

Delegated Decision Report

Decision below £250k



Subject:	Renewal of the Low-Income Family Tracker to enable a targeted approach to increasing Benefits uptake
Decision maker: Senior Officer	Fiona Greenway, Executive Director of Resources
Decision date:	28 April 2026
Report author:	Fran Lautman, Assistant Director of Customer Experience
Ward (s):	All

Reason for decision

The license for usage of the Low-Income Family Tracker (LIFT) tool, from Policy in Practice, expires on 26 June 2026. 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 2026-27.

The annual cost of LIFT is £39,137 per annum, excluding VAT. The cost has been budgeted within the 2026-27 Crisis and Resilience Fund scheme grant funded by the UK Government.

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 2026 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 multiple households claim Pension Credit. Policy in Practice analysis suggests our Autumn 2025 Pension Credit campaign has achieved to date (with further data to follow) over £185,188 per year in increased benefits to residents. Factoring in average life expectancy in Oldham, the lifetime impact of this campaign is likely to reach over £1.7 million.

1.3 The following focus for 2026-27 has been established focusing on driving uptake of specific benefits:

Month	Scheme
August – September	Healthy Start
October – November	Pension Credit
January - February	Attendance Allowance
March – April	Council Tax Reduction

1.4 Alongside the specific campaigns, the Income Maximisation Team will be established in Summer 2026 funded by the Crisis and Resilience Fund and will be using LIFT on a monthly basis to identify and contact residents who may be eligible for each of the benefits listed above and will work with them to complete applications. The team will also deliver drop-in sessions across key locations in Oldham.

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 2026-2027, we will review whether LIFT fully meets our requirements. A procurement process in advance of June 2027 will be undertaken as this is the final period that a compliant contract can be issued.

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 campaigns outlined in *section 1* and would mean the Income Maximisation Team don't have access to the data to proactively identify residents who could be claiming benefits.

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 2026.</p> <p>The annual cost of the LIFT tool is £39,137 per annum, excluding VAT.</p> <p>The LIFT tool has been budgeting for in the scheme delivery costs of the Crisis and Resilience Fund 2026-27 funded by the UK Government.</p> <p>The pro rata cost for 2026/27 is £29,350. 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 multiple 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 and progress the relevant procurement.</p> <p style="text-align: right;">Alex Bougatef, Director of Legal Services</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: 28/10/2026 Regulation: PCR2015 Agreement Type: PCR15 Framework.</p> <p>Procurement has initiated a project on the Central Government Agency (CGA) Digital Marketplace ref no 72688 titled “Lot: Cloud software, All categories, All subcategories, Search term: "low income family tracker", Security certification: Cyber essentials, Cyber essentials plus, ISO/IEC 27001 (service security); Security governance standards: ISO/IEC 27001; Supplier type: Not a reseller with Policy in Practice as the only available supplier. As per the CGA 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 & 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>	
<p>Are any of the recommendations within this report contrary to the Policy Framework of the Council?</p>	<p style="text-align: center;">No</p>	

Report author sign-off	Fran Lautman
Role	Assistant Director of Customer Experience
Date of sign-off	27 April 2026

Approval	
Officer approval sign-off	 Fiona Greenway
Role	Executive Director of Resources
Date of sign-off	28 April 2026