

THE SOCIAL PUBLISHING PROJECT AND QUIDS IN!

Quids in! INFORMATION SHEET

ABOUT THE SOCIAL PUBLISHING PROJECT

The Social Publishing Project was established in 2008 and became a social enterprise in its own right in 2012. It is in business to combat poverty and address financial exclusion by publishing materials to help people on low incomes stretch and manage their money better. We work with landlords, local authorities and advice agencies to engage households and produce a range of publications to support their activities with local residents.

In 2014, we published the findings of our second national reader survey, which was a snapshot of the lives of social tenants and their social wellbeing around England, Scotland and Wales. The results were staggering and led to development of our activity to influence policy formation and service delivery in the interests of people facing financial hardship. See the report at qimag.uk/qisurvey

QUIDS IN! MAGAZINE

Quids in! is a quarterly money management magazine which offers advice to improve readers' financial capability and wellbeing. It offers tips on budgeting, signposting information for help with debt, and general advice on borrowing, saving, spending and income maximisation. The average circulation is around 150,000 and growing.

Landlords, authorities and support agencies buy *Quids in!* magazine and distribute it to residents and service users for free. Landlords, for example, buy it in bulk and often make it a supplement to their tenant newsletters or insert it with rent statements.

In 2014, *Quids in!* reached over 300,000 social tenant households across the whole of the UK. The publication is available in English and Scottish versions and there is a dual language edition for Wales. A large print version is available upon request.

JOIN THE QUIDS IN PROFESSIONAL NETWORK

The Quids In Professional Network produces a monthly newsletter for anyone interested in developments, research and policy that affects people on low incomes. It is where we release research and policy information for discussion. Each month we publish a special report on a key theme, accompanied by a blog by Social Publishing Project founder, Jeff Mitchell. For more information and to sign up for free, visit qimag.uk/qipninfo

OUR QUIDS IN!-BRANDED PRODUCTS

Supporting multi-stranded strategies for engaging low income households and helping them overcome the particular difficulties they face, a range of *Quids in!*-branded products is available. We are happy to visit and discuss the combination of products you may require. Publications include:

- **Universal Credit Guide:** A 32-page A4 magazine to help tenants to make the tricky transition to Universal Credit
- **New Tenants Guide:** A 32-page A4 magazine to help new tenants understand the financial commitments they are taking on and help them plan for and cope with the transition. Includes lifestyle tips to manage a new household on a budget
- **Budget Planner:** An A3 fold-out planning guide to help users create a monthly budget. Uniquely, the *Quids in!* approach prioritises rent, bills and TV Licence payments, and works through other expenses in descending order of importance
- **'Bill-Buster' Guide to Reducing Fuel Costs:** A4 guide to help readers reduce the costs of heat, light and power around the home. Originally devised as an environmental project, it's the financial benefits that will change hearts and minds
- **Say No to Payday Loans leaflet:** Trifold DL leaflet on the dangers of payday loans. Although regulation has reined in payday loans, Universal Credit and other challenges will sustain demand for these and other high interest borrowing
- **Underoccupancy:** Popular trifold DL guide explaining new rules on the 'spare room subsidy' or 'bedroom tax'



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