

# Delegated Decision Report

Decision below £250k



<b>Subject:</b>	Renewal of the Low-Income Family Tracker to enable a targeted approach to increasing Benefits uptake
<b>Decision maker: Senior Officer</b>	Fiona Greenway, Interim Executive Director of Resources
<b>Decision maker: Cabinet Member</b>	Cllr Abdul Jabbar MBE, Deputy Leader and Cabinet Member for Finance, Corporate Services and Sustainability
<b>Decision date:</b>	11 August 2025
<b>Report author:</b>	Fran Lautman, Assistant Director of Customer Experience Steve Hughes, Assistant Director of Strategy and Transformation
<b>Ward (s):</b>	All

## Reason for decision

The license for usage of the Low-Income Family Tracker (LIFT) tool, from Policy in Practice, expired on 26 June 2025. The tool has been and continues to be used to proactively identify and target residents who may be eligible for benefits such as Pension Credit but who are not currently claiming.

Oldham Council is using the tool to support a campaign to increase the uptake of a variety of benefits throughout 2025-2026 as outlined in *section 1.3*

The annual cost of LIFT is £37,273 per annum, excluding VAT. GMCA agreed to fund our license for 2024-25 retrospectively, subject to successful outcomes. Those outcomes were satisfied, and we are in the process of obtaining that retrospective funding, which amounts to £42,598. We will utilise this funding to cover the license for 2025-26.

Approval is requested to award and enter a 12-month call-off contract with Policy in Practice under the Crown Commercial Services G Cloud 14 RM.1577.14 Framework Agreement.

## Recommendation

To renew the license for usage of LIFT from 27 June 2025 for 12 months via CCS G Cloud 14 Framework RM.1557.14, this will ensure services that currently utilise this application will remain licensed and fully supported, ensuring uninterrupted service continuity.

## 1. Background

1.1 Oldham Council first licensed the Low-Income Family Tracker (LIFT) platform from Policy in Practice in March 2023.

1.2 To date, the council have used the tool in a variety of ways, including helping 103 households claim Pension Credit. Policy in Practice analysis suggests we have achieved over £412,825 per year in increased benefits to residents, with a return of over £5 for every £1 spent. Further detail is included in *Appendix 1*.

1.3 The following focus for 2025-26 has been established focusing on driving uptake of specific benefits:

Month	Scheme	Narrative
June	Free Schools Meals	To enable families to access the HAF offer over the summer holidays and to receive the HSF funded £60 voucher over the school holidays
September – October	Pension Credit	Starting the campaign earlier this year due to 10-12 weeks average processing time from last winter
November-December	Attendance Allowance	Run up to Christmas campaign
January – February	Healthy Start	Starting the year with a healthy start
March – April	Council Tax Reduction	To coincide with Council Tax main billing

## 2. Alternative option(s) to be considered

2.1 Without LIFT, we would not currently have the capacity or capability to extract the relevant data to deliver a targeted campaign to increase benefit uptake.

2.2 Whilst alternative options to LIFT may be available in the marketplace, in addition to the Council building a platform internally, a change to a different platform would require

several months of planning, implementation and training, and would not be ready in time to support the current benefit uptake work.

2.3 During 2025-2026, we will review whether LIFT meets our requirements or whether a procurement process is required to identify a suitable alternative to enable us to continue to increase benefit uptake in Oldham as part of our commitment to work with a resident focus.

### 3. Consultation

3.1 The Cabinet Member has been briefed regularly and is supportive of the need for continuing with LIFT.

### 4. Risks

4.1 Without LIFT, we are unable to undertake the benefits campaign.

### 5. Implications

Financial	<p>The preferred option as detailed in the recommendations above is to renew the license of the Low-Income Family Tracker (LIFT) for a period of 12 months from 27th June 2025.</p> <p>The annual cost of the LIFT tool is £37,273 per annum, excluding VAT.</p> <p>The Council is in the process of obtaining £42,598 from the GMCA, who have approved the use of these funds to purchase the licence in 2025/26</p> <p>The pro rata cost for 2025/26 is £27,955. The relevant accruals will be made at year end to ensure the licence is correctly accounted for in both financial years.</p> <p style="text-align: right;">Matt Kearns, Finance Manager</p>
Legal	<p>The report has outlined that (LIFT) has positively benefited over 100 households in the borough and without it, those households will be negatively affected. The fact that there is external funding available to meet the cost would likely lead to a negative reputational impact should the Council not proceed with the recommended option.</p>

	<p>It is advised that next year the service should work with procurement colleagues to understand other alternative options in the marketplace such as the mentioned "Oneview".</p> <p style="text-align: right;">Alex Bougatef, Interim Borough Solicitor</p>
<p>Equality impact including implications for Children and Young People</p>	<p>Renewing the LIFT license supports the Council's work to reduce poverty and improve financial inclusion, particularly for older and low-income residents. It helps identify those missing out on benefits, many of whom face structural barriers linked to age, disability, or economic inequality.</p> <p style="text-align: right;">Jonathan Downs, Policy Manager</p>
<p>Procurement</p>	<p>Commercial Procurement supports the recommendation to proceed with a 12-month call off contract with Policy in Practice. G Cloud 14 Framework details:  Agreement number: RM1557.14  Start Date: 29/10/2024  End Date: 28/04/2026  Regulation: PCR2015  Agreement Type: PCR15 Framework.</p> <p>Procurement has initiated a project titled "low income family tracker" RM.155714 All-Oldham Council No 68304 via the CCS Digital Marketplace. The search was based on the following criteria: Search term: "low income family tracker", Security certification: ISO/IEC 27001 (service security), Cyber essentials, Cyber essentials plus; Supplier type: Not a reseller with Policy in Practice as the only available supplier. As per the CCS buying Guidelines, if there is only 1 supplier matching the search criteria, the contract can be awarded with no further procurement action necessary.  Procurement will work with Legal &amp; IG Colleagues to ensure the G Cloud 14 order form is completed correctly.  G Cloud 14 framework is compliant with the Council's Contract Procedure rules.</p> <p>Upon approval of the DDR please advise Procurement so the required PCR2015 Contract award notice can be published.</p> <p style="text-align: right;">Senga Henstock, ICT Senior Buyer</p>
<p>Has the relevant Legal Officer confirmed that the recommendations within this report are lawful and comply with the Council's Constitution?</p>	<p style="text-align: center;">Yes</p>
<p>Has the relevant Finance Officer confirmed that any expenditure referred to within this report is consistent with the Council's budget?</p>	<p style="text-align: center;">Yes</p>

Are any of the recommendations within this report contrary to the Policy Framework of the Council?	No
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## 6. Appendix

### Appendix 1 – LIFT Renewal Pack from Policy in Practice



<b>Report author sign-off</b>	Fran Lautman 
Role	Assistant Director of Customer Experience
Date of sign-off	11 August 2025

<b>Approval</b>	
Officer approval sign-off	Fiona Greenway 
Role	Executive Director of Resources
Date of sign-off	12.08.25

<b>Approval</b>	
Member(s) approval sign-off	 Cllr Abdul Jabbar
Role	Cabinet Member for Finance, Corporate Services and Sustainability
Date of sign-off	11.08.2025