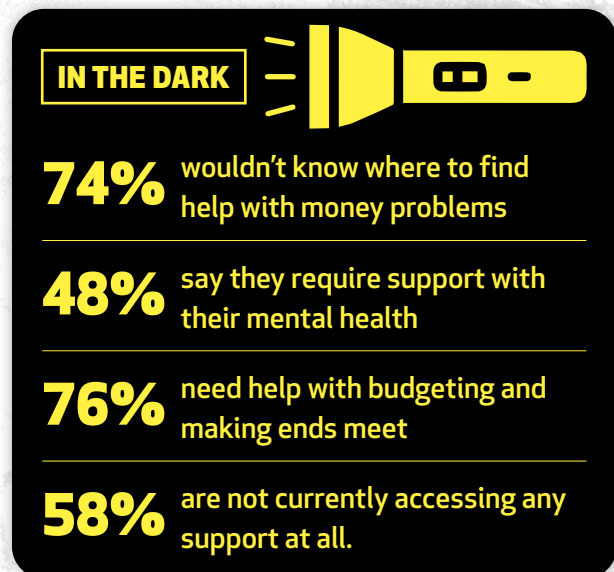
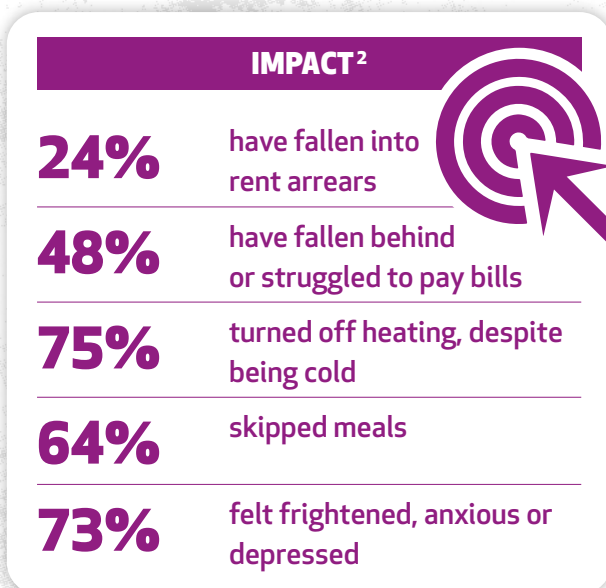
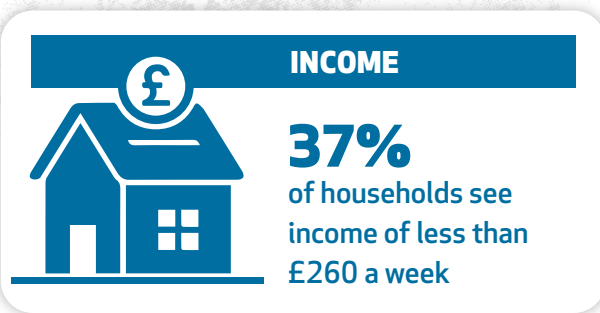


COST-OF-LIVING IMPACT ON SOCIAL HOUSING TENANTS

To book a Money Health-Check 'road test' to see how the process works, contact vsh@cleanslate.co.uk

The increased cost of living has been felt across the UK, but the 2022 *Quids in!* Readers' Survey¹ shows us how social tenants are struggling.

Quids in! is Clean Slate's money skills project, last year reaching 240,000 low income households with magazines, guides and personal finance emails.



¹ 1,311 responded to the 2022 *Quids in!* Cost of Living Survey. Responses from 818 verified social tenants were used in analysis. The full report will be published late Spring 2023

² Figures taken from those earning £260 or less per week

MONEY GUIDANCE SOLUTIONS FOR SOCIAL LANDLORDS

To book a Money Health-Check 'road test' to see how the process works, contact vsh@cleanslate.co.uk

What is money guidance?

Money guidance is a supported service, enabling people to review their finances, consider their options and take control. It operates in the space between financial hardship and taking action on debt. Its impact is transformative and long-term, and should be available to anyone at risk or already seeking crisis support.

FINANCIAL RESILIENCE IMPROVEMENTS

✓ Certain money will last until next paid

175%
increase

✓ Confident can afford utility bills

77%
increase

✓ Could keep food on the table if income stopped or decreased for a few weeks

211%
increase

✓ Would know where to find help with money problems

124%
increase

Financial resilience = Sustainable tenancies

Stonewater Housing refers 1,040 struggling tenants per year to our *Quids in!* Money Guidance programme. Data³ gathered enables us to benchmark need at the start of the service and report distance travelled by the end. Our unique assessment process reveals tenants are 30% more financially resilient after our support

VALUE FOR MONEY



With evictions costing landlords an estimated **£30k⁴** (including direct and indirect costs), Clean Slate is able to demonstrate significant and immediate benefits to both landlords and their tenants. Our pioneering measurement of financial resilience indicators ensures longer-term change to support tenancy sustainment.

77%

of clients who were initially in debt or arrears and not taking action, went on to become debt free or access debt advice after 6-8 weeks of support

£859

While average social rents increase by almost £400, clients saw average financial gains of £859 per annum

EMPLOYMENT GAINS



19%

of gains were from new employment income

"Your service is immeasurable - you help so many people in a variety of ways. I'm proud to work in partnership with Clean Slate - helping tenants step by step."

Michelle Hunt, Income Recovery Officer, Stonewater Housing

³ Source: Clean Slate impact data from Stonewater contract. Money Health Check taken both before and after support

⁴ Source: Simply Business 2019: <https://bit.ly/evictions2019>*This figure applies to private landlords that do not always have the same economies of scale but social landlords spend significantly more on tenant support

INTEGRATING MONEY GUIDANCE INTO TENANT SUPPORT

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Quids in! Money Guidance

We offer a one-to-one service with a dedicated support worker for up to twelve weeks. Clients can be referred by their housing provider or they can refer themselves. We start with our Money Health Check that uses 25 'yes' or 'no' questions to help us identify issues and opportunities. We work alongside clients to build a plan that prioritises their needs, builds trust and empowers them to take steps themselves.

Steph Kelly Clean Slate's Virtual Support Hub Manager, explains:



"We ensure clients are tapping into all the state support they're entitled to, including council tax support, and Discretionary Housing Payments. We prepare clients for appointments with debt specialists if required, discuss price comparisons for utilities and other contracts, and connect them with relevant local and national support, such as employment services, grant providers, and digital inclusion programmes.

"We message clients between weekly appointments to coach them through the next steps they've chosen to take. Once the case has come to a close we complete the Money Health Check a second time to capture the distance travelled⁵. Clients can be re-referred into our service as needed, and everyone can contact us, Monday to Friday, via our live webchat service."

Case Study Debbie's story



"Letters were coming through the door and I just stuck it all in a pile. After a while I just thought, 'Yeah, well, what can I do, because I haven't got it.'"

Debbie left her job of 15 years, just before lockdown. Despite applying for hundreds of jobs, Debbie and her partner spent almost six months relying on food banks, going for long periods without electricity or heating and falling into rent arrears and debt.

Debbie was referred to Clean Slate by a Stonewater Housing Officer and she began working with Katherine on a plan to tackle her debt and ensure she had heating and food enough to get by.

Two months into the money guidance programme, Debbie secured a new job. We caught up with her in February 2023 to see how she's getting on.

"I'm working full-time now. The rent comes directly out of my wages at the beginning of each month, and I have a standing order to pay off my debts. Two have been paid off already. When it's all paid, I should get my hair done or something. But knowing me, I'll get something for the cats instead!"

"I'm now aware that there are people out there that can help and I'm not the only one in that situation. Although it's not nice for other people to be in that situation, sometimes the feeling that you're not alone is huge."

"I'm now aware that there are people out there that can help"⁶

⁵ See our financial resilience indicators on page 2

⁶ 73.6% of social tenants do not know where to find help with financial problems, (Source: 2022 Quids in! Cost of Living Survey) 60% of money guidance participants do not know where to go but this is just a reported 11% by completion, (Source: Clean Slate impact data)