



VULNERABILITY

WEEK UK 2024

4th July 2024 | 15.000 – 16.00

Session 10:

Polling Day Special! What a changing political landscape means practically for financial inclusion, and improving outcomes for customers with money and mental health problems

Led by:

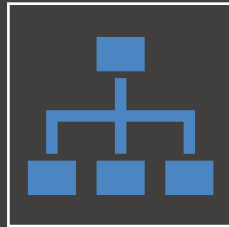
Helen Undy, Chief Executive, Money and Mental Health
Steve Brodgen, OVO



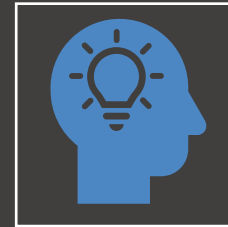
Session Structure



Video on and sound off
please (unless talking!)



Add your organisation
name to the ...



Q&A at end of session



Monitoring for Zoom
drop out and re-entry

Vulnerability Week

Collaborating with businesses from across sectors to enhance support for customers and colleagues facing vulnerabilities, whether physical, mental, financial, or health-related.

Together we can go further



VULNERABILITY

WEEK UK 2024

Today's Session

What a changing political landscape means practically for financial inclusion, and improving outcomes for customers with money and mental health problems



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WEEK UK 2024

Speakers:



Helen Undy

CEO

Money & Mental Health



Steve Brodgen

Vulnerability Support Manager

OVO



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**POLLING
STATION**





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Regulation:

- New Regulatory Innovation Office
- ‘Tougher’ regulation in energy, higher standards and automatic compensation when things go wrong
- More penalties for water companies polluting waterways
- Support for development of Open Finance, particularly for ‘financial wellbeing’
- Tighter regulation of AI
- Reform gambling regulation
- Regulate BNPL
- ‘Streamline the rulebook’
- Sandbox for underserved communities



Products:

- Permanent mortgage guarantee scheme
- Launch at least 350 banking hubs within 5 yrs
- Monitor use and acceptance of cash
- Guarantee access to face-to-face banking services
- Tackle rising cost of car insurance
- Alternative products to boost financial resilience, e.g. longer-term fixed-rate mortgages, piloting ways to boost savings
- Cross-sector approaches to fraud prevention



Wider financial landscape:

- Review Universal Credit ‘so it makes work pay and tackles poverty’
- Mandatory disability pay-gap reporting
- Reform Statutory Sick Pay
- Reform the Work Capability Assessment
- Focus on improving employment support

And the economy?

Financial Inclusion Strategy

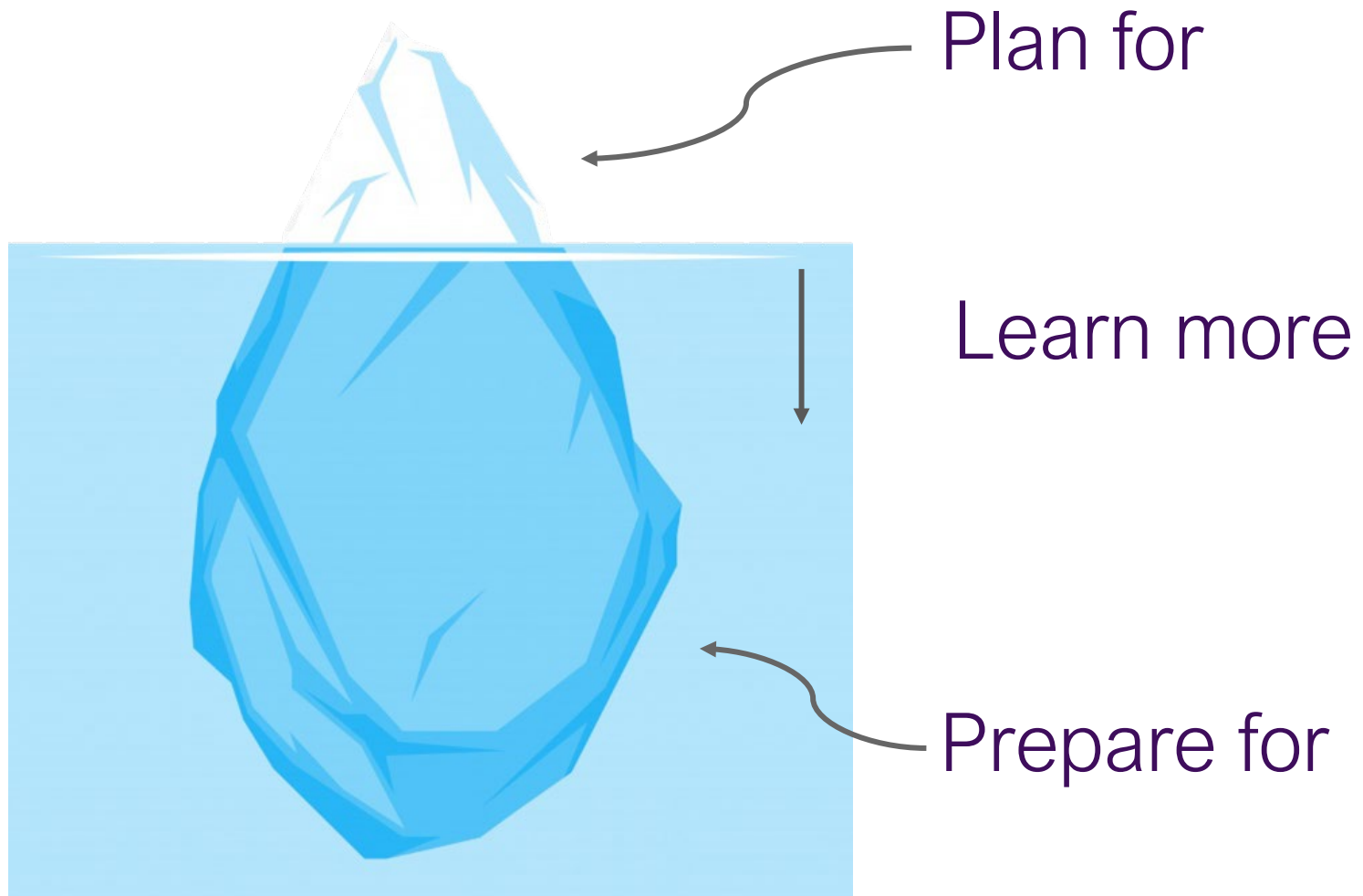
...And what else?

Framed by a focus on:

- Financial inclusion
- Tackling inequality
- 'Securonomics'
- Growth.



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Plan for

Learn more

Prepare for



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Bones.

**POLLING
STATION**



People experiencing mental health problems are **3.5** times more likely to be in problem debt.

Half of adults with a debt problem also have a mental health problem.

People in problem debt are **three times** as likely to have thought about suicide in the last year.



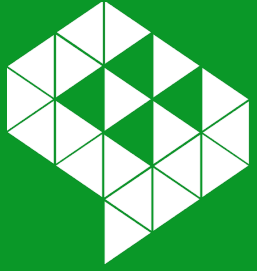


COST OF LIVING CRISIS

MENTAL HEALTH DECLINE

More than 2m adults in UK cannot afford to eat every day, Guardian reports

Good Morning Britain



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Lived experience and financial inclusion

**Money & Mental Health and
OVO**

Together, we have the power to make
energy work for people and planet



What did we review and why?

- ✈ **Communications**
- ✈ **Training & resources**
- ✈ **Digital accessibility**



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Communications

Reviewing written and verbal communication templates and principles for talking to customers



Testing and feedback

From people with lived experience of mental health problems on new concepts or changes a firm is looking to introduce



Digital Accessibility

Determining how accessible websites and apps are for customers with mental health problems, and how accessibility can be improved



Disclosure

Assessing how easy it is for a customer to disclose a mental health problem, and how to respond and manage data



Managing expectations

Improving our completion rate using our Customer Support Package application form simply by setting clear expectations up front on how long it would take to complete.



Live Example



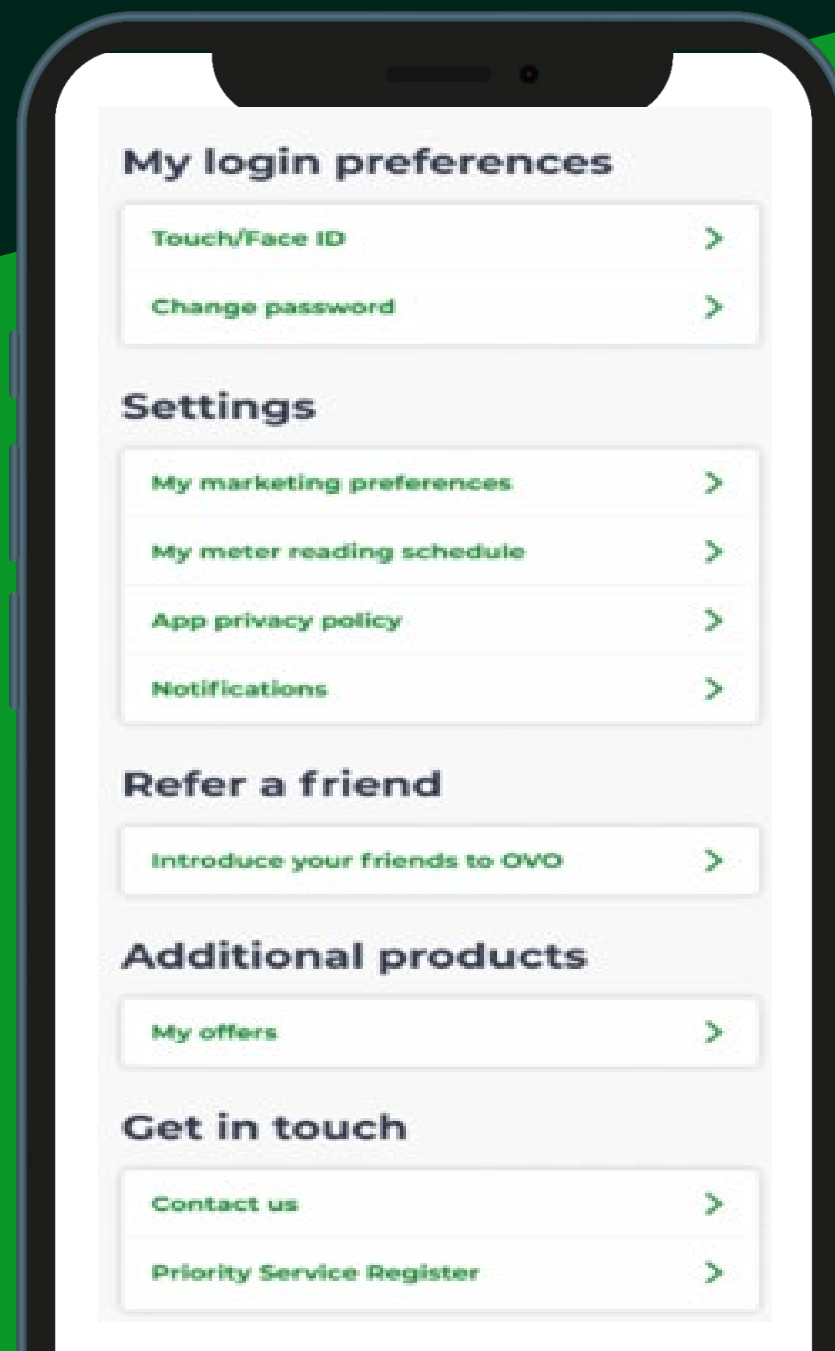
OVO Energy

<https://customer-support-package.ovoenergy.com>

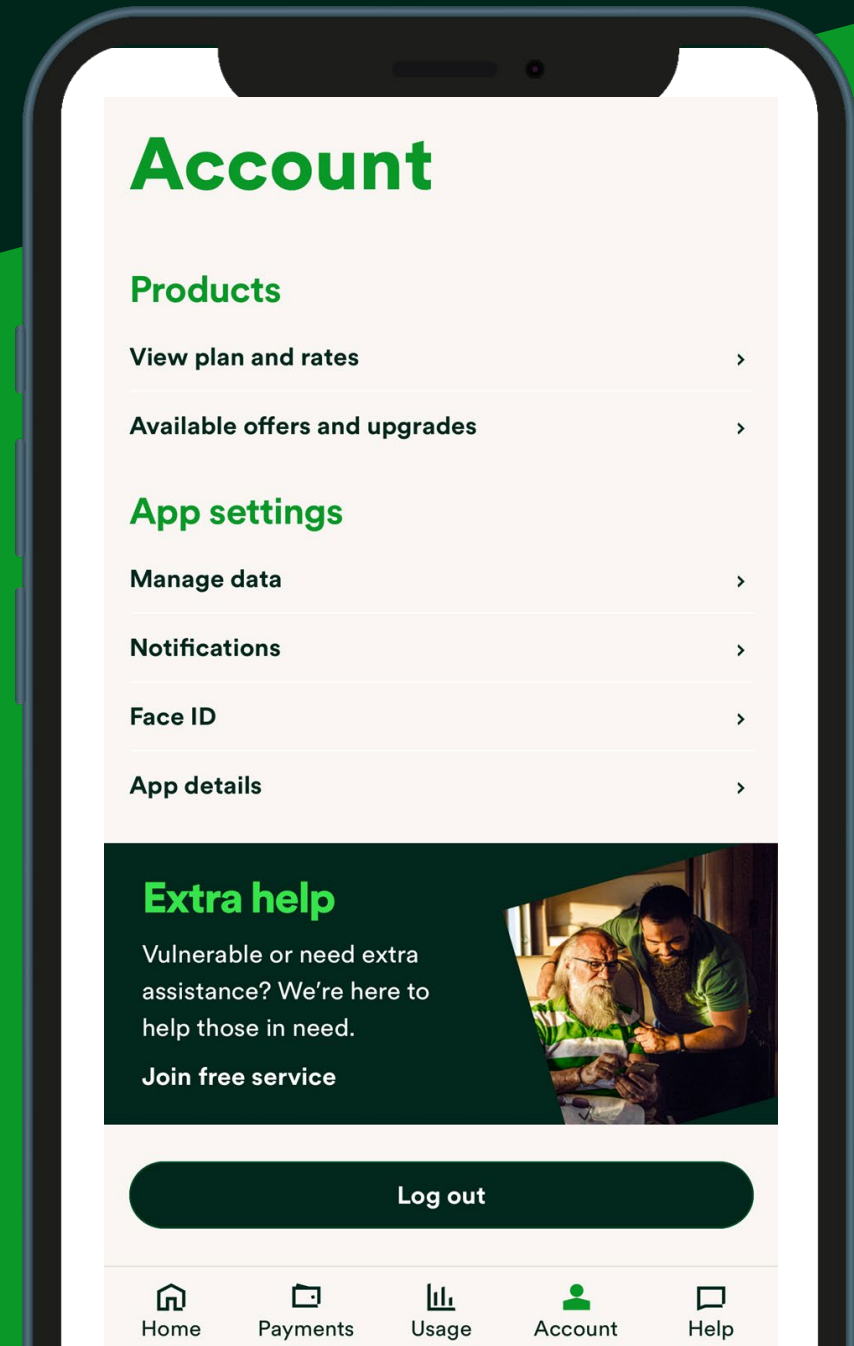
OVO Customer Support Package

Our **Customer Support Package** is available to **OVO** and **Boost** customers. The application takes around 5 minutes, and you'll need to have some information ready ...

Taking our PSR
application
journey from
this...



to this



Account

Products

View plan and rates >

Available offers and upgrades >

App settings

Manage data >

Notifications >

Face ID >

App details >

Extra help

Vulnerable or need extra assistance? We're here to help those in need.

Join free service



Log out

Home

Payments

Usage

Account

Help



Language & tone matters

Please remember to pay your balance

Hello Mr GlossyGrape Timid Steenee

We recently sent you a statement. In case you missed it the balance outstanding is £322.78. The account balance in your online account will be different as this includes costs since your statement date.

If you've made a payment since your latest statement, thank you, please ignore this letter.

To pay your balance, please give us a call on 0800 069 9831 (Mon-Fri 8am-6pm and Sat 9am-2pm).

Have your meter reading(s) ready to share with us when you call

We'll make sure your account balance is accurate and your next bill will be based on the energy you've used rather than any estimates. Here's a guide on how to take a meter reading ovoenergy.com/help/meter-readings.

You can spread the cost over time

You can do this by setting up a Direct Debit in your OVO account (my.ovoenergy.com/login), under **Payments**. We'll recommend a monthly amount that'll cover the energy you'll use, and help you pay off your balance gradually.

We can help you stay on track

Hello Devonte

We've noticed you have £328.22 to pay on your account. You can find information on ways to pay below.

If you're struggling financially, we're here for you

We've helped thousands of people in different kinds of situations and there are many ways we can support you. Please get in touch with our team to talk about the help that's available.

Your payment options

Please pay the full amount:

Pay by card by calling our automated service on **0330 303 5063** or online at my.ovoenergy.com

If that's not possible:

Please speak to our team to set up an **affordable payment plan** or to access **financial support**. We're here to help. Call **0330 303 5063**, 9am to 5pm, Monday to Friday or visit help.ovoenergy.com

Want to pay by cheque or bank transfer? Our details are on the back of this letter.

Paying by Direct Debit is easier – as it spreads your costs evenly over a year

This can help protect you from having to pay more in winter, when your energy use might be higher. Payments also happen automatically, which means you don't need to remember to pay each month.

You can set this up in your online account at my.ovoenergy.com/login, or call us



Lived experience feedback

“Add something that can bring hope and lift doom and gloom, something like: ‘Many people like you face similar situation each year and were able to clear the energy debt after contacting us, so don't hesitate, the sooner you contact us the quicker we can put you at ease by finding a solution that works for you’.” Research Community member

“I like the colour scheme and the fact it's not in scary red which a lot of companies do when you're overdue a payment. Tone matters and the ‘it's important we sort this together’ is good.” Research Community member

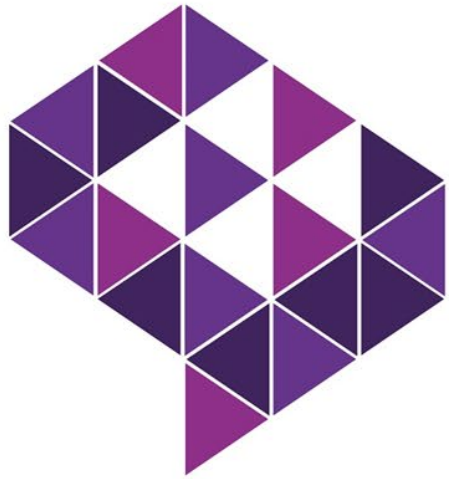
“Instant triggering for people like me who can't make calls, triggering to the point of activating demand avoidance now knowing will never be able to action this as can't call causing this to spiral. If they said please call, email us or write to us on... This would help.” *Research Community member*



Reflections

What you can do:

- Join our professional network:
<https://www.moneyandmentalhealth.org/professional-network/>
- Read our best practice guides:
<https://www.moneyandmentalhealth.org/supporting-vulnerable-customers/>
- Work with us:
<https://www.moneyandmentalhealth.org/mentalhealthaccessible/>
- Get in touch: alexis.stevens@moneyandmentalhealth.org



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contact@moneyandmentalhealth.org

 Collaboration Network

#VulnerabilityWeekUK2024



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WEEK UK 2024

What's Ahead...?

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WEEK UK 2024

1st - 5th July 2024

 Collaboration Network

Charity Walk: Vulnerability Week UK 2024



25 Mile Fundraising Charity Walk for Demelza




Sponsor us here

Session: 5th July 2024 | Full Day

In Collaboration with South East Water

 aptean

 EQ

square 

 Collaboration Network

Regional Gathering **MANCHESTER**

Hosted by Atlanta Group

Atlanta Group Office,
101 Cathedral Approach, Manchester M3 7FB
16th July 2024 | 10.00 – 16.30



What's Included?

Industry Case Studies | Keynote Talks | Networking | Full Hospitality

Exclusive to Members

Our Partners



Collaboration Network

Annual Conference & Awards Ceremony 2024

Royal Leonardo Hotel, London | 2nd October 2024

Featuring speakers from:



Northumbrian
Water Group



Starling
Bank



Financial
Ombudsman
Service



Barking &
Dagenham
Borough



HM Treasury



Monzo



Further
Coaching



City Mental
Health Alliance



Virgin Media O2



Money & Pensions
Service



Northern Gas
Networks



Nationwide



FCA



Alzheimer's
Society



Brainfood
Consulting



DeAnna Avis



EARLY BIRD TICKETS NOW AVAILABLE

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www.collaborationnetwork.co.uk



www.collaborationnetwork.co.uk

Together, we can go further

Join us or follow us on LinkedIn for updates