



**Money &
Pensions
Service**

By Email Only

3 March 2022

Freedom of Information Ref No. FOI77 [REDACTED]

Dear [REDACTED]

Thank you for your Freedom of Information request received on 4 February 2022.

You asked the Money and Pensions Service the following:

“How much did the Money and Pensions Service pay for the 2019/20 ‘Stronger Nudge’ evaluation trial? Please provide details of the amount paid to the Behavioural Insights Team (BIT) and any other payments made by MaPS for the completion of the trial and production of the Stronger Nudge Evaluation and Report published in July 2020.”

Money and Pensions Service Response:

I can confirm the Money and Pensions Service paid the Behavioural Insights Team £240,000 for their work on the Stronger Nudge trial, however this does not represent the full cost of the trial activity. It also included internal resource costs, the cost of delivering the Pension Wise appointments and the costs incurred by pension providers participating in these trials. These costs are not recorded.

I hope this information is helpful. If you have any queries about my response to your request do not hesitate to contact me. Please remember to quote the reference number above in any future communication.

Yours sincerely,

[REDACTED]

Complaints & Freedom of Information Officer

Money and Pensions Service

120 Holborn, London EC1N 2TD t: +44 (0)115 9659570 w: MoneyAndPensionsService.org.uk





Your right to complain under the Freedom of Information Act

If you are not happy with this response you can ask for an internal review by e-mailing foi@maps.org.uk or by writing to Money and Pensions Service, 120 Holborn, London, EC1N 2TD. Any review request should be sent within two months of the date of this letter.

If you are not content with the outcome of an internal review you may apply directly to the Information Commissioner's Office (ICO) for a decision. Generally, the ICO cannot make a decision unless you have exhausted our own complaints procedure.

The ICO can be contacted at: Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF
<https://ico.org.uk/global/contact-us/> or telephone 0303 123 1113 or 01625 545745