

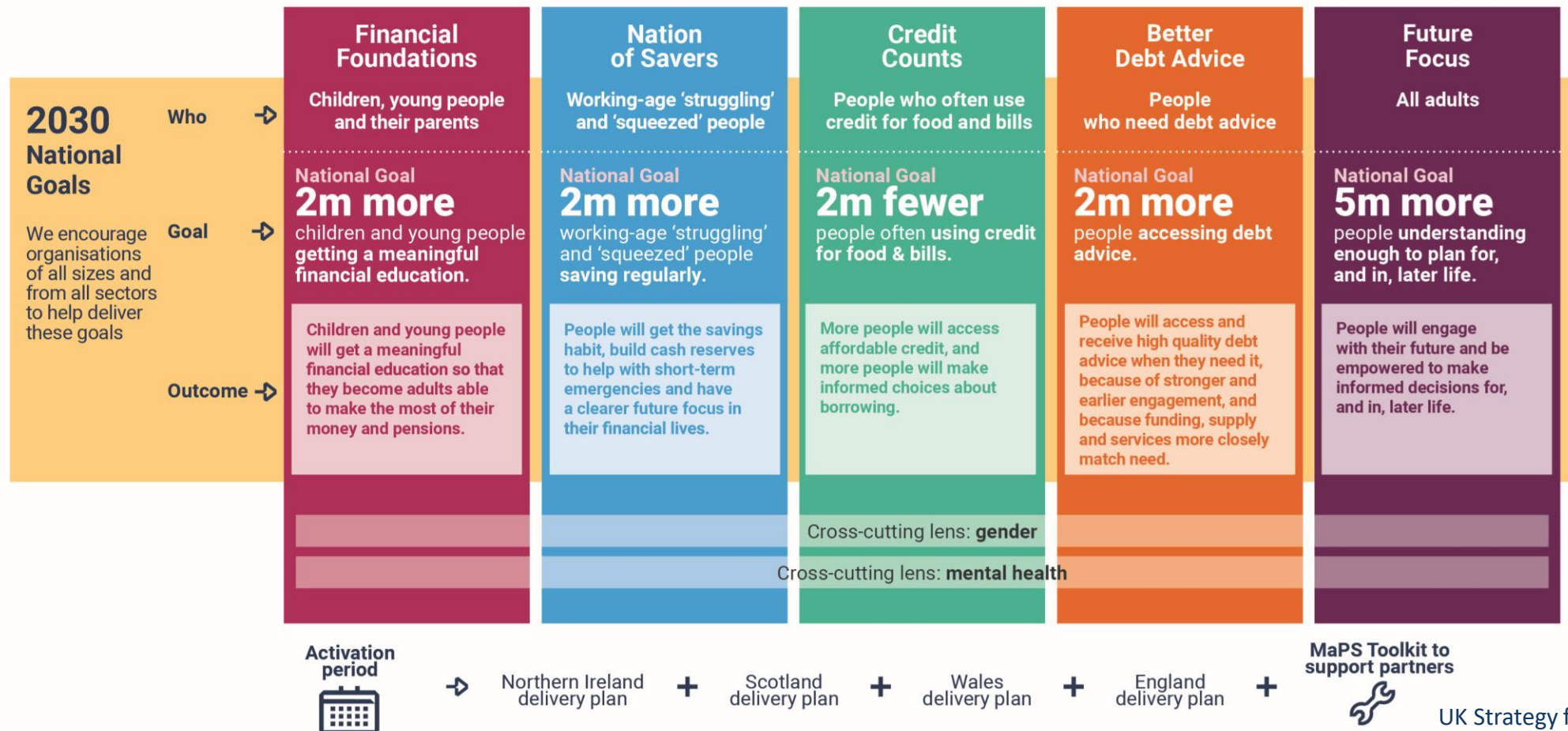


UK Strategy for Financial Wellbeing

Summer 2025 Progress Report (Wales)

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.



Wales Delivery Plan: a progress report

- The Wales Delivery Plan was published in March 2022.
- It set out the priorities for MaPS, our partners and our stakeholders to focus on in Wales, and the 34 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 and including Spring 2025.
- We have also started to capture all the work going on across Wales that helps make progress towards the Nations 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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Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Essential Financial Skills</p>	<p>1. Ensure key touchpoints for young people through government backed programmes includes some form of money management skills.</p>	<p>Welsh Gov, Training Providers and MAPS</p>	<p>Since the start of Jobs Growth Wales+ (JGW+) in April 2022 to the end of March 2025, there had been 15,685 programme starts by young people. JGW+ offers individualised support for young people to get the skills they need to progress to further training or employment. This includes training in life skills such as financial management – all JGW+ Providers offer targeted support in financial management at the level required for each young person.</p> <p>The Basic Income for Care Leavers in Wales Pilot Evaluation, Annual Report 2024-25, has now been published. This is the second in a series of thematic evaluation reports about the Basic Income for Care Leavers in Wales pilot. The report draws on the experiences and perspectives of recipients and stakeholders and practitioners during the first year of the pilot and presents analysis and reflections around its implementation. It also provides a written update from the pilot co-production group, a group of care-experienced young adults who met regularly with the researchers during the pilot to provide advice on the evaluation. A summary of the report and an accessible summary of the findings from the first two annual reports have also been published. The reports can be accessed through the following link:</p> <p>https://www.gov.wales/basic-income-care-leavers-wales-pilot-evaluation-annual-report-2024-2025</p>
<p>School Savers Scheme</p>	<p>1. Increase the number of school aged children regularly saving 2. Promote the benefits of school savings schemes and money skills sessions</p>	<p>Welsh Gov, Credit Unions and Schools</p>	<p>£500k per annum is provided via the Welsh Government credit union grant programme to support 13 community projects.</p> <p>These projects include the development of school savers schemes with funding in place to support schemes throughout Cardiff and the Vale delivered by Cardiff and Vale Credit Union, Swansea and Neath Port Talbot delivered by Celtic Credit Union and across Bridgend delivered by Bridgend Lifesavers Credit Union.</p> <p>Welsh Government is directly supporting 42 school savers clubs in these areas.</p> <p>This funding is in place until March 26, with an option to extend for a further three years subject to performance.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Your Money Matters Textbook (Wales) Financial education textbook delivered to all secondary schools across Wales</p>	<ol style="list-style-type: none"> 1. Increased financial awareness for young people 2. Increase usage of financial education in Welsh schools 	<p>Young Money, MaPS, Welsh Gov Education/STEM and Educators</p>	<p>The textbook is in schools and has been shared with the maths teacher trainer at WJEC, (Welsh Joint Education Committee) following the publication of the final qualification for the GCSE Mathematics and Numeracy (Double Award) that incorporates financial education as an essential component.</p> <p>Awareness raising of the importance of financial education is ongoing and is included as a distinct component within the Literacy & Numeracy Framework.</p>
<p>Digitise Talk Learn Do (TLD) Adaptation of TLD to give parents, carers and practitioners access to digital, bite-sized content which supports them to teach children about money</p>	<ol style="list-style-type: none"> 1. Digitisation of existing content 2. Increased reach of content to parents and practitioners 3. Increased use and impact of TLD by parents and practitioners 	<p>FinEd, Parenting Children, FS sectors</p>	<p>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 parent/carer to talk to their children about money.</p> <p>Enhancements and updates are due to be made based on the findings of the review</p>
<p>Expand TLD for Teenagers TLD will be expanded to include content for parents/carers of teenagers and young people to help the former teach the latter about money.</p>	<ol style="list-style-type: none"> 1. Creation of TLD content for teenagers 2. Expand audience of TLD content 	<p>FinEd, Parenting Children, FS sectors</p>	<p>Discovery research identified low levels of proactive money talk in home and low levels of searching for content and support. It highlights a need to meet parents and carers 'where they are' and capitalise on accessing Money Helper Services for their own needs, who also happen to be parents/carers. Plans to map parent/carer needs broadly, and include financial education to improve information architecture of the Family and Care area of Money Helper website. Also, to trial adding parent content to existing Money Helper content for key topics, e.g. buy now pay later.</p>
<p>Expand and scale teacher training across the UK from Autumn 2023 to include other support for teachers in Wales. Quality school-based financial education is key to achieving the national goal.</p>	<ol style="list-style-type: none"> 1. Increased teacher training reach across the UK 	<p>DfE, FinEd and FS sectors, Education Wales, CCEA</p>	<p>MaPS has completed the financial education grant programme that funded approaches to delivering financial education teacher training. The programme evaluation report was published in November 2024, and we held an online event to launch the findings with key stakeholders: https://maps.org.uk/en/publications/research/2024/evaluating-grants-improving-financial-education-for-vulnerable-young-people</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Support for practitioners working with vulnerable children</p>	<p>1. Increase content for practitioner support 2. Increase reach and access of practitioner support</p>	<p>DfE, Welsh Gov, Scot Gov, NI Exec, FinEd sector, social care services</p>	<p>Content has been created for Wales: Build financial wellbeing for vulnerable children and young people</p> <p>Continue to promote and raise awareness through partner networks across Wales and the UK. It will be reviewed on an ongoing basis.</p>
<p>Other activities from across the sector</p>	<p>1. Contributions to more children and young people in Wales receiving a meaningful financial education</p>	<p>The whole sector</p>	<p>Welsh Government:</p> <ul style="list-style-type: none"> The financial education component within the revised Numeracy Framework is being reviewed with linkages to the Digital Competence Framework. Regarding teaching the new Mathematics/Numeracy GCSE, WJEC have offered face-to-face training to every maths teacher in Wales in 12 locations between February and April 2025 and have included a link to the textbook in the resources shared. WJEC Guidance for Teaching include the MaPS support for schools GCSE Mathematics and Numeracy (Double Award) Made for Wales <p>MaPS (in addition to above activities)</p> <ul style="list-style-type: none"> To support Welsh Government Education colleagues update their numeracy framework before it becomes a statutory deliverable in all schools for children from 3 to 16 years old, MaPS hosted and chaired a round table of key specialists from the Wales Financial Education Forum, to help update and amend the content of the numeracy framework and suggest supporting materials and increase its usability. Commissioned Loughborough University to undertake research to test the validity of our 'Arlo's Adventure's' comic strip measure of financial literacy of four to six-year-old children. Results from the second phase of the study – a larger scale quantitative test of the measure – have now been delivered. Measuring financial literacy of children aged four to six years Money and Pensions Service Continues to facilitate the quarterly Wales Financial Education Forum

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Other activities from across the sector</p>	<p>1. Contributions to more children and young people in Wales receiving a meaningful financial education</p>	<p>The whole sector</p>	<p>Principality BS: The 2024 Financial Education Fund with LIBF Qualifications has seen 3,00 young people receive a qualification.</p> <p>Girlguiding have launched a ‘Money skills - I’m money confident’ badge and new activities developed with HSBC UK, to teach financial literacy and empower over 300,000 UK girls and young women aged between four and 18 to confidently manage money.</p> <p>Money Ready (formerly MyBnk),</p> <ul style="list-style-type: none"> • Has been delivering expert-led financial education to young people since 2007, is expanding its work in Wales and the south west of England after receiving nearly £500k of funding from gas emergency and pipeline service, Wales & West Utilities, The service is being expanded to target some of the most vulnerable children and young adults in areas of deprivation across the Wales. MyBnk receives funding to roll out financial and energy education to young people across Wales and the south west • Money Ready financial education for primary schools Delivered by Money Ready, Primary Schools and Wales & West Utilities (funder) financial education for students in years 3 – 6 with a focus of building positive habits early, such as saving and budgeting, reached 2,671 learners over 106 classes over the last academic year. A big demand present for working in primary schools. • Financial education for students in secondary school and working with young adults through colleges and youth organisations. Focusing on practical and relevant financial matters, and delivered by Money Ready, Secondary Schools, Colleges, Youth Organisations and Wales & West Utilities/Waterloo Foundation (funders), we reached: Secondary – 391 over 18 classes; and Young Adults – 318 over 33 classes. Expectations that this number will increase significantly as we move in to only our second active year of activity in Wales. <p>Citizens Advice Caerphilly Blaenau Gwent (CACBG) and colleagues from their south-east Wales offices have secured funding from The Moondance Foundation to provide comprehensive advice in schools which is tailored to individuals’ needs. The outreach service builds on a pilot which has been delivered by Citizens Advice Cardiff and Vale and is now being rolled out across the South Wales network.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Promote opt-in payroll savings schemes and develop case for alternatives</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"> 1. Increased availability of payroll savings schemes for employees 2. Increased use of payroll savings schemes 	<p>Welsh Gov, MaPS, DWP, HMT, BSA, ABCUL, BlackRock, JP Morgan, Credit Unions, Stop Loan Sharks Wales</p>	<p>Through the Moneyworks Wales initiative, Welsh Government is committed to increasing the number of workers who can improve their financial resilience by saving regularly through payroll.</p> <p>Moneyworks Wales has continued to promote the benefits of Payroll savings schemes to employers across Wales and has engaged extensively throughout the reporting period, arranging regional conferences and presenting at CIPD's (the professional body for HR and people development) Well-being at Work Conference. Four new employers joined Moneyworks Wales during the reporting period.</p> <p>Stop Loan Sharks Wales continue to support and promote the Moneyworks Wales service via roadshows across Wales (Llanelli and Cwmbran) with Moneyworks partners, by highlighting the continuing trend of victims coming forward who are in work.</p> <p>Nest Insight completed this phase of field trials for opt-out workplace autosave, presenting the compelling evidence at the end of March 2025. BlackRock committed another £1.5mn to Nest insight to continue research. 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. We are working with HMT on the savings pillar of the financial inclusion strategy.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Financial Services sector to co-create a draft savings charter to encourage regular saving</p>	<ol style="list-style-type: none"> 1. Creation of a Savings charter for regular savings 2. Increase in regular savers 	<p>Financial services sector, MaPS</p>	<p>Savings Charter is live. Signatories so far include NatWest Group, Yorkshire Building Society, credit unions and fintech providers.</p>
<p>Maximise the take-up of Help to Save and ensure consumers understand their savings choices once their account matures</p>	<ol style="list-style-type: none"> 1. Increased take up of Help to Save 2. Increased understanding of savings choices for Help to Save consumers 	<p>HMT, HMRC, MaPS</p>	<p>UK Government is reviewing potential enhancements to the Help to Save scheme.</p>
<p>Other activities from across the sector</p>	<p>Contributions to more people saving regularly</p>		<p>Welsh Government: We continue to promote ways for people with Child Trust Funds to access them through MEIC and social media and presentations. We are currently exploring a wider potential stakeholder partnership reach for Wales and a joint UK Government and Wales CTF campaign in September 2025.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Accessing Affordable Credit</p>	<p>1. Invest in credit unions to support growth, membership, lending and, where necessary, subordinated debt</p>	<p>Welsh Gov, Credit Unions Stop Loan Sharks Wales</p>	<p>To date Welsh Government has provided a total of £897,326 to credit unions for fintech advancements, with £260,071 provided at the beginning of June 2025.</p> <p>The £2.9 million provided to credit unions to expand their lending through Welsh Government’s Loan Expansion Scheme continues to support credit unions to lend to people who ordinarily would be refused from a credit union due to creditworthiness. To date 4647 loans have been made under this scheme at a value of over £2.5 million.</p> <p>Stop Loan Sharks Wales: A pilot scheme with Cambrian Credit Union has been agreed in principle. A bespoke loan product has been created for loan shark victims and a referral pathway between Stop Loan Sharks Wales and the Credit Union has been mapped. Victims of illegal lending who require access to credit will be referred by Client Liaison Officers who will assist in the application. Loans will be guaranteed by SLSW (not disclosed to the applicant or public) with further credit, including consolidation products becoming available at a later date.</p>
<p>Illegal Money Lending (Wales) Help people avoid the use of, and deal with the consequences of, illegal money lending</p>	<p>1. Reduce the number of people using illegal money lending 2. Raise awareness of this topic</p>	<p>Stop Loan Sharks Wales (SLSW)</p>	<p>Awareness Raising - The problem of illegal lending was heavily featured on the National ITV News when SLSW was able to provide an anonymised victim to be interviewed, telling her story and how the support of the Unit helped her out of her situation.</p> <p>SLSW has provided training to approximately 90 front line workers across Wales in the last six months. Organisations include Community Housing Cymru, Newport Council, Vale of Glamorgan Domestic Abuse Forum and Ynys Mon Citizens Advice. In addition, SLSW attended the North Wales ARA conference focusing on harmful gambling and were able to highlight the links between gambling and illegal lending.</p> <p>Enforcement: SLSW have a number of new of investigations and enquiries ongoing, including in Newport, Cardiff, Neath and Holyhead.</p> <p>Investigations: Three operations are ongoing.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Support access to affordable credit (NILS)</p> <p>Work with Fair4All Finance on taking forward a No Interest Loan Scheme</p>	<ol style="list-style-type: none"> 1. People who can't access mainstream lending are helped to spread costs. 2. Possibly avoid illegal money lenders 	<p>Welsh Government Fair4All Finance</p>	<p>The UK wide pilot ended in August 2024 and an evaluation is now underway. Social Credit Cymru (a consortium between Robert Owen Community Bank, Purple Shoots and Plend), Salad Money and Fair for You issued NILS in Wales, with a total of 774 loans issued as at the end of June 2024 at a value of more than £763K. The majority of customers accessing NILS had affordability and risk issues that prevented lending from other sources of credit.</p>
<p>Development of income maximisation and improved money guidance to support people to choose and manage credit</p>	<ol style="list-style-type: none"> 1. Improved customer journeys for income maximisation 2. Improved guidance and support 	<p>Welsh Government, MaPS</p>	<p>The Welsh Benefits Charter Steering Group, with the support of the members from the Local Authority Senior Responsible Officer Group and various Working Groups, has developed a Phase One Route Map that translates the commitments in the Charter into strategic objectives and outlines high level priority outputs against those objectives. This was published in January 2025 and work is progressing on the outcomes. The target date for completion of all Phase One outcomes is April 2026. The benefits in scope for Phase One are Free School Meals, Council Tax Reduction Scheme and Schools Essentials Grant.</p> <p>This is an important step in the exploration of the infrastructure that will be needed in Wales to administer welfare benefits in a person-centred and compassionate manner; based on rights and entitlements.</p> <p>To understand some of the complexities around data sharing and data analysis, funding has been provided for a pilot project where a contractor (Policy in Practice) will work with twelve local authorities supporting them to analyse their administration income datasets and identify and target residents who are missing out on their entitlements. The pilot commenced in January 2025 and runs for a 12-month period. A revised specification for the research on the devolution of the administration of welfare was published on 21 February 2025 and work is now underway with the aim that findings are published early in 2026.</p> <p>MaPS: 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> <p>Further transformation of remaining income maximisation & benefits guidance will be taking place in 2025 to better meet consumer needs. Procurement of a long-term benefits calculator solution has been finalised and is due to be launched in July 2025 on MoneyHelper.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Best practice guidance for creditors with customers living with mental health problems</p> <p>Following the development of creditor standards for consumers with mental health problems, improve creditor sector engagement and support for vulnerable consumers</p>	<p>1. Good practice made available to and used by creditor sectors</p>	<p>MaPS with the sector</p>	<p><u>Mental Health and Money: Guidance for supporting customers</u> guide has been completed and is now available. The guidance has been promoted at creditor events and exhibitions. Through our partner networks across Wales and the UK we will continue to promote this guide.</p>
<p>Work with essential bill creditors to allow people to avoid use of credit</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>Support Hub, creditors, regulatory bodies, charities.</p>	<p>Experian's Support Hub service has been expanding at pace. Companies such as M&S Bank, First Direct, and Zempier 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. 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>Expenditure smoothing to avoid use of credit for essential costs (Rentflex)</p>	<p>1. Consumers can fit payment of essential costs with variations in income and expenditure and avoid use of credit</p>	<p>CfRC, HACT, Housing Assoc, LGA</p>	<p>The trials for FlexMyRent have now ended, and Centre for Responsible Credit are due to publish an evaluation to assess the efficacy of the trial and understand what challenges will need to be addressed if the scheme is to be rolled out more widely.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Support access to affordable credit Helping to grow the wider community finance sector in Wales</p>	<p>1. Increased awareness of community finance market and products 2. Review Money Helper customer journeys to create tailored guidance that will improve awareness of affordable credit.</p>	<p>MaPS Fair4All Finance Community lending sector,</p>	<p>Lloyds Banking Group has collaborated with the fintech platform, NestEgg, to explore ways of supporting customers who are ineligible for lending, by connecting them with local community finance providers.</p> <p>The Responsible Lenders meeting, chaired by the Cabinet Secretary for Social Justice, Trefnydd and Chief Whip continues to foster a more joined-up and effective ethical lending network throughout Wales and looking at best practice from other UK providers.</p> <p>MaPS Money Guidance Programme has delivered new consumer journeys and tools that aim to raise awareness of community finance options. https://www.moneyhelper.org.uk/en/everyday-money/credit/credit-unions https://www.moneyhelper.org.uk/en/everyday-money/banking/credit-union-current-accounts https://www.moneyhelper.org.uk/en/everyday-money/credit/options-for-borrowing-money</p> <p>Fair4All Finance have engaged Instinctif Partners to lead an awareness raising campaign for the community finance sector. This will be informed by consumer messaging workshops to develop a framework and guide that will help consumers better understand how the products and services offered by CDFIs and Credit Unions can benefit them. Further updates and a link to take part in the consumer messaging survey can be found via Fair4allFinance: https://fair4allfinance.org.uk/our-october-community-finance-bulletin/</p>
<p>Other activities from across the sector</p>	<p>Contributions from across the sector that help more people in Wales access credit.</p>	<p>The sector as a whole</p>	<p>In December national and local CA representatives met with the Financial Inclusion Team in Welsh Government, to discuss the opportunities and challenges of joint working between advice services and credit unions. We'll use feedback from across our network in Wales to inform a future meeting (likely Q4) with CU representatives. We have existing referral pathways between our services and we are subject to different FCA regulatory frameworks. Both services are keen to understand any opportunities and limits to how we can work together</p> <p>Fair4AllFinance, ClearScore, Plain Numbers, FCA and thinks insight ran a webinar on efficacy of APR figures in helping consumers understand the cost of borrowing: https://fair4allfinance.org.uk/apr-help-consumers-understand-costs-short-term-small-sum-loans Fair4All's role to highlight issues and sponsor research complete. ClearScore and Plain Numbers will now work to take forward the findings.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
People are confident that they are accessing quality assured information and advice services (WGov)	<ol style="list-style-type: none"> 1. Maintain the IAQF Wales for social welfare information and advice providers 2. Raise awareness of the public, providers and funders of the IAQF Wales 3. Promote and embed quality assurance within the advice sector in Wales 	Welsh Gov, advice sector	<p>The Welsh Government believe people of Wales should be served by quality assured advice services and gave a commitment that it intended to only grant fund generalist and specialist advice services who hold an Advice Quality Standard awarded by an IAQF Accredited Body. This commitment can be seen in the recent recommissioning of the Welsh Government's Single Advice Fund services.</p> <p>The IAQF was published in 2019 and many independently owned Advice Quality Standards operating in the UK have now applied for and been awarded IAQF Approved Accrediting Body status.</p> <p>The Welsh Government is now seeking to appoint an independent partner to manage the IAQF Independent Assessment Service for up to three years.</p>
Single Advice Fund (WGov)	<ol style="list-style-type: none"> 1. Continue to fund the Single Advice Fund Partners to deliver their services through a range of engagement channels (face-to-face, telephone and web-based) 	Welsh Gov, Citizens Advice Cymru, wider SAF partners	<p>The Welsh Government's Single Advice Fund services continue to be a lifeline for people struggling with the cost of living, helping them to maximise their income.</p> <p>Since the Single Advice Fund was introduced in January 2020 to March 2025, services have helped more than 388,000 people from our most disadvantaged and marginalised communities to claim additional income of over £208.9million and had debts totalling £66.3million written off.</p> <p>In December 2024, the outcome of the competitive grant exercise to deliver the Single Advice Fund Services for a three years from April 2025 was published. Written Statement: Single Advice Fund (12 December 2024) GOV.WALES</p> <p>The continuation of funding demonstrates the Welsh Government's commitment to support the provision of advice services across Wales. The long-term grant funding period will offer recipients stability for their services and help with the recruitment and retention of staff.</p>
Regional Advice Network (WGov)	<ol style="list-style-type: none"> 1. Mapping advice need and provision and identifying gaps 2. Building referral networks between all advice services 3. Combining their experiences to identify the root causes of common problems 	Welsh Gov and Advice services	<p>Activity Completed:</p> <p>The Welsh Government recognises the importance of partnership working to ensure all the available resources within a region are used as effectively and efficiently as possible. Regional Services funded by the SAF will provide administrative support to the Regional Advice Network Steering Group enabling the delivery of three full Network membership meetings per year, per region. This activity is funded and sustainable and will now be closed.</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
Support implementation of Breathing Space, including Mental Health Access Mechanism	1. Ensure eligible people are aware of the Breathing Space MH Mechanism and engage with the health professionals to raise awareness	Welsh Gov, Citizens Advice Cymru, NHS Wales and MH professionals	Welsh Government continue to fund the Mental Health Breathing Space Mechanism.
Broaden debt advice referral partners	1. Building on the learning from Welsh Government’s Single Advice Fund, MaPS will provide leadership and support the sector on how to improve the provision of support to both vulnerable groups and diverse communities	MaPS, Welsh Gov and advice sector	<p>Advicelink Cymru continues to develop its referral partnerships. During the period April 2024 to March 2025, 3,037 referrals were made.</p> <p>Some examples of the organisations making referrals include Care and Repair Cymru, Disability Wales, Nyth/Nest, Children in Wales, British Red Cross.</p> <p>The total number of referrals from January 2020 up until 31 March 2025 is 21,578</p>
Other activities from across the sector	Contributions from across the sector that help more people in Wales access better debt advice or reduce need.	The sector as a whole	<p>Welsh Government:</p> <p>The latest media burst for our flagship Claim What’s Yours national benefits take-up campaign commenced in January and ran through to 31 March 2025 with accessible awareness raising messages being delivered through all media channels including TV and radio. The main call to action signposts people towards Advicelink Cymru and encourages them to check their eligibility for financial support. Since the pilot for the Claim What’s Yours campaign was delivered in 2021 until March 2025, the Claim What’s Yours advisors have helped over 90,300 people. People helped were supported to claim over £30.4million in additional income</p> <p>Since the start of the new programme in February 2025 until mid-June 2025, the free income maximisation training for frontline workers has delivered over 50 training sessions with more than 560 attendees. Positive feedback has been received stating that the sessions have been valuable, informative and useful.</p> <p>MaPS funded debt advice impact report highlights that in 2023/24 organisations funded by MaPS reported that people accessing debt advice collectively gained an estimated £48 million in extra income. https://maps.org.uk/en/media-centre/press-releases/2025/debt-advice-funded-by-maps-helps-boost-income. Also, this impact report highlights the transformative effects debt advice can have, especially for people in vulnerable situations. https://maps.org.uk/en/media-centre/financial-wellbeing-blog/2025/breaking-down-barriers-to-accessing-debt-advice</p>

Wales Delivery Plan initiatives: progress report (Summer 2025)

Initiative	Key Outcomes	Partners	Commentary
<p>Develop a retirement planning hub incorporating MaPS pensions dashboard</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"> 1. Increase retirement planning in key consumer groups 	<p>No other orgs at this initial stage</p>	<p>This work is focussing on the wrap around guidance for MoneyHelper Pensions Dashboard (MHPD) 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 in one place.</p>
<p>Implement a mid-life MOT</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"> 1. Delivery of later life financial wellbeing guidance 2. Increased reach of later life guidance 	<p>Aviva, L&G, PHG, NCS, PHE, FIC, BCC</p>	<p>The Money Midlife MOT is a bilingual 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 cover work and health as well. The tool was launched in 2022.</p> <p>We continue to promote this tool through our Wales and UK networks.</p>
<p>Produce holistic financial wellbeing guidance for later life including specific information for women and diverse ethnic communities</p>	<ol style="list-style-type: none"> 1. Mapping advice need and provision and identifying gaps 2. Building referral networks between all advice services 3. Combining their experiences to identify the root causes of common problems 	<p>Age UK, Centre for Ageing Better, Financial services sector</p>	<p>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.</p>
<p>Other activities from across the sector</p>			<p>At the end of 2024, MaPS launched an online Pension Wise (PW) appointments in both Welsh and English so that people could self serve their appointment at a convenient time for them, with the ability to save and come back later. This appointment currently accounts for 27% of all PW appointments.</p>

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Initiative	Key Outcomes	Partners	Commentary
<p>Develop and launch a digital hub for employers and partners</p> <p>The digital hub will enable employers to improve their understanding of the financial wellbeing needs of their workforce.</p>	<ol style="list-style-type: none"> 1. Increased employer and partner engagement 2. Increased reach for MaPS initiatives 	MaPS	<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>
<p>Supporting women in the workplace</p> <p>Digital hub will include specific customer journeys supporting women in the workplace</p>	<ol style="list-style-type: none"> 1. Increased reach for supporting women in the workplace 	MaPS	<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>Everyone needs to be digitally confident (WGov)</p>	<ol style="list-style-type: none"> 1. Equip people with the motivation, access, skills and confidence to engage with an increasingly digital world, based on their needs 	Welsh Government, The whole sector	<p>The two small Minimum Digital Living Standard (MDLS) pilot projects concluded in March 2025. Evaluations and case studies will be shared with the MaPS Wales Financial Wellbeing Plan once published on gov.wales. Officials have expanded the MDLS pilot and hope to award further grants in FY25/26 to Registered Social Housing providers.</p> <p>The Digital Communities Wales programme is due to end at the end of September 2025. The next phase of digital inclusion advice and support in Wales is currently out to tender through Sell2Wales with intention for the next contract to be live on 1 October 2025. In addition to the procurement, in winter 2025 we intend to launch a Digital Inclusion Wales grant scheme, which will be focused on localised interventions to address digital exclusion. These grants will commence in April 2026.</p>

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Initiative	Key Outcomes	Partners	Commentary
<p>Access to Cash (WGov)</p>	<ol style="list-style-type: none"> 1. Ensure citizens can access their cash in Wales 2. Deliver the community bank 	<p>Welsh Gov, LINK MBS</p>	<p>There are nine shared banking hubs open in Wales and four further announced/in initial stages of setup.</p> <p>Open: Abergele, Abertillery, Morriston, Mountain Ash, Porthcawl, Prestatyn, Risca, Welshpool and Treorchy.</p> <p>Treorchy – The hub in Treorchy is unique in Wales as it’s located within a supermarket rather than in a Post Office or standalone premises. A pilot will also be trialled in the Treorchy Shared Banking Hub involving a new Customer Liaison Officer being present at the hub, providing general assistance and signposting including directing customers to the Post Office counter and providing a safe space for customers to connect with their bank, either via the Community Banker or telephony.</p> <p>Announced/ underway: Flint, Holyhead, Monmouth, Ystradgynlais</p> <p>There are 11 cash deposit services/ enhanced Post Office services open in Wales and one additional coming soon.</p> <p>Deposit Services/ machine open: Colwyn Bay, Cowbridge, Mumbles, Pontypool, Tonypany, Tredegar, Ystrad Mynach, Whitland</p> <p>Enhanced Post Office services open: Brynmawr, Holyhead, Tenby</p> <p>Coming soon (Deposit machine): Penarth</p> <p>In 2021 LINK launched a new service, cash at the till enabling consumers to access cash from participating retailers without making a purchase.</p> <p>Of the 2,295 cash at the till sites live across the UK, 152 are in Wales (figures from April 2025).</p>
<p>Develop and implement a Financial Wellbeing and Health Systems strategy</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"> 1. Develop a FW and Health Systems Strategy 2. Embed FW within the health and social care system 	<p>Maps, Welsh Gov, NHS Wales</p>	<p><u>Wales to become world’s first ‘Marmot nation’ to tackle health inequalities</u></p> <p>This involves adopting public health expert Sir Michael Marmot’s eight principles, which aim to eliminate unfair and avoidable differences in health which can be caused by where people live, what kind of job they do and how they are treated in society.</p> <p>MaPS are a member of the Public Health Wales Reference Group for the Child Poverty Collaboration Needs Assessment, to ensure financial wellbeing is part of the Wales child poverty response. This is a part of our engagement with the ‘Building a Healthier Wales’ work.</p> <p>MaPS continue to facilitate workshops with Public Health Wales and key partners to develop the policy statement for Financial Wellbeing as a Wider Determinant of Health.</p> <p>MaPS has delivered ‘understand your NHS pension’ webinars for NHS staff in Wales and across the UK.</p>

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Initiative	Key Outcomes	Partners	Commentary
<p>Strategic Partnership activity from MaPS contributing to the overall plan</p>	<p>1. MaPS Wales Partnership Manager will work with private, public and third sector organisation to embed financial wellbeing into employees, client and customer experience.</p>	<p>MaPS, Welsh Gov, Employers</p>	<ul style="list-style-type: none"> • MaPS recently carried out the final thematic webinar on digital inclusion, in conjunction with Digital Communities Wales. In all, a total of six webinars have been held focusing on a host of issues and targeting those most at need, like residents of social housing, older population, ethnic minority communities. • MaPS has continued in its efforts to increase the Welsh language provision of its services and has secured a regular slot on S4C's Prynawn Da programme to highlight financial wellbeing issues and promoting HelpwrArian. MaPS has also liaised with large employers with a high percentage of Welsh speakers (like Nuclear Restoration Services) to promote the services offered by HelpwrArian. In the year to June 2025, the number of visits to the Welsh HelpwrArian website has increased by 60%. • In its efforts to reach more vulnerable people, MaPS has recently reached out to various associations of voluntary service groups who work with charities, social enterprises, community groups, and other voluntary organizations in Wales, providing support, information, and resources. An example of the work done following this was a presentation on the services provided by MoneyHelper to a group of community leaders from the Newport Yemeni Community Association. • MaPS attended a Staff Engagement Event at Wrexham council aimed at staff who have front line contact with housing association tenants who often face financial hardship to highlight the services of MoneyHelper. • MaPS continues to work with Credit Unions across the country to promote various ways and the importance of saving.
<p>Money Guiders - developing skills, sharing understanding, improving lives</p> <p>Improving the quality of money guidance, by upskilling organisations and individuals providing it to their service users.</p>	<p>1. Increased competency understanding 2. Shared language for organisation and practitioners 3. Increased practitioner engagement 4. Increased understanding of position within sector</p>	<p>MaPS, Money guidance sector, Advice sector, etc</p>	<ul style="list-style-type: none"> • The Money Guiders Networks have over 2,918 current active members in Wales and hosted 151 events with 3,506 attendees to date. In-person financial wellbeing forums have also been held in North, West and Mid & South Wales, with an All Wales in person event in Llandrindod Wells. • There are 63 organisations partnered with the programme with 1,737 practitioners registered for learning. • E-learning: 871 people have completed the foundation level, of which 797 have earned the City & Guilds Foundation Credential. • Welsh Government: We are working with Welsh Government to make Money Guiders available for all Communities4Work Job coaches, through the 22 Local Authorities delivering the programme. 13 of the local authorities are already MG partners and this work will raise awareness & introduce MG to the others. • Gwent Local Authorities: HSG Commissioners across the 5 Gwent LAs have made MG a mandatory training requirement through HSG commissioning and contract delivery – leading to a large number of

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Initiative	Key Outcomes	Commentary
Other activities from across the sector	Activities that contribute to people in Wales being able to attain and sustain their financial wellbeing	<p>Age Cymru (WASP)</p> <p>Age Cymru facilitates and chairs the Wales Against Scams Partnership (WASP) that meets regularly to bring together experts that collaborate to protect the Welsh public from scams and fraud. Specific issues this reporting period have been:</p> <ul style="list-style-type: none"> the WASP campaign to produce and distribute internal door stickers to better protect vulnerable people from doorstep scammers (North Wales). our move towards in-person scams awareness talks for community groups (including collaboration with the Stroke Association to provide talks to both stroke survivors and support staff across South Wales). maintaining WASP as a platform for fraud prevention professionals to share their work and network. <p>Welsh Government:</p> <ul style="list-style-type: none"> The Discretionary Assistance Fund continues to provide financial support for people finding themselves in an immediate crisis or a period of extreme financial hardship. Between 1 December 2024 and 31 May 2025 91,371 applications were approved. Of these, just under £7m were cash payments, supporting with the cost of food and utilities. In March, we awarded 25 new Child Poverty Innovation & Supporting Communities grant to support organisations to form and improve collaborative working arrangements to address child poverty. Written Statement: Funding to support organisations to work together to address child poverty (5 March 2025) GOV.WALES Cabinet Secretary has visited grant recipients, foodbanks and warm hubs which has included how people can get information on ways to maximise incomes and increase their financial wellbeing. During this period, two Community of Practice meetings have taken place which focussed on community spaces and kind and compassionate services and the lessons learned from organisations who were successful in delivering their collaborative projects funded via the 2024-25 Innovation and Supporting Communities Grant. Food partnerships continue to provide signposting to advice services and provide ways to support people to free up income they would otherwise spend on higher cost food. <p>MaPS:</p> <ul style="list-style-type: none"> Money Helper is now on Dewis Wales, an online directory that helps people find local services and support for well-being across Wales. It provides information on a wide range of topics, including health, social care, money management, housing, and community activities. The platform is aimed at both individuals seeking support and professionals looking for services to refer people to. All local authorities in Wales have access to Dewis Wales, and many use it as their official directory for well-being and community services. https://www.dewis.cymru/ResourceDirectory/ViewResource.aspx?id=40845 HelpwrArian is now also included on Menter Caerdydd's directory of services - https://mentercaerdydd.cymru/cy/ff%C3%B4nlyfr Fuel Poverty: to raise the links to financial wellbeing, MaPS are a member of the Welsh Government's Fuel Poverty Advisory Panel and attend the Cross Party Group on Fuel Poverty.

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Initiative	Key Outcomes	Partners	Commentary
Other activities from across the sector	Activities that contribute to people in Wales being able to attain and sustain their financial wellbeing	Citizens Advice Cymru and Local Citizens Advice Offices in Wales	<p>Citizens Advice Cymru Advice Headlines:</p> <ul style="list-style-type: none"> • Service Delivery - top three issues: benefits, debt and financial services and capability. Consistent with previous quarters. • Outcomes: <ul style="list-style-type: none"> • Income Gain - £47,533,422 • Debts Written Off - £6,060,731 • Repayments Rescheduled - £302,073 • 83% of people found a way forward with the help of our service • Financial Capability (deep dive) - top three Advice Issue Codes part 3 include: <ul style="list-style-type: none"> • Reducing expenditure/maximising income (18% of clients supported with this) • Benefits (17% of clients supported with this) • Budgeting and managing money (13% of clients supported with this) <p>Cwm Taff:</p> <ul style="list-style-type: none"> • The Energise your finances (SCARP) Project funded by the British Gas Energy Trust (BGET), covers income maximisation, benefit checks, energy efficiency advice, debt and budgeting advice. This is a Specialist advice project and support is provided via our Money Clinic Drop-In sessions, in-person appointments, telephone advice, home visits, and appointments/drop-ins at our community venues. <p>North Wales</p> <ul style="list-style-type: none"> • A lot more work is being done on financial wellbeing and it is all a lot more involved, budgeting and managing money/budgets. Cost savings tips - going back to basics. We have a project that works with local community groups and does sessions on saving on Christmas, Scams and so on. • Trends we are seeing: <ul style="list-style-type: none"> • A lot of work highlighting Buy Now Pay Later and the consequences of this • People can't invest in future/savings/pensions due to the high cost of living but trying to help advise re long term goals for clients. • Online statements and games: client had no idea how much they were paying on e.g. google play - as the card was linked to an account and the whole family clicked on it to buy games which sound small but added up to around £200 a month. As everything is online now people are less likely to check their bank statements. The same with gambling.

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Other activities from across the sector	Activities that contribute to people in Wales being able to attain and sustain their financial wellbeing	Citizens Advice Cymru and Local Citizens Advice Offices in Wales	<p>Rhondda Cynon Taff:</p> <ul style="list-style-type: none"> Recently secured funding from the Welsh Government in partnership with CTM Mind to deliver a new programme aimed at understanding and addressing the impact of poverty on families across the CTM region. Together with CTM Mind, we will be delivering a series of community-based sessions for parents and families. CTM Mind will lead on providing workshops that explore the emotional impact of poverty, offering a safe and supportive space for participants to reflect on their experiences and identify common challenges. Following these workshops, the Local Citizens Advice offices across the region will deliver a second set of practical advice sessions designed to offer tools and support for managing financial situation. These sessions may include: <ul style="list-style-type: none"> creating and sticking to a household budget learning how to use budgeting tools and resources finding and comparing the best deals on everyday essentials creating cost-effective meal plans exploring ways to increase income, including support with benefit applications The content of the practical sessions will be co-produced with the participants from the Mind led workshops. This approach will help to ensure that the support offered is relevant and tailored to the real needs of the families involved. <p>Caerphilly:</p> <ul style="list-style-type: none"> We have a number of projects that support financial wellbeing <ol style="list-style-type: none"> Let's Talk Money - a debt and financial capability project that supports vulnerable households to manage their finances. Includes progressing through a CACBG designed workbook to improve confidence and familiarity with common finance situations. Communities For Work - replicates much of the above but with a focus on those seeking to return to employment. Our workbooks for this project add additional content around PAYE, Salary Payments and understanding payslips. Many of our generalist advice services will also provide some element of financial capability work with a focus on boosting confidence and understanding.



Llywodraeth Cymru
Welsh Government