

# Attendance Allowance Uptake Pilot Project



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Ambitious Stockport, creating opportunities *for everyone*

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# Background

- Previous Pension Credit uptake project
  - Targeted comms
  - Likely-eligible cohort identified from Council records (Council Tax Support/Housing Benefit claims)
- No helpful Council data relevant to AA
- Recognition that GP patient records could allow equivalent 'targeting'
- Heaton Moor Medical Group approached and agreed to collaborate for pilot scheme

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# Objective



- Assess the effectiveness of using GP records as a means of targeting likely-eligible AA claimants
- Part of various SMBC initiatives to maximise benefit take-up amongst Stockport's older resident group to support their health and wellbeing and help them to maintain independence

# Methodology

- List of conditions understood to often underscore a successful AA claim provided to GP practice
- Matching patient records identified by GP practice
- Letter prepared by Council offering support with PC application
  - Option to call dedicated Council team, or
  - Request call back via cut-off slip and freepost envelope
    - Letter subjected to user testing
- Letters printed and sent in batches by GP practice
- Resulting resident contacts received and triaged by Council team
- Cases forwarded to Council Welfare Rights team for support with application
  - Offer of home visit included

# Outcomes

AA Lower rate: £3,777.80/year  
AA Higher rate: £5,644.60/year



- 450 letters posted (three batches)
- 68 responses (15.1%)
  - 11 cases not progressed (Already claiming 3; Assessed as not eligible 3; Self-application 2; Unable to contact resident 2; Resident passed away 1)
- As of 17 Dec 24:
  - No. cases with known outcomes 31
    - No. cases not awarded 2
  - Total resident cash gains £176,150
  - Mean resident cash gain £5,505/year
  - Maximum cash gain £9,657/year
  - No. higher rate awards 22
  - No. lower rate awards 4
  - Ratio '£ cash gain/closed case' to '£ cost/closed case' £141.81
- Note: No similar multiplier to that used to calculate the hidden health and social care costs resulting from unclaimed Pension Credit is available for Attendance Allowance. The PC multiplier for Stockport is £3.07/£ unclaimed PC

# Welfare Rights Team Observations



- Residents open to discussion about personal difficulties and needs, having instigated the contact
- Mean interview time 85 mins
- Home setting extremely valuable as it lends itself to discussion based on observations
- Easy transition of conversation to other benefits eg Pension Credit, Housing Benefit

# Practice Observations

- No 'push-back' from patients
  - Handful of queries into the Practice asking about the letter
- Additional triage of patient list would reduce wastage, eg
  - Practice contact with patients prior to letters being sent to ask whether they are already in receipt of AA and/or receive informal help at home

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# Next steps

- Extend reach to additional post codes and other Stockport PCN
- Ideally, evaluate impact of project on demand at the Practice