

## Turn2Us

We don't have a great deal of data we can share with you but did have some thoughts around:

- Lack of awareness of existing schemes – need for better targeting and empowerment to act
  - In our partnership with United Utilities where we signpost people to their schemes through our Benefits Calculator we are finding that click through rates are very low so it is important to think through user journey beyond awareness. For instance is it better to send a nudge/reminder at a later time when people aren't as overwhelmed by other things they need to do to get support (i.e. apply for benefits)?
- People being scared to present need to a business due to fear of debt collection.
- The benefits of coproduction with people with lived experience in designing and improving schemes.
- Greater collaboration and use of data – i.e. obtaining information from DWP who collect a wealth of data on people who may be eligible for support schemes.