

Financial Capability: progress against 2006/07 targets

Delivering Change (published in March 2006) announced a programme of seven projects to improve financial capability in the UK. The following tables report progress against the 2006/07 targets for each initiative.

1. Schools (Learning Money Matters)

Specific outcomes:	Targets 2006/07	Targets achieved	Comment
<ul style="list-style-type: none"> To create effective partnerships in a coherent and funded strategy to deliver Learning Money Matters in schools. Support made available through this project is used by teachers of children in the 11-19 age range. The profile, status and quality of personal finance education (pfe) is raised and maintained. Young people agree that the pfe they receive at school has made them more capable and confident in dealing with financial issues. 	1) Establish UK co-ordinating group to oversee implementation of Learning Money Matters across UK.	Not applicable	We subsequently agreed with our key partners in Wales, Scotland and Northern Ireland that we should use existing mechanisms (e.g. pfeg Forum) instead.
	2) Develop and implement longer-term funding strategy.	Achieved	We will fund pfeg to take forward the Learning Money Matters initiative in England. And we will provide funding to the Scottish Centre for Financial Education, the Council for the Curriculum, Examinations and Assessment in Northern Ireland and the Welsh Assembly Government to extend the initiative to schools in the devolved administrations.
	3) 500 secondary schools request support through Learning Money Matters.	Exceeded	At the end of March, 823 schools had requested support through Learning Money Matters, of which 617 had either received or are currently receiving support.



Specific outcomes:	Targets 2006/07	Targets achieved	Comment
	4) 75,000 new pupils in the 11-19 age reached by project.	Exceeded	114,000 pupils reached by the project.
	5) Planned changes to the curriculum in England and N. Ireland already provide the opportunities to mainstream pfe in these countries. We will contribute to the curriculum reviews currently taking place in Wales and Scotland to assist in mainstreaming pfe in these countries too.	Achieved	
	6) Deliver a toolkit that will enable schools to evaluate the impact of pfe on the confidence of young people to deal with financial issues.	Achieved	During November and December 2006 the toolkit was trialed in 20 schools involving about 400 pupils. In 2007 the toolkit will be disseminated to schools participating in Learning Money Matters in England, Scotland, Wales and Northern Ireland. This will contribute to how we measure the impact of the initiative.

2: Young Adults: Helping Young Adults Make Sense of Money (Higher Education, Further Education & those Not in Education, Employment or Training)

Specific outcomes:	Targets 2006/07	Targets achieved	Comment
<ul style="list-style-type: none"> To create effective partnerships in a coherent and funded delivery strategy to young adults in Higher Education, Further Education and NEET (those Not in Education, Employment or Training). Delivery organisations commit sufficient resources to the programme. The products and support promoted through the Young Adults programme (toolkits and training) is used by delivery organisations in order to reach the target audiences. Young adults in target sectors engage with the need to take control of their money and agree that the programme has helped them to be more capable and confident in dealing with financial issues. 	Higher Education Institutions		
	1) 10-20 representative HE Institutions across the UK become 'Early Adopters'.	Achieved	We worked with 19 universities to roll out the toolkit.
	2) Early Adopters refine and add to the model developed in partnership with Roehampton University ("Money Doctors" scheme) and provide appropriate evaluation and feedback (Q3 2007).	On track	We received materials and evaluations from all 19 Higher Education institutions. Early Developers are on track to provide feedback and materials on the revised version of the Money Doctors scheme.
	3) Refined and enlarged toolkit is completed in two stages and available for national roll-out in academic year 2007/08.	On track	We are on track to produce the toolkit and have set new objectives for phased implementation of national roll-out (see 07/08 targets).



Specific outcomes:	Targets 2006/07	Targets achieved	Comment
	Further Education Institutions		
	4) Work with FE Institutions, Learning and Skills Councils and their umbrella bodies to use personal finance as a context for delivering key skills. This will be based on successful pilots in London colleges.	Achieved	We have completed this through successful pilots in 3 London colleges.
	5) Adapted Roehampton University (Money Doctors) pilot package taken up and used for pastoral support by five FE Institutions (during academic year 2006/07).	Partly achieved	We have recruited 10 Further Education colleges, who will be adapting the toolkit for the FE sector in 07/08.
	NEET Sector		
	6) First tranche (10-12) of organisations to act as Early Adopters identified and programme agreed.	Achieved	We signed up 12 organisations as Early Adopters and just over 700 staff from these organisations attended our training courses across the UK.
	7) Second tranche (50) Early Adopters confirmed.	Achieved	We have expressions of interest in future training from professionals in more than 50 organisations which provide services to NEET young people.
	8) Training and evaluation of second tranche on track to complete at end May '07.	Not applicable	This target was incorrectly described and should have read 'Training and evaluation of first tranche on track to complete at end May '07', which was achieved.
	9) On track for Early Adopter showcase event and report publication in Q4 2007.	On track	
	Infrastructure		
	10) Establish whether there is a business case for providing support to organisations in the form of a national 'phone line and web-based information service and/or local partnership networks.	Postponed until 2007/08	Evaluation of Young Scot Infoline pilot was received, but we postponed developing a business case because the budget was re-allocated to more time-critical financial capability work during 2006/07.



Specific outcomes:	Targets 2006/07	Targets achieved	Comment
	11) Fully costed business case for 'phone line and web-based information service prepared.	Postponed until 2007/08	Budget re-allocated to more time-critical financial capability work during 2006/07.
	12) Explore further funding and operational possibilities for 'phone line and web-based information service.	Postponed until 2007/08	Budget re-allocated to more time-critical financial capability work during 2006/07.
	13) Decide whether to proceed with 'phone line.	Postponed until 2007/08	Budget re-allocated to more time-critical financial capability work during 2006/07.

3. Workplace: Make the Most of your Money

Specific outcomes:	Targets 2006/07	Targets achieved	Comment
<ul style="list-style-type: none"> • Win commitment of adequate resource from partner organisations in the financial services industry and elsewhere. • Employers in the public and private sectors agree to participate in the programme, are convinced of the value of the programme and want to remain involved. • Employees make effective use of materials. • Employees attend seminars and adapt behaviour as a result. • Improved financial capability of employees reached. • Methods of delivering financial education in the workplace, and the materials provided, evolve to reflect the differing needs of employers. • The programme adapts to new initiatives, such as the introduction of a National Pension Savings Scheme. 	1) 200,000 employees receive the 'Make the most of your money' information booklet.	Exceeded	We distributed 203,205 packs of educational material in the year, making a cumulative total of 223,205.
	2) 15,000 employees attend a one-hour generic advice seminar.	Not achieved	<p>We delivered seminars to 8,910 employees in the year, making a total of 10,094. We found that most employers' forecast of the numbers of employees likely to attend seminars were over-optimistic. We will make up the shortfall of seminar attendees from last year's targets in 07/08, by:</p> <ul style="list-style-type: none"> • stressing the benefits to the employer; • working with them on their internal communications and marketing; and • developing an alternative disk-based product for firms where seminars are not viable.



4. Consumer Communications

Specific outcomes:	Targets 2006/07	Targets achieved	Comment
<ul style="list-style-type: none"> • Significantly increased awareness and understanding among target audiences of FSA as a provider of free, impartial information. • Clarity about target audiences FSA is trying to reach (influenced by the Financial Capability survey). • Effective partnerships with third parties who will help deliver our financial capability products/services to the right people at the right time. • Information is engaging, accessible and appealing. • Close collaboration with the Office of Fair Trading (OFT) on debt issues. 	1) Increase the number of third parties who link to the FSA website.	Achieved	We increased the number of third parties from 2 to 33.
	2) Target audiences (for overhaul of website and publications) agreed using results of the Financial Capability Survey and other relevant inputs.	Achieved	Our target audience for all of our consumer information is the mass market, which we segment further on a campaign-by-campaign basis depending on the issues.
	3) Core consumer messages are consumer tested, revised and agreed.	Achieved	
	4) Consumer website overhauled by end Q4 2006, in collaboration with the OFT's revamp of its website.	Achieved	www.moneymadeclear.fsa.gov.uk was launched on 15 December 2006.
	5) New visual identity for consumer-facing material developed and tested. Rolled out on website in Q4.	Achieved	We conducted an online survey of 3,000 people, 85% of whom found the site's content useful and informative.
	6) Forward plan for consumer campaigns is developed.	Achieved	See 07/08 targets for more detail.
	7) Partnerships with key organisations are built to support campaigns.	Achieved	Evaluation of the Insurance made clear campaign showed that search engines directed the majority of visits to the website. However, we also received a significant proportion of visits via our partnerships with third party organisations.
	8) Consumer testing of online material and selected publications, with recommendations fed into redevelopment project.	Achieved	

5. Online Tools

Specific outcomes:	Targets 2006/07	Targets achieved	Comment
<ul style="list-style-type: none"> FSA is working with and has the support of stakeholders to make its online tools more widely available. FSA online tools are increasingly used by others. Consumers using FSA online tools have more confidence and feel more capable about managing their affairs. Consumers using FSA online tools behave differently when managing their financial affairs (e.g. plan better and make informed choices). 	<i>(This phase will test the syndication model with a variety of partner types.)</i> 1) Increase the number of websites making available FSA online tools. 100% increase in number of monthly visitors to FSA online tools, in particular the Healthcheck and Debt Test.	Partially achieved	Average monthly visits to the FSA's Healthcheck (introduced June 2005) increased by 135%. Marginal increase in average monthly visits to the FSA's Debt Test which was introduced in January 2006.
	2) Use results to set suitable targets going forward for partner websites and visitor levels to online tools.	Achieved	See 07/08 targets.

6. New Parents (Money Box)

Specific outcomes:	Targets 2006/07	Targets achieved	Comment
<ul style="list-style-type: none"> Establish whether or not a business case is made for proceeding with full rollout of Money Box. Potential partners and distributors are identified. If a business case is made, the product reaches target audience and parents are more aware of the financial implications of parenthood and more confident in managing their personal finances. 	1) Develop and trial the concept through a number of large employers.	Achieved	We tested the guide with 11 employers and delivered it to over 1,500 new and expectant parents.
	2) Develop the business case for full roll-out in 2007/08.	Postponed until 07/08	We need to carry out a larger trial to test the logistics of larger scale printing and distribution where delivery is via health professionals. This trial will take place in 2007/08.
	3) Obtain a full evaluation of the trial.	Achieved	Evaluation results show that the Guide is useful and that parents have taken action as a result.
	4) Assess the feasibility of using other distribution channels.	Achieved	We decided that using Health Services will enable us to reach most parents. Early indications from health professionals are favourable.
	5) Involve key stakeholders and delivery channels.	Achieved	The Working Group includes key stakeholders who have been consulted throughout the design, development and pilot process.

7. Money advice

Specific outcomes:	Targets 2006/07	Targets achieved	Comment
<ul style="list-style-type: none"> • Consumers become increasingly engaged with their own personal finances. • Preventative general money advice (recognisably distinct from the regulated sales process) is perceived as worthwhile and valuable. • Preventative general money advice is more widely available through a variety of channels appropriate to the target consumer audience. • There is a focus on groups with lower financial capability who could benefit most from access to preventative general money advice. 	1) Positive engagement with prospective partner organisations (including governmental organisations and not-for-profit agencies) who have suitable infrastructure and relationships with people and are already providing advice and guidance in complementary subject areas.	Achieved	We have formed positive partnerships with a range of organisations enabling us to reach a variety of on-the-ground intermediaries. Partner organisations include the Chartered Institute of Housing, Macmillan Cancer Support, and the National Offender Management Service.
	2) Establish whether capacity exists for such organisations to provide preventative general money advice.	Not applicable	The government has commissioned an independent feasibility study to research and design a national approach to generic financial advice and so we decided this was no longer appropriate.
	3) Completion of the assessment of whether it is in the interest of commercial organisations to offer non-regulated money advice.	Achieved	The Resolution Foundation commissioned a report, in consultation with us, to assess whether there is a commercial case for providing money advice. The report was published in December 2006.