

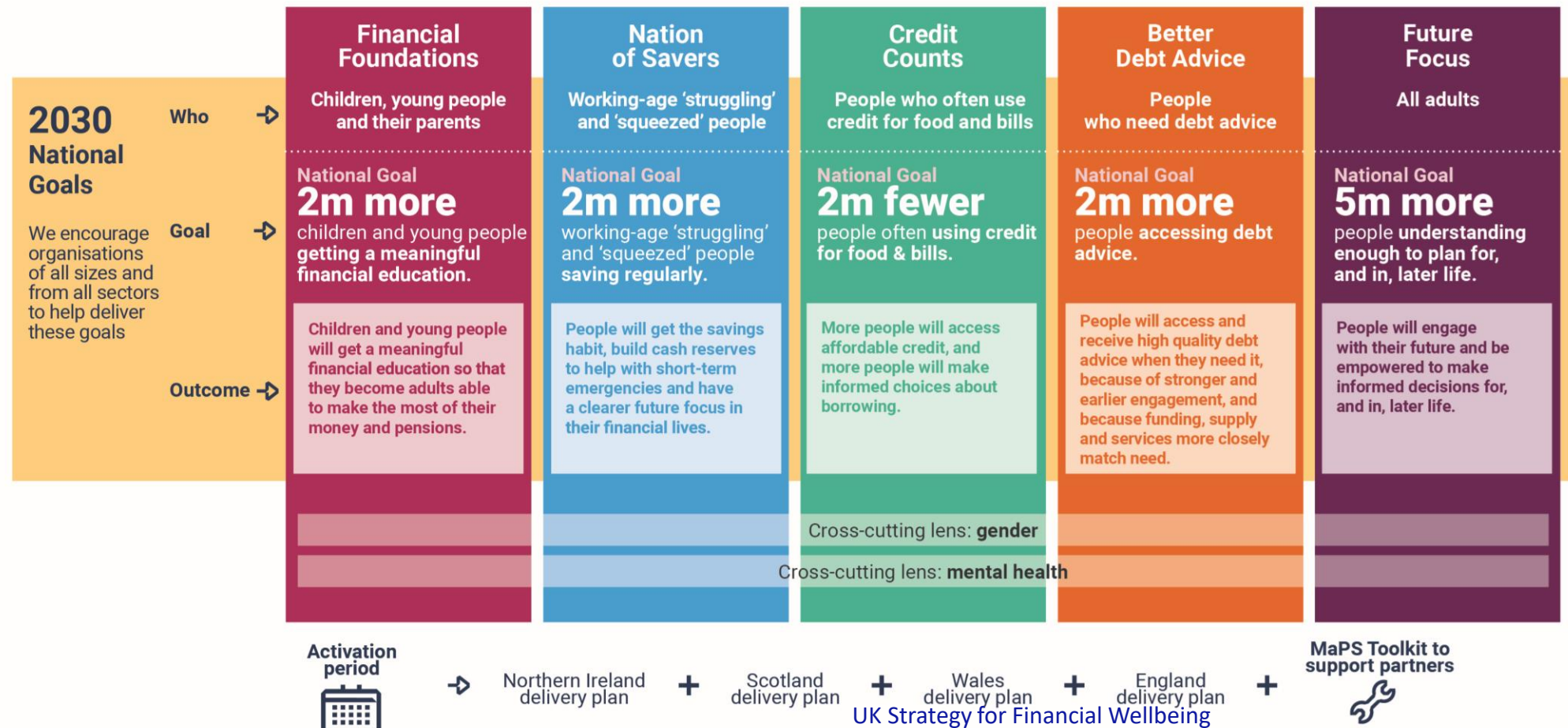


# UK Strategy for Financial Wellbeing

Summer 2025 Progress Report (Scotland)

# UK Strategy for Financial Wellbeing

- We believe a financially healthy nation is **good for individuals, communities, businesses and the economy.**
- Our vision: Everyone **making the most of their money and pensions**
- Our shared Agendas for Change are the five ways we will drive change at scale, **working with and encouraging other organisations** across five key pillars: Financial Foundations, Nation of Savers, Credit Counts, Better Debt Advice and Future Focus.



# England Delivery Plan: a progress report

- The England Delivery Plan was published in February 2022.
- It set out the priorities for MaPS, our partners and our stakeholders to focus on in England, and the 22 activities that are taking place to meet those priorities over the next 24-36 months.
- On the following slides we provide information about the progress of these initiatives up to Summer 2025.
- However, we would like future iterations of these progress reports to be able to capture all the work going on across England that helps make progress towards the National Goals.
- If you are:
  - a) involved in projects or programmes which contribute **directly** to the National Goals, and
  - b) you would be happy for us to include updates on those initiatives in future iterations of this progress report, then **please let us know**.

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## England Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Lead	Partners	Commentary
<b>Digitise <a href="#">Talk Learn Do (TLD)</a></b> Adaptation of TLD to give parents, carers and practitioners access to digital, bite-sized content which supports them to teach children about money	<ol style="list-style-type: none"> <li>1. Digitisation of existing content</li> <li>2. Increased reach of content to parents and practitioners</li> <li>3. Increased use and impact of TLD by parents and practitioners</li> </ol>	MAPS Lead	FinEd, Parenting Children, FS sectors	The new Talk Learn Do digital content has been live on the MoneyHelp website for nearly two years. This content has been reviewed as part of a wider review of content which supports parents and carers to talk to their children about money. Enhancements and updates are due to be made based on the findings of the review.
<b>Expand TLD for Teenagers</b> TLD will be expanded to include content for parents/carers of teenagers and young people, to help them teach the latter about money	<ol style="list-style-type: none"> <li>1. Creation of TLD content for teenagers</li> <li>2. Expand audience of TLD content</li> </ol>	MAPS Lead	FinEd, Parenting Children, FS sectors	Our research has identified that, in the home, there are low levels of talking about, and searching for, money content and support. This highlights the need to meet parents and carers where they are. We are planning to map their needs more broadly and include financial education to the Family and Care area of the MoneyHelper website. We are also looking to trial adding specific parent/carer content to our existing content e.g. buy now pay later
<b>Expand and scale teacher training across the UK</b> Quality school-based financial education is key to achieving the national goal.	<ol style="list-style-type: none"> <li>1. Increased teacher training reach across the UK</li> </ol>	MAPS Lead	DfE; FinEd & FS sectors; Education Scotland; CCEA	No further update, this work is now completed  The final evaluation report has been published <a href="#">Programme evaluation of grants to improve financial education in schools and for children and young people in vulnerable circumstances   Money and Pensions Service</a>
<b>Support for practitioners working with vulnerable children</b>  <b>Money &amp; Pensions Service</b>	<ol style="list-style-type: none"> <li>1. Increase content for practitioner support</li> <li>2. Increase reach and access of practitioner support</li> </ol>	MAPS Lead	DfE; Welsh Gov, Scot Gov, NI Exec, FinEd sector; social care services	MaPS has completed the financial education grant programme that funded approaches to supporting children and young people in vulnerable circumstances. The evaluation report has been published: <a href="https://maps.org.uk/en/publications/research/2024/evaluating-grants-improving-financial-education-for-vulnerable-young-people">https://maps.org.uk/en/publications/research/2024/evaluating-grants-improving-financial-education-for-vulnerable-young-people</a> We are now continuing to disseminate the findings and work with external stakeholders to promote along with our guidance below <a href="https://maps.org.uk/en/work-with-us/guidance-for-children-and-young-peoples-services-delivering-financial-wellbeing-for-children-and-young-people-in-vulnerable-circumstances">https://maps.org.uk/en/work-with-us/guidance-for-children-and-young-peoples-services-delivering-financial-wellbeing-for-children-and-young-people-in-vulnerable-circumstances</a>

## England Delivery Plan initiatives: progress report (Summer 2025)

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<p><b>Promote opt-in payroll savings schemes and develop case for alternatives</b></p> <p>Prompt a significant increase in voluntary take-up of existing opt-in payroll saving schemes, and trial and build the evidence base for opt-out schemes.</p>	<ol style="list-style-type: none"> <li>1. Increased availability of payroll savings schemes for employees</li> <li>2. Increased use of payroll savings schemes</li> </ol>	Nest Insight, Financial Services sector	Welsh Gov, MaPS, DWP, HMT, BSA, ABCUL, BlackRock, JP Morgan	<p>Nest Insight completed this phase of field trials for opt-out workplace autosave, presenting the compelling evidence at the end of March 2025.</p> <p>BlackRock committed another £1.5 million to Nest insight to continue research. The Financial Conduct Authority is working with other agencies to prepare a statement for employers and savings providers setting out what is permissible if they want to offer a workplace cash savings scheme.</p> <p>We are working with HMT on the savings pillar of the financial inclusion strategy.</p>
<p><b>Financial Services sector to co-create a draft savings charter to encourage regular saving</b></p>	<ol style="list-style-type: none"> <li>1. Creation of a savings charter for regular savings</li> <li>2. Increase in regular savers</li> </ol>	Financial Services sector	MaPS	<p>Savings Charter for financial services was launched in September 2024: <a href="https://maps.org.uk/en/work-with-us/sign-the-savings-charter">https://maps.org.uk/en/work-with-us/sign-the-savings-charter</a>.</p> <p>NatWest Group, Yorkshire Building Society and some credit unions have issued press releases on signing the Charter. FCA in its update on fair value in cash savings encourages firms to sign the Savings Charter.</p>
<p><b>Maximise the take-up of Help to Save and ensure consumers understand their savings choices once their account matures</b></p>	<ol style="list-style-type: none"> <li>1. Increased take up of Help to Save</li> <li>2. Increased understanding of savings choices for Help to Save consumers</li> </ol>	HMRC/HMT	MaPS	<p>The government is currently reviewing potential enhancements to the Help to Save scheme.</p>

## England Delivery Plan initiatives: progress report (Summer 2025)

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<p><b>Increase awareness of and access to community finance credit products</b></p>	<ol style="list-style-type: none"> <li>1. Increased awareness of community finance market and products</li> <li>2. Increased use of community finance credit products</li> </ol>	Fair4AllFinance	MaPS, HMT, Welsh Govt, NI Exec, Scot Govt	MaPS is working in collaboration with an industry working group on Access to Credit to consider how our guidance can better support customers declined for credit. Work has begun to assess the logic and product options of our tools, including ways in which the tools can increase awareness of community finance options. This work will be delivered in 2025.
<p><b>Development of income maximisation and improved money guidance to support people to choose and manage credit</b></p>	<ol style="list-style-type: none"> <li>1. Improved customer journeys for income maximisation</li> <li>2. Improved guidance and support</li> </ol>	MAPS & Fair4all	IncomeMax	Money guidance transformation work on an updated credit guidance has been finalised with two new credit tools launched to help consumers find credit or address reasons for rejection for credit. Further work is ongoing with UK Finance to include additional guidance for consumers that have been rejected for credit, supporting lender signposting to guidance that will lead to better consumer journeys covering income maximisation and information on other types of credit.
<p><b>Develop creditor standards for those with mental health issues</b></p> <p>Following the development of creditor standards for consumers with mental health problems, improve creditor sector engagement and support for vulnerable consumers</p>	<ol style="list-style-type: none"> <li>1. Good practice made available to and used by creditor sectors</li> </ol>	MMHPI, MaPS	Supported by Mental Health Sector and wider charitable sector	<p>The best practice guidance has been promoted at creditor events and exhibitions across the UK with a particular focus on sharing with local authorities in England.</p> <p>Link: <a href="https://maps.org.uk/en/publications/research/2023/mental-health-and-money-guidance-for-supporting-customers">https://maps.org.uk/en/publications/research/2023/mental-health-and-money-guidance-for-supporting-customers</a></p>

## England Delivery Plan initiatives: progress report (Summer 2025)

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<p><b>Work with essential bill creditors to allow people to avoid use of credit</b></p> <p>Help financially vulnerable people to manage their commitments through targeted help from essential bill creditors</p>	<p>1. Central point of access for consumers in vulnerable circumstances to range of support resources offered by essential services providers</p>	<p>Experian Support Hub</p>	<p>Financial Services, Utility and Energy sectors</p>	<p>Experian’s Support Hub service has been expanding at pace. Companies such as M&amp;S Bank, First Direct, and Zempler have signed-up, giving customers the opportunity to share their support and access needs in a simple, standardised way so they can get the support they need. More companies are set to join in the coming months.</p> <p>New ‘life events’ support needs have also been added to the service, so customers can notify their service providers about the circumstances they find themselves in, including if they have suffered a bereavement or are experiencing financial difficulty.</p> <p>Experian have also been working with StepChange and Stamma to promote the benefits of Support Hub, with a series of online video interviews, raising awareness of the service.</p>
<p><b>Expenditure smoothing to avoid use of credit for essential costs</b></p> <p>Further research and development of products and services to support people whose income or outgoings fluctuate over the course of a year</p> <p><b>Money &amp; Pensions Service</b></p>	<p>1. Consumers can fit payment of essential costs with variations in income and expenditure and avoid use of credit</p>	<p>Centre for Responsible Credit, LGA</p>	<p>Housing Association Charitable Trust</p>	<p>Findings from the Centre for Responsible Credit's FlexMyRent trials have been published. The Trials ran between February 2021 and March 2024 with 360 tenants of Southern Housing Association. Over half of tenants reported previously borrowing to pay for essentials (51%) and were never able to save (54%). Over 500 proposals were submitted by tenants during the scheme via a digital platform provided by Centre for Responsible Credit.</p>

## England Delivery Plan initiatives: progress report (Summer 2025)

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<p><b>Support implementation of Breathing Space, including Mental Health Access Mechanism</b></p> <p>HMT supported by MaPS and others will continue to promote Breathing Space to ensure the maximum strategic benefits are realised for creditors, the debt sector and consumers and that the mechanism (MHAM) is effective in supporting people with mental health problems</p>	<ol style="list-style-type: none"> <li>1. MaPS to support HMT with Breathing Space policy</li> <li>2. Engage with MaPS funded debt advice on Implementation</li> <li>3. Provide a MHAM single point of entry</li> <li>4. Pilot a MHAM service</li> </ol>	MAPS Lead	The Insolvency Service, Debt Sector, HMT	<p>We Are Group went live with the MHCBS service on 2nd January 2025, supporting customers with mental health and debt.</p> <p>The service is delivered by their delivery partners Toynbee Hall for debt advice queries and Kaleidoscope for additional support with mental health.</p>
<p><b>Broaden debt advice referral partners</b></p> <p>MaPS will convene sector-wide conversations to examine how the debt advice sector refers people to other specialist advice sectors to ensure they get the rounded, holistic support they need</p> <p><b>Money &amp; Pensions Service</b></p>	<ol style="list-style-type: none"> <li>1. Increase active referral partners into the Money Adviser Network (MAN)</li> <li>2. Pilot referral routes from non-traditional partners</li> </ol>	MAPS Lead	FS Sector, Debt Sector, Jobcentre+, HMRC, LAs in England, NHS, Devolved Administrations	<p>As part of our ongoing commitment to improving access to free, independent debt advice, the Money Adviser Network is delivering a service reset across the South East Jobcentres in partnership with the Department for Work and Pensions (DWP). This work focuses on strengthening integration within JobCentres and improving referral pathways to better support vulnerable individuals.</p> <p>A key milestone has been the introduction of a redesigned referral form, developed in line with Government Digital Service (GDS) principles. This update enhances usability for referral partners and improves triage to ensure customers are directed to the most appropriate support.</p> <p>We have also onboarded the Student Loans Company to broaden reach among financially vulnerable student borrowers and are working closely with local authorities to align services more effectively at a local level.</p>

## England Delivery Plan initiatives: progress report (Summer 2025)

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<p><b>Develop a retirement planning hub incorporating MaPS pensions dashboard</b></p> <p>The vision of the retirement planning hub is to support people with personalised guidance at every stage of their pension journey</p>	<ol style="list-style-type: none"> <li>Increase retirement planning in key consumer groups</li> </ol>	MAPS	No other orgs at this initial stage	This work is focussing on the wrap around guidance for MoneyHelper Pensions Dashboard with the initial phase looking at the onward guidance from MHPD. Helping people to understand their next best actions to help plan for and in later life having seen all their pensions on MHPD.
<p><b>Implement a mid-life MOT</b></p> <p>A tool to encourage people to engage with later-life planning through a holistic assessment of their health, finance and skills</p>	<ol style="list-style-type: none"> <li>People aged 45+ enabled to check in on their financial wellbeing on an annual basis, including gaining a better understanding of how to budget and plan for retirement.</li> </ol>	DWP Lead	Aviva, L&G, PHG, NCS, PHE, FIC, BCC	The Money Midlife MOT is a tool to help a user assess their current financial situation and plan for the future. The output is a tailored report which provides actions on how to improve your financial wellbeing from midlife through to retirement. It is part of the Government's wide MOT checks that also cover work and health. The tool was launched in 2022.
<p><b>Produce holistic financial wellbeing guidance for later life including specific information for women and diverse ethnic communities</b></p>	<ol style="list-style-type: none"> <li>Delivery of Later Life Financial Wellbeing Guidance</li> <li>Increased reach of Later Life Guidance</li> </ol>	MAPS Lead	Age UK, Centre for Ageing Better, financial services sector	Later life guidance is a multifaceted life stage which is triggered after consumers make their first pensions decumulation decision. It covers all aspects of finances and trade-offs people will need to make as they gradually move from work into full retirement. MoneyHelper guidance has been updated in key areas such as homes, wills and power of attorney. MaPS will continue to develop a dedicated life event journey in the next few years including journeys from pensions dashboard.

## England Delivery Plan initiatives: progress report (Summer 2025)

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<b>Develop and launch a digital hub for employers and partners</b>	<ol style="list-style-type: none"> <li>1. Increased employer and partner engagement</li> <li>2. Increased reach for MaPS initiatives</li> </ol>	MAPS Lead		<p>A key element of our outreach strategy will be making our information easily accessible to partners. This will be supported by a new digital platform that spans our full range of resources, including a fully refreshed and updated evidence hub. Our ambition is for this to become the go-to-source for funders, decision-makers and providers.</p>
<b>Digital hub will include specific customer journeys supporting women in the workplace</b>	<ol style="list-style-type: none"> <li>1. Increased reach for supporting women in the workplace</li> </ol>			<p>We will develop a central digital space for partners and stakeholders to access our full range of services, including evidence and insights, as well as Money Guiders resources, MoneyHelper syndicate content and tools, and more.</p>
<p><b>Develop and implement a Financial Wellbeing and Health Systems strategy</b></p> <p>MaPS will collaborate with NHS services in Wales and across the UK to design, pilot and deliver financial wellbeing support through health systems</p>	<ol style="list-style-type: none"> <li>1. Develop a FW and Health Systems Strategy</li> <li>2. Embed FW within the health and social care system</li> </ol>	MAPS Lead	National Academy for Social Prescribing, NHS England	<p>Key policy work has included</p> <ul style="list-style-type: none"> <li>• Engaging with DHSC, NHS England's Joint Work and Health Unit seeking opportunities to support the Health Mission, NHS 10-year Plan, the new gambling levy, DCMS, the NHS Long Term Plan refreshment, and joint health and work policies such as the WorkWell pilots and DWP's Get Britain Working Again White Paper.</li> <li>• Collaborating with Department of Health and Social Care and NHS England on deploying access to debt advice services as part of the 2023-28 Suicide Prevention Strategy.</li> </ul> <p>Evidence and research:</p> <ul style="list-style-type: none"> <li>• Sharing MaPS research on health-financial wellbeing connections, including through King's Fund blog</li> <li>• Supported research submissions by four academic groups on health impacts of debt interventions, following a call for proposals from the National Institute for Health and Care Research (NIHR)</li> <li>• Exploring UK Research and Innovation (UKRI) collaboration on gambling-related financial harms research.</li> </ul>

## England Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Lead	Partners	Commentary
<p><b>Develop and implement a Financial Wellbeing and Health Systems strategy (continued)</b></p> <p>MaPS will collaborate with NHS services in Wales and across the UK to design, pilot and deliver financial wellbeing support through health systems</p>	<ol style="list-style-type: none"> <li>1. Develop a FW and Health Systems Strategy</li> <li>2. Embed FW within the health and social care system</li> </ol>	MAPS	National Academy for Social Prescribing, NHS England	<p>Regional and Organisational Integration: Engaging with the 15 NHS gambling clinics to promote MaPS' Money Guiders programme and debt advice services</p> <p>Becoming a member of the Work and Health Stewardship Group in Bedfordshire, Luton and Milton Keynes ICS</p> <p>Partnering with Northwest ICS on suicide prevention and health inequalities initiatives</p> <p>Maintaining the financial wellbeing module on All our Health platform</p>
<p><b>Money Guiders - developing skills, sharing understanding, improving lives</b></p> <p>Improving the quality of money guidance, by upskilling organisations and individuals providing it to their service users.</p>	<ol style="list-style-type: none"> <li>1. Increased competency understanding</li> <li>2. Shared language for organisation and practitioners</li> <li>3. Increased practitioner engagement</li> <li>4. Increased understanding of position within sector</li> </ol>	MAPS Lead	Money guidance sector Advice sector	<ul style="list-style-type: none"> <li>•<b>Association of British Credit Union Lenders (ABCUL);</b> They are a strategic host partner, enabling access for all credit unions across the four nations to Money Guiders through the ABCUL partnership. Launched in April 2025, this has already seen around 10 new credit unions gain access to Money Guiders through the partnership.</li> <li>•<b>Manchester University Foundation Trust:</b> Following a successful pilot, MFT are now looking to expand the numbers involved and will be targeting specific sites to ensure coverage across all.</li> <li>•<b>NHS Talking Therapies:</b> Employment advisers working in the NHS TT pathway have MG embedded in their induction processes, positive conversations has resulted in NHSE signing up to make Money Guiders available to the Therapists in the pathway too.</li> <li>•<b>Alzheimer's Society :</b> Following a successful Pilot, Alzheimer's society are in the process of planning a full roll out across all advisers within the Society with a view to offering it to some of their 9000 volunteers subsequently.</li> </ul> <p>The Money Guiders Networks have over <b>6,034</b> members in England and hosted <b>119</b> events with <b>3,586</b> attendees to date.</p> <p>There are <b>139</b> organisations partnered with the programme with <b>4,579</b> practitioners registered for learning.</p> <p>E-learning: <b>2,355</b> people have completed the foundation level, of which <b>2,176</b> have</p>

## England Delivery Plan initiatives: progress report (Summer 2025)

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<p><b>Financial Wellbeing Barometer</b></p> <p>The Barometer will provide a dynamic method of monitoring the status of financial wellbeing at local, regional and national levels and within key demographic groups.</p>	<p>1. Increased reach across the UK</p>	MAPS Lead	Data required from variety of sources.	<p>Discovery phase is now completed. The 23/24 Corporate Plan involved some tough choices for MaPS. It has required increasing funding to key areas of our services that offer the most immediate help to people that need it. As a result, the next stage of the Financial Wellbeing Barometer project has been paused.</p> <p>In the meantime, we will continue to monitor the financial wellbeing in all four nations of the UK through our regular surveys. We would like to thank all those organisations who contributed their time and energy to help us develop our thinking during the Discovery phase of the project.</p>
<p><b>Research</b> into the combined impact of money and mental health problems from the perspective of ethnic minority communities</p>	<p>1. Enhanced understanding of the money guidance/debt advice needs and experiences of people from ethnic minority communities with money and mental health problems to inform the future configuration of relevant services</p>	MAPS Lead	MaPS	<p>The research, undertaken by the Universities of Bristol and Southampton, funded by MaPS, was published in January 2023. The various departments across MaPS are digesting the findings and recommendations.</p> <p><a href="https://www.fincap.org.uk/en/insights/the-intersecting-impacts-of-mental-ill-health-and-money-problems-on-the-financial-wellbeing-of-people-from-ethnic-minority-communities">https://www.fincap.org.uk/en/insights/the-intersecting-impacts-of-mental-ill-health-and-money-problems-on-the-financial-wellbeing-of-people-from-ethnic-minority-communities</a></p>

# Thank you

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