4,000 letter 20,000 texts - additional charges for additional letters and texts (in line with charges from our service provider)

Discounts

Length of contract	Discount applied
2 years	5%
3 years	10%

Other discounts	Discount applied
4+ organisations coming onboard together	15%

Additional Services

The following additional services are available and can be arranged outside of the G-Cloud framework:

- Automated monthly updates and linking of additional datasets (arrears, support payments, Universal Credit data, care package costs) within the LIFT platform.
- Integration into the Better Off Calculator

Custom development work

We charge an hourly rate for agreed custom development work to offer additional functionality not present in the standard service at the following rates.

- £200 per hour for CTO
- £150 per hour for Head of Engineering, Senior Engineer, Senior DataEngineer
- £100 per hour for Engineer, Data Engineer

Additional datasets can be integrated into the LIFT platform (e.g. Adult Social Care, Children's Data, single view of debt) for an additional cost, subject to governance sign-off.

Linked Data Hub

Linked Data Hub is a cross-department collaboration tool that creates a 'single view' of combined data by securely linking a range of datasets within and between local authorities. It allows data to be accessed, viewed and edited all in one place. This improves efficiency and consistency, and saves time.

Prices

The service is priced at £25,000 per departmental data set.

The service includes access for up to three team licenses; additional team licenses can be purchased for £995 / year.

Discounts

Length of contract	Discount applied
2 years	5%
3 years	10%

Additional Services

- This includes automated monthly updates and the linking of additional datasets (Adult Social Care, Children's Social Care, Debt and Arrears Data). Linked data across local authorities, presented in aggregate at a regional level within the LIFT platform.
- Integration into the Better Off Calculator
- Debt segmentation and collection support service, including Credit Reference Agency data and Council Tax Liability analysis

Custom development work

We charge an hourly rate for agreed custom development work to offer additional functionality not present in the standard service at the following rates.

- £200 per hour for CTO
- £150 per hour for Head of Engineering, Senior Engineer, Senior Data Engineer
- £100 per hour for Engineer, Data Engineer