



Quids in! Readers club

QUIDS IN!

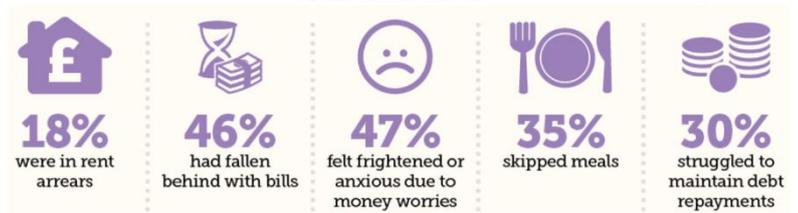
Quids in! is a money skills initiative for social tenants, benefit claimants and people suffering in-work poverty. We work with social landlords, authorities and support agencies who buy in our printed magazine and guides (such as our Universal Credit Guide for claimants¹), our digital service and our 3 Bs Money Skills² courses. We provide people with the latest news on benefits and pensions while offering accessible advice on ways to escape debt, juggle a tight budget, maximise their income and prioritise payments that protect their wellbeing. For advisers, we run the Quids In Pro network with a monthly briefing newsletter and a Knowledge Bank on Universal Credit (see quidsinpro.com).

CONTEXT

Social tenants are struggling³. Nine in ten struggle with their money to some degree and financial resilience is low: 74% have no savings to fall back on, 40% do not use a bank account, 16% say they face serious problems. They are less digitally included: Just 41% have access to the internet at home, 21% have none at all.

Universal Credit (UC) requires claimants to be online, (generally) have a bank account, and be able to manage monthly payments in arrears. Without savings, they cannot cope with a minimum five weeks without income. Our *10 Critical Insights on UC*⁴ briefing calls for early interventions to mitigate some unintended consequences.

Resilience



QUIDS IN GOES DIGITAL

The Quids In Readers Club⁵ emails members with the same kind of tips, advice and news updates as the magazine. Carefully selected deals grab members' attention alongside advice to support informed decision-making on money matters like dealing with benefits, rent arrears or reducing costs. Digital content is interactive and, supported by content on quidsinmagazine.com, designed to ensure subscribers exploit all the financial benefits of being online. Like with the magazine, we work with housing providers and authorities to maximise our reach and impact by licencing the email for them to send onto their tenants and residents, working within their data policies.

CIVIC INNOVATION CHALLENGE – OUR OFFER TO YOU

The Quids In Readers Club won the Mayor of London's Civic Innovation Challenge award for promoting financial inclusion and digital skills. From October 2018, we are working with Lloyds Bank to scale up and prove the impact of our money advice emails. We are linking with digital inclusion programmes and working closer with social landlords and authorities to extend our reach and make content more engaging, interactive and effective. We nudge subscribers towards finding savings online, ensuring they have the right financial services in place, such as a current account/ Basic Bank Account and a savings facility, and understanding their options on credit.

If your organisation is in contact with social tenants, benefit claimants and people suffering in-work poverty, and you recognise the need to increase their financial resilience, we want to work with you. There is no cost for generic subscriptions set up during the period of the Civic Innovation Challenge. The Readers Club provides an incentive to 'get the IT habit' for people who are 'new to digital' or missing out on important information and savings. There will be options to deepen our collaboration with local or more targeted content. Sign up for further information: <https://qimag.uk/CivicChallenge>.



¹ Universal Credit Guide: www.socialpublishingproject.com/universal-credit-guide

² 3 Bs: Banking, Budgeting and Being Online, considered to be the triple-threat for people accessing Universal Credit

³ Source: Quids in! Financial Wellbeing Survey 2016: See www.socialpublishingproject.com/2016-survey-report

⁴ www.socialpublishingproject.com/critical-insights-on-uc

⁵ See a sample copy here: qimag.uk/qircsep18