

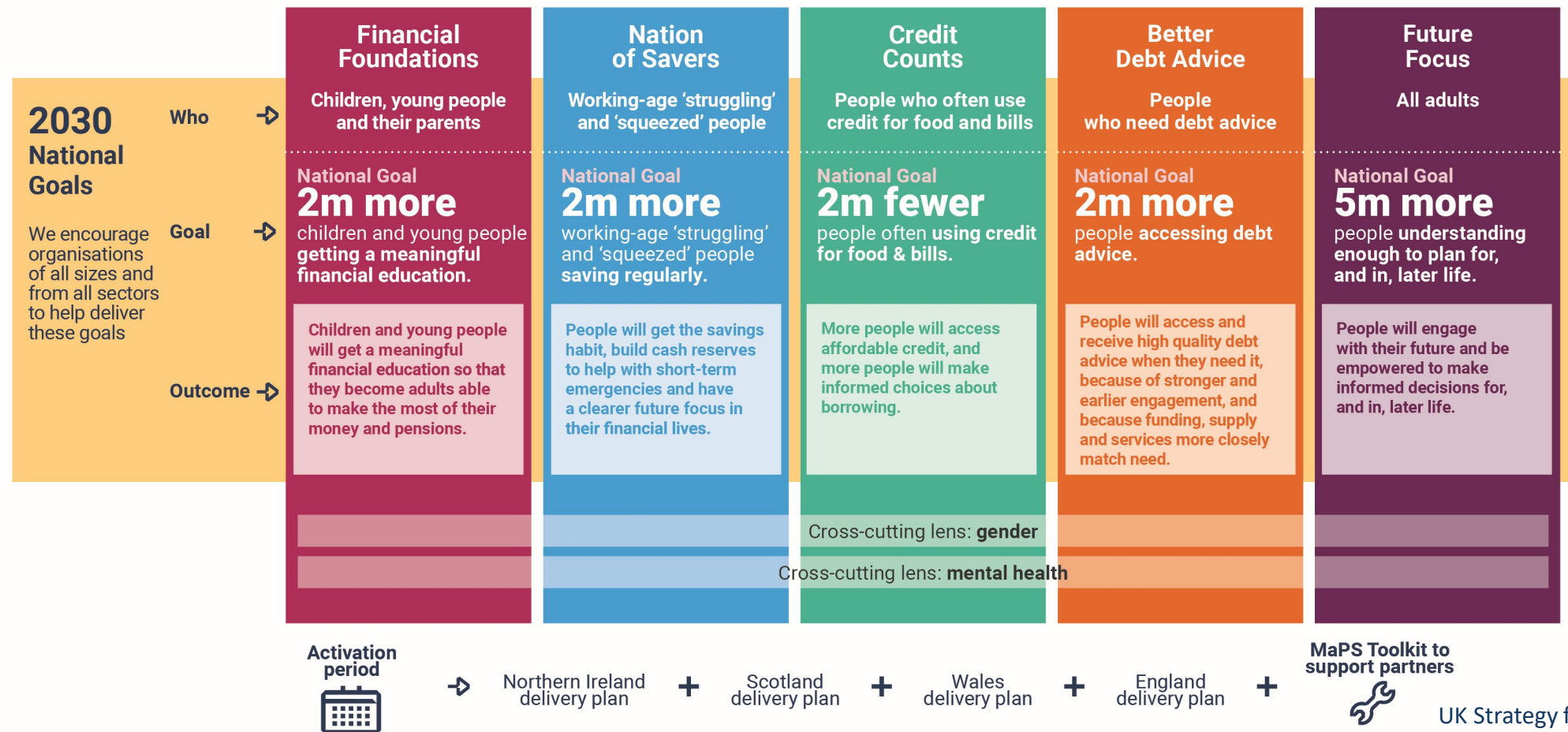


# UK Strategy for Financial Wellbeing

Winter 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 24-36 months.
- On the following slides we provide information about the progress of these initiatives up to and including Autumn 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 (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<b>Essential Financial Skills</b>	<ol style="list-style-type: none"> <li>1. Ensure key touchpoints for young people through government backed programmes includes some form of money management skills.</li> </ol>	<p>Welsh Gov, Training Providers and MaPS</p>	<p>This information relates to the latest statistical publication for Jobs Growth Wales+ (JGW+). <a href="#">You can access the latest statistics here.</a></p> <p>During July to September 2025 there were 4,850 active JGW+ programmes, 2,765 of which continued from the previous quarter and 2,085 of which were new starts. Of the programmes that ended, 73.9% of leavers had a positive outcome based on their destination within eight weeks of completing the programme.</p> <p>There have been 15,685 starts on the JGW+ programme in total since it launched in April 2022, up until the end of March 2025.</p> <p>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>
<b>School Savers Scheme</b>	<ol style="list-style-type: none"> <li>1. Increase the number of school aged children regularly saving</li> <li>2. Promote the benefits of school savings schemes and money skills sessions</li> </ol>	<p>Welsh Gov, credit unions and schools</p>	<p>£500k per annum is provided via the credit union revenue grant programme to support 13 community projects delivered by credit unions. These include the development of new community hubs, school savers, payroll initiatives and social media marketing.</p> <p>Funding is in place until March 2026 and a further three years funding has been agreed, extending the funding period to March 2029.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<p><b>Your Money Matters Textbook (Wales)</b> Financial education textbook delivered to all secondary schools across Wales</p>	<ol style="list-style-type: none"> <li>1. Increased financial awareness for young people</li> <li>2. Increase usage of financial education in Welsh schools</li> </ol>	<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 Welsh Joint Education Committee (WJEC) 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 &amp; Numeracy Framework</p>
<p><b>Digitise <u>Talk Learn Do</u> (TLD)</b> 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"> <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>	<p>FinEd, parenting, children, financial services sectors</p>	<p>The new Talk Learn Do digital content has been live on the MoneyHelper website for nearly two years.</p> <p>This content has been reviewed as part of a wider review of content which supports parents/carers 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><b>Expand TLD for Teenagers</b> 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"> <li>1. Creation of TLD content for teenagers</li> <li>2. Expand audience of TLD content</li> </ol>	<p>FinEd, parenting children, financial services sectors</p>	<p>Discovery research identified low levels of proactive money talk in the home and low levels of searching for content and support. This highlights the need to meet parents and carers 'where they are' and capitalise on accessing MoneyHelper services for their own needs.</p> <p>Plans exist to map parent/carer needs broadly including financial education, to improve Information architecture of the family and care area of the MoneyHelper website, and to enhance signposting from services parent/carers already accessing.</p>
<p><b>Expand and scale teacher training across the UK</b> 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"> <li>1. Increased teacher training reach across the UK</li> </ol>	<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. <u>The programme evaluation report was published in November 2024</u>, and we held an online event to launch the findings with key stakeholders.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<b>Support for practitioners working with vulnerable children</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>	Welsh Gov, Scot Gov, NI Exec, DfE, FinEd sector, social care services	<p>Content has been created for Wales: <a href="#">Build financial wellbeing for vulnerable children and young people</a></p> <p>MaPS continues to promote this and raise awareness through partner networks across Wales and the UK. It will be reviewed on an ongoing basis.</p>
<b>Other activities from across the sector</b>	<ol style="list-style-type: none"> <li>1. Contributions to more children and young people in Wales receiving a meaningful financial education</li> </ol>	The whole sector	<p>Financial literacy is embedded within the Curriculum for Wales as part of Mathematics and Numeracy, and is a specific element of the Numeracy Framework.</p> <p>Welsh Government Education are working with the local authorities, Estyn and practitioners to review the Numeracy Framework and make it statutory. MaPS are providing their expert advice in relation to the Financial Literacy component to ensure it is relevant for learners from an early age to understand money and encounter contexts involving personal finance, where they develop the skills and experience needed to manage their own finances, interpret information, make informed decisions, assess risks and become critical consumers.</p> <p><b>Research</b></p> <p>MaPS’ financial education provision mapping exercise provides an up-to-date snapshot of financial education programmes for children and young people aged 3-24 in the UK. <a href="#">Read the findings from the mapping exercise we carried out in Autumn/Winter 2024.</a></p> <p>New research from MaPS explores <a href="#">how children and young people (CYP) aged 11–18 from low-income households across the UK experience and learn about money.</a></p> <p>Research from MaPS has found that children and young people living in low-income households are less likely to receive a meaningful financial education. <a href="#">View evidence from our new qualitative research that explores what support these households might need and why practitioners play a critical role.</a></p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<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>	<p>Welsh Gov, MaPS, DWP, HMT, BSA, ABCUL, BlackRock, JP Morgan, credit unions, Stop Loan Sharks Wales</p>	<p><b>Welsh Government</b> is committed to increasing the number of workers who can improve their financial resilience by saving regularly through payroll.</p> <p>Funding is in place until 2029 to support <a href="#">MoneyWorks Wales</a>, a collaboration of Welsh credit unions offering a consistent payroll savings product across Wales.</p> <p>The funding directly supports awareness raising, with dedicated MoneyWorks officers funded by Welsh Government engaging with employers across Wales to increase the reach of MoneyWorks Wales. Welsh Government also supports payroll marketing through social media channels and face-to-face events.</p> <p>There are now over 170 MoneyWorks partner employers across Wales offering payroll savings and loans this way. Raising awareness is key, with MoneyWorks Wales officers continuing to attend events with employers.</p> <p><b>Stop Loan Sharks Wales</b> have received an increase in cases involving victims in employment and have been helping to promote MoneyWorks Wales at a number of events across Wales. This period we were in Pontypridd to support Dragon Savers Credit Union.</p> <p>The <b>Financial Conduct Authority</b> published a statement targeted at employers and savings providers to give regulatory assurance on rules governing opt-in payroll-deducted cash savings schemes.</p> <p><b>UK Government</b> included opt-in workplace savings in the Financial Inclusion Strategy, announcing the establishment of an employers' coalition to raise the profile and uptake of such schemes.</p> <p>Work continues to make the case for opt-out schemes and hybrid schemes (such as borrowing into saving) through <b>Nest Insight</b>, <b>BlackRock</b> and others.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<b>Financial services sector to co-create a draft savings charter to encourage regular saving</b>	<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 on maps.org.uk now has 39 signatories, mostly credit unions plus one bank, three building societies and four fintech providers.</p> <p>UK Government references the Charter in the Financial Inclusion Strategy.</p>
<b>Maximise the take-up of Help to Save and ensure consumers understand their savings choices once their account matures</b>	<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>	HMT, HMRC, MaPS	<p>UK Government confirmed the permanency of Help to Save from April 2028 with extended eligibility to claimants receiving the child or caring elements of Universal Credit.</p> <p>Help to Save featured in the savings pillar of the Financial Inclusion Strategy.</p>
<b>Other activities from across the sector</b>	Contributions to more people saving regularly		<p><b>Principality Building Society:</b></p> <p>We've seen regular savers grow in 2025 from 84,000+ to 95,000+ with encouraging more regular savers being one of our strategic KPIs. Large volumes of regular savers have branch-based accounts – showing the importance of high street branches and regular savings.</p> <ul style="list-style-type: none"> <li>• Lots of variety across our savings portfolio – including a 6-month product with low monthly deposits to help build good habits.</li> <li>• Over £119,000 in savings balances generated from our summer events and distribution of savings vouchers for redemption at local branches.</li> <li>• Swansea Bay Health Board partnership – pop up activity across 4 hospital sites, offsite account opening and over £1.14m in savings balances for NHS colleagues.</li> <li>• Ongoing commitment to high street branches across Wales &amp; Borders.</li> </ul>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Commentary
<p><b>Other activities from across the sector</b></p>	<p>Contributions from across the sector to support more people saving regularly</p>	<p>At UK level, <b>HMRC</b> launched its Child Trust Fund campaign on 26 September 2025, which will run until March 2026. The goal is to encourage young people aged 18–23 to claim their matured Child Trust Funds, many of which remain unclaimed. The campaign’s key message is simple: use the GOV.UK tool to find your provider and don’t miss out on money that belongs to you. <a href="#">The online tool can be accessed here.</a></p> <p>To reach its audience, HMRC is using a mix of social media channels such as TikTok, Instagram, and X, alongside paid advertising and partnerships with youth organisations and care-leaver networks. A comprehensive campaign toolkit is available on GOV.UK, which includes posters, social media assets, and FAQs to support partners in amplifying the message.</p> <p><b>Welsh Government</b> have taken several steps to support the campaign and ensure young people are aware of their entitlement. We published bilingual guidance on GOV.WALES titled <a href="#">Find your Child Trust Fund</a>, which signposts to HMRC’s online tool and provides details of support available through Meic Cymru. In addition, we produced a British Sign Language (BSL) video as part of the awareness campaign to improve accessibility.</p> <p>To help partners share the message, we developed a communications pack that includes email templates for partners and youth networks, bulletin copy, and social media posts in English and Welsh. Our outreach has been extensive: we contacted at least 54 organisations or networks, with a potential reach of over 7,000 young people across Wales. Engagement with HMRC and partners continues, as well as targeted outreach to care leavers, local authorities and third-sector organisations.</p> <p>Welsh Government representatives also attended key stakeholder meetings to promote the campaign, including the Wales Financial Education Forum in July 2025, WLGA Cost of Living Group and YPG Advisory Group in September 2025, the National Advice Network and WLGA Group in October 2025, and the Wales Care Experienced Participation Network in November 2025.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<p><b>Accessing Affordable Credit</b></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><b>Welsh Government:</b> £918k of capital support has been given to credit unions since 2021 for fintech advancements and mobile office solutions, including banking platforms, websites and apps so that they can compete with other lenders and increase efficiencies.</p> <p>To support with cost-of-living pressures, £3.4m has been given to the leading 9 credit unions in Wales since 2022-23 to expand their lending, which is being recycled into 25/26 as loans are repaid. This is underwriting ‘starter’ or ‘credit builder’ loans to new borrowers with poor credit histories. As of September 2025 this has enabled more than 6,200 additional affordable loans to be accessed by people who would otherwise be declined ethical credit, with a loan value of over £3.6m.</p> <p><b>Stop Loan Sharks Wales (SLSW):</b> To coincide with International Credit Union Day, SLSW attended a celebration and awards event organised by Credit Unions of Wales. The event was hosted by Falklands War veteran Simon Western CBE. Stop Loan Sharks Wales sponsored the social media award to jointly promote the work of the credit unions and SLSW. Representatives from Illegal Money Lending Teams of England, Scotland and Wales took part in a podcast hosted by the Civil Servant focused 1<sup>ST</sup> Class Credit Union. The podcast is now available on:</p> <ul style="list-style-type: none"> <li>• <a href="#">Apple</a></li> <li>• <a href="#">Spotify</a></li> </ul>
<p><b>Support access to affordable credit</b></p> <p>Helping to grow the wider community finance sector in Wales</p>	<p>1. Increased awareness of community finance market and products</p> <p>2. Review MoneyHelper customer journeys to create tailored guidance that will improve awareness of affordable credit</p>	<p>MaPS, Fair4All Finance, community lending sector</p>	<p>MaPS has finalised changes to our credit tools to show community finance options under broadened parameters as appropriate, and direct consumers to income maximisation and credit eligibility checkers where we are not able to return finance options.</p> <p>Tool changes will go live on the MoneyHelper website in early 2026.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<p><b>Illegal Money Lending (Wales)</b> 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>SLSW collaborated with the BBC 1 Morning Live production team to produce a news item focusing on illegal money lending and credit union alternatives. A recent victim supported by CLOs was willing to be interviewed anonymously for the film which was aired during the lead up to Christmas.</p> <p>The work of SLSW was featured in an extended news piece on problem debt which aired on the Global Radio UK network. It was broadcast throughout through the day prior to Christmas Eve.</p> <p>SLSW provided training to approximately 75 front line workers across Wales in the last 6 months. Organisations include Carers Wales, Swansea Council, Ynys Mon Council, Vale of Glamorgan Council and the Welsh Ambulance Services Trust.</p> <p>The team contributed to a number of events across Wales, including a conference hosted by Welsh Water that was focused on sharing best practice for supporting vulnerable people. They also attended the Denbighshire &amp; Flintshire Show, a day long annual agricultural show. It was very busy, with over 200 members of the public spoken to.</p> <p>SLSW supported Trading Standards Safeguarding Week, with a social media campaign focusing on illegal money lending victims. The Team concluded an all-Wales Roadshow by organising an event at the Guildhall Swansea. Attendees included Swansea and Neath Port Talbot Trading Standards Officers, Police Officers, Housing and other front-line staff.</p> <p>Enforcement: SLSW have a number new of investigations and enquiries ongoing, including in the Cardiff, Neath, Newport, Port Talbot and Torfaen areas.</p> <p>Op Largo - On 16 October 2025 Michael Kennedy appeared at Mold Crown Court for sentencing having previously pleaded guilty to offences of illegal money lending and money laundering at Wrexham Maelor Magistrates Court. He was sentenced to 14 months imprisonment, suspended for 2 years, and 250 hours of community work. P.O.C.A. confiscation hearing has been set for 8 May 2026.</p> <p>Op. Moore - A search and seizure warrant was executed at a residential area in Cardiff. One suspect was arrested for the offences of illegal money lending and money laundering. Items were seized including approx. £11,000 cash, iPhone, iPad and documentation.</p> <p>Around 25 suspected victims have been identified with SLSW providing advice and support with debt issues. The general trend is non-payment of Council Tax and utilities. It is hoped that now payments to the illegal lender have ceased, support can be provided to help victims regain control of their finances.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<p><b>Support access to affordable credit</b> Work with Fair4All Finance on taking forward a No Interest Loan Scheme (NILS)</p>	<ol style="list-style-type: none"> <li>1. People who can't access mainstream lending are helped to spread costs</li> <li>2. Possibly avoid illegal money lenders</li> </ol>	<p>Welsh Government, Fair4All Finance</p>	<p>The UK-wide pilot ended in August 2024 and an evaluation is now underway.</p> <p>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 at a value of more than £764k as of the end of June 2024.</p> <p>The majority of customers accessing NILS had affordability and risk issues that prevented lending from other sources of credit.</p>
<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>	<p>Welsh Government, MaPS</p>	<p><b>Welsh Government:</b> The delivery of the Phase One actions within the streamlining Welsh Benefits Steering Group is showing clear progress across all Local Authorities. The work to develop the understanding of current processes and the barriers to streamlining Welsh benefits has shown that there is scope for further streamlining. In identifying, developing and sharing best practice, particularly on data capture and data sharing, we are demonstrating how a more efficient, coordinated and person-centred approach to the administration of Welsh benefits can be achieved.</p> <p><b>MaPS:</b> The long-term benefits calculator solution has been launched on MoneyHelper, with user testing conducted to understand any accessibility changes that are needed. Throughout 2026, MaPS will be looking at continuous improvement of this tool, including strengthening the guidance and tailoring next actions for users.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<p><b>Best practice guidance for creditors with customers living with mental health problems</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>	<p>1. Good practice made available to and used by creditor sectors</p>	<p>MaPS with the sector</p>	<p>This initiative has now been delivered, with ongoing promotion and awareness-raising through partner networks across the UK. It will be reviewed on an ongoing basis.</p> <p>View our post: <a href="#">Working collaboratively with debt advice agencies: a strategic toolkit for creditors.</a></p>
<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>Support Hub, creditors, regulatory bodies, charities</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 (Rentflex)</b></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>Centre for Responsible Credit's FlexMyRent trials have concluded and findings have been published: <a href="#">Trust and Default Risk: lessons from FlexMyRent</a></p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<p><b>Other activities from across the sector</b></p>	<p>Contributions from across the sector that help more people in Wales access credit</p>	<p>The sector as a whole</p>	<p>Following research on the role of APR figures in helping consumers understand the cost of borrowing, <b>Fair4All</b> are feeding back on the FCA review of CONC rules on Financial promotions. This work will continue via sector roundtables throughout 2026.</p> <p><b>MaPS</b> will be updating guidance within our credit options tool to incorporate guidance on affordability and the risks of taking on multiple lines of Buy Now, Pay Later (BNPL) credit even if the individual lines are small ahead of ‘regulation day’ on 15 July 2026.</p> <p><b>MaPS</b> has continued work across remedies arising from the FCA's Credit Information Market Study. Although the consumer advisory group to support the establishment of the Credit Information Governance Body has concluded, MaPS continues to engage with the body as it begins to set up governance processes. We will endeavour to support the body’s objectives and outcomes, particularly where they enhance consumer understanding and financial inclusion. The consumer advisory council is also now working with credit industry working groups to support the industry-led remedies arising from the market study. Work on this will continue throughout 2026.</p> <p><b>MaPS</b> worked with Credit Reference Agencies earlier this year to publish two new pages to the MoneyHelper site aimed at improving consumers understanding and engagement with their credit information, as part of Remedy 3B of the Credit Information Market Study. We will resume this work as changes arise from other remedies in progress in the credit market to ensure guidance for consumers reflects new routes for engagement.</p>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<b>People are confident that they are accessing quality assured information and advice services (WGov)</b>	<ol style="list-style-type: none"> <li>1. Maintain the IAQF Wales for social welfare information and advice providers</li> <li>2. Raise awareness of the public, providers and funders of the IAQF Wales</li> <li>3. Promote and embed quality assurance within the advice sector in Wales</li> </ol>	Welsh Gov, advice sector	The National Advice Network have started a task and finish group to look at measuring outcomes as a part of the IAQF Wales.
<b>Single Advice Fund (WGov)</b>	<ol style="list-style-type: none"> <li>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)</li> </ol>	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 have debts totalling £66.3million written off.</p> <p>In December 2024, the <u>outcome of the competitive grant exercise</u> to deliver the Single Advice Fund Services for three years from April 2025 was published.</p> <p>The continuation of funding demonstrates the Welsh Government’s commitment to support the provision of advice services across Wales, and the long-term grant funding period will offer recipients stability for their services and help with the recruitment and retention of staff.</p> <p>During the first six months of this financial year, the new Single Advice Fund services have already helped over 37,000 people to resolve 103,000 social welfare problems</p>
<b>Regional Advice Network (WGov)</b>	<ol style="list-style-type: none"> <li>1. Mapping advice need and provision and identifying gaps</li> <li>2. Building referral networks between all advice services</li> <li>3. Combining their experiences to identify the root causes of common problems</li> </ol>	Welsh Gov and advice services	<p><b>Activity completed:</b></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 (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<b>Support implementation of Breathing Space, including Mental Health Access Mechanism</b>	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	<b>Welsh Government</b> continue to fund the Mental Health Breathing Space Mechanism.
<b>Broaden debt advice referral partners</b>	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 their network and systems to cultivate meaningful partnerships across Wales, providing a wrap-around holistic advice service for clients that compliments and integrates with the services of other organisations.</p> <p>Refernet has 219 registered partners. Between April and September 2025, 1,608 referrals were made. Some examples of the organisations making referrals include Barnardo’s, local authorities, SNAP Cymru, Shelter Cymru, specialist cancer hospices, Age Cymru, foodbanks, The Wallich and Crisis.</p> <p>The total number of referrals from January 2020 up until 30 September 2025 is 23,186.</p>
<b>Other activities from across the sector</b>	Contributions from across the sector that help more people in Wales access better debt advice or reduce need	The sector as a whole	<p><b>Welsh Government:</b> This year’s Claim What’s Yours will go live in January 2026, 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 further financial support.</p> <p>Since the start of the new programme in February 2025 until December 2025, the free income maximisation training for frontline workers has delivered over 92 training sessions with more than 1,100 attendees. Feedback continues to be positive.</p> <p>In November 2025, <u>the Dangos course</u> increased to include three new areas:</p> <ul style="list-style-type: none"> <li>• Money at the end of life</li> <li>• What’s changed and changing after the 2025 Budget</li> <li>• Where are we now and what to do about it</li> </ul>

## Wales Delivery Plan initiatives: progress report (Winter 2025)

Initiative	Key Outcomes	Partners	Commentary
<p><b>Other activities from across the sector</b></p>	<p>Contributions from across the sector that help more people in Wales access better debt advice or reduce need</p>	<p>The sector as a whole</p>	<p>In October 2025, the <b>Welsh Government</b> made legislative changes to support households in Council Tax arrears. The changes will provide households with additional time to seek support and stabilise their financial situation after missing payments. The aim is to promote earlier intervention and prevent the escalation of debt, while ensuring that those who can afford to pay continue to do so. At the moment, missing a Council Tax payment means people can become liable for the full annual bill if they don't pay within seven days of receiving a reminder. The changes give people more time to recover from unexpected financial setbacks and the chance to get advice. From April, households in Wales will have a 63-day period to address missed Council Tax payments before enforcement action can be initiated. This extended timeframe will offer families vital breathing space to access support, while ensuring local authorities can still pursue deliberate non-payment.</p> <p><b>Ceredigion Citizens Advice</b> has the Connect   Cysylltu Ceredigion project providing energy advice to clients, talks to members of the public and training for frontline staff. This includes sessions to increase financial wellbeing, including assisting with saving money by switching tariffs, changing methods of payments, understanding bills etc.</p> <p><b>MaPS</b> has commissioned a research project to assess the impact of third-party authority delays within the debt advice to creditor sector. Research will scope the extent and impact of the issue as well as developing a prototype third party form (paper-based) and recommendations for future digital solutions.</p> <p>Work to update the Debt Advice Locator Tool is continuing. Alongside this, discussions are underway to review the end-to-end debt customer journey on MoneyHelper.</p>

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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>1. Increase retirement planning in key consumer groups</li> </ol>	<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. The aim is to help people to understand their next best actions to help plan for and in later life having seen all their pensions on MHPD.</p>
<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>1. Delivery of later life financial wellbeing guidance</li> <li>2. Increased reach of later life guidance</li> </ol>	<p>Aviva, L&amp;G, PHG, NCS, PHE, FIC, BCC</p>	<p>The Money Midlife MOT is a tool that was launched in 2022 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 an important tool and MaPS will continue to promote the tool through MoneyHelper, partners and networks to support consumers with their financial decisions.</p>
<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>1. Mapping advice need and provision and identifying gaps</li> <li>2. Building referral networks between all advice services</li> <li>3. Combining their experiences to identify the root causes of common problems</li> </ol>	<p>Age UK, Centre for Ageing Better, financial services sector</p>	<p>Later life guidance is a multi-faceted life stage that begins after consumers make their first pension decumulation decision. It covers the financial choices and trade-offs involved in transitioning from work to full retirement. MoneyHelper guidance has been updated in key areas such as housing, wills, power of attorney and guidance on the gender pensions gap. As this is a critical life stage, MaPS will continue to evolve its guidance, including support for the MoneyHelper pensions dashboard through a dedicated life-event journey to help consumers make informed financial decisions.</p>
<p><b>Other activities from across the sector</b></p>			<p>In 2025 we published MoneyView, a nationally representative survey that explores how people in the UK feel about their money. Further analysis using new data from MoneyView that can tell us about <a href="#"><u>the way that people engage with their pensions</u></a></p> <p>This year marks <a href="#"><u>10 years of Pension Wise</u></a>, a free and impartial service delivered by MoneyHelper designed to help people over 50 with a defined contribution pension understand what they can do with their pension money.</p>

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<p><b>Develop and launch a digital hub for employers and partners</b></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"> <li>1. Increased employer and partner engagement</li> <li>2. Increased reach for MaPS initiatives</li> </ol>	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>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>Supporting women in the workplace</b></p> <p>Digital hub will include specific customer journeys supporting women in the workplace</p>	<ol style="list-style-type: none"> <li>1. Increased reach for supporting women in the workplace</li> </ol>		
<p><b>Everyone needs to be digitally confident (WGov)</b></p>	<ol style="list-style-type: none"> <li>1. Equip people with the motivation, access, skills and confidence to engage with an increasingly digital world, based on their needs</li> </ol>	Welsh Gov, the whole sector	<p>Our Digital Inclusion Wales National Programme commenced on 1 October 2025. The programme is being delivered by Cwmpas and provides a nationally coordinated, bilingual advice and support service to organisations and businesses to strengthen digital inclusion across Wales. The programme is due to end on 30 September 2028.</p> <p>We launched our multi-year Digital Inclusion Wales Grant in November 2025, which will provide grant funding for locally developed and delivered projects supporting people who are digitally excluded or at risk of digital exclusion. The grants are due to be awarded in March 2026, with activity due to commence on 1 April 2026.</p> <p>Officials expanded the Minimum Digital Living Standard (MDLS) pilot during FY25/26, awarding grant funding to 17 organisations across Wales for projects supporting social housing residents, Gypsy, Roma Travellers, older people and Flying Start service users to meet the MDLS. Evaluations and case studies from all MDLS pilot projects will be shared with the MaPS Wales Financial Wellbeing Plan once published on GOV.WALES.</p> <p>Grant applications are being assessed for community food organisations and libraries to further support digital inclusion.</p> <p>We are providing funding to Transport for Wales during FY25/26 to support a communications campaign aiming to build awareness and confidence amongst people aged 60+ to use the pay as you go (tap in/out) rail travel service.</p> <p>Miller Research UK have been commissioned to assess the impact of meeting the MDLS on health inequalities and to establish a baseline of people in Wales aged 16 and over below the minimum, strengthening our understanding of MDLS in Wales and informing future digital inclusion policy and interventions.</p>

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<p><b>Access to Cash (WGov)</b></p>	<ol style="list-style-type: none"> <li>1. Ensure citizens can access their cash in Wales</li> <li>2. Deliver the community bank</li> </ol>	<p>Welsh Gov, LINK MBS</p>	<p>The network of shared banking hubs across Wales continues to expand - there are now twelve shared banking hubs open with a further three in the process of being established. These will be in Chepstow, Gorseinon and Holyhead.</p> <p>Post Offices play a crucial role in providing cash access services, allowing customers to pay in cash, deposit cheques and withdraw cash from bank accounts. There are 13 enhanced Post Office services and deposit services open in Wales.</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. Of the 2,356 cash at the till sites live across the UK, around 170 are in Wales.</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 Financial Wellbeing and Health Systems Strategy</li> <li>2. Embed financial wellbeing within the health and social care system</li> </ol>	<p>MaPS, Welsh Gov, NHS Wales</p>	<p>Public Health Wales have published five public health policy priorities for Wales, one of which is financial wellbeing. By putting prevention at the heart of our approach, we can build a healthier, fairer and more prosperous Wales for the future and support a strong, sustainable health and care system.</p> <p>Public Health Wales has identified five areas where action can make the biggest difference:</p> <ol style="list-style-type: none"> <li>1. <u>Best Start in Life</u></li> <li>2. <u>Financial Wellbeing</u></li> <li>3. <u>Healthy Everyday Places</u></li> <li>4. <u>Care Tailored to Local Need</u></li> <li>5. <u>Healthy Planet, Healthy People</u></li> </ol> <p>Workshops with Public Health Wales, MaPS, Welsh Government and key partners have continued in this reporting period and partners have agreed a policy statement for Financial Wellbeing as a Wider Determinant of Health. This will be published in early 2026.</p>

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<p><b>Strategic Partnership activity from MaPS contributing to the overall plan</b></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>	<p>The first Financial Wellbeing in the Workplace webinar for employers was delivered with over 20 employers attending. The session provided a platform for employers to share insights, challenges and examples of good practice, and helped raise awareness of how financial wellbeing can be embedded within workforce wellbeing strategies.</p> <p>Financial wellbeing continues to be promoted through broadcast media, including appearances on S4C, BBC Radio Wales and BBC Radio Cymru, helping to normalise conversations about money and increase awareness of MoneyHelper and HelpwrArian</p> <p>In-person engagement with community and third sector organisations has supported reach into communities experiencing higher levels of financial and mental health pressure. This included delivering a presentation on financial wellbeing at a Community Leaders event hosted by the Newport Yemeni Community Association, supporting trusted local leaders to understand and share appropriate signposting to free, impartial support.</p> <p>A number of credit unions across Wales have signed up to the MaPS Savings Charter, demonstrating a shared commitment to promoting positive savings behaviours and supporting access to safe, affordable savings options for individuals and communities.</p> <p>We linked up with the Centre for Digital Public Services to present on financial wellbeing, supporting the integration of financial wellbeing considerations into the design and delivery of digital public services.</p> <p>Working in partnership with the DWP, bilingual (Welsh and English) videos were produced for DWP 50+ Champions to highlight key considerations when accessing pension benefits, including the potential impact on an individual’s entitlement to means-tested benefits, supporting informed decision-making and reducing the risk of unintended financial consequences.</p> <p>We attended the National Eisteddfod in Wrecsam to engage directly with the public and partners, and to promote the full range of HelpwrArian resources available in Welsh, reinforcing MaPS’ commitment to accessible, culturally relevant support.</p> <p>Talk Money Week in November was even busier with employers and partners across Wales, encouraging organisations to embed simple, practical financial wellbeing actions into staff communications, wellbeing activity and customer-facing services, aligned to the annual campaign theme of 'Start the Conversation'.</p>

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<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>	<p>MaPS, money guidance sector, advice sector, etc</p>	<p>The Money Guiders Networks have over 3,379 current active members in Wales and hosted 177 events with 4,142 attendees to date. In-person financial wellbeing forums have also been held in North, West and Mid &amp; South Wales.</p> <p>We now have a dedicated Community Network Manager for Wales working across the sector to develop the network and opportunities for money guiders in Wales.</p> <p>There are 64 organisations partnered with the programme with 1,893 practitioners registered for learning.</p> <p><b>E-learning:</b> 1,014 people have completed the foundation level. 1,176 have earned the City &amp; Guilds credential across Foundation and Tier One Courses.</p> <p><b>Welsh Government:</b> good progress continues to be made with embedding Money Guiders for all communities for work coaches, across local authorities. All existing partner authorities are now facilitating access and discussions are underway with a further four.</p> <p>Gateway Credit Union have joined Money Guiders through the ABCUL partnership, with a focus on how money guidance can add value to their services, while also supporting them to demonstrate their obligations under Consumer Duty are being met.</p> <p><b>DWP cross nation collaboration:</b> Activity with DWP Wales and the DWP 50+ Champions group continues to progress well with regular cross nation DWP sessions in the diary to continue support the roll out of Money Guiders across all four nations of the UK.</p>

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<p><b>Other activities from across the sector</b></p>	<p>Activities that contribute to people in Wales being able to attain and sustain their financial wellbeing</p>	<p>Talk Money Week - <b>Stop Loan Sharks Wales</b> worked with MaPS to promote the Talk Money Week message of “Start The Conversation” with a social media campaign.</p> <p><b>Principality and Barnardo’s Cymru Charity Partnership</b> – over £215,000 donated YTD including £50,000 contribution to their Child Poverty Fund which has helped almost 500 children and young people this year.</p> <p>Gender: <b>MaPS</b> is running a series of pensions webinars, including on pensions and divorce in January, and six gender based webinars around International Women's Day in March.</p> <p>MoneyHelper has been updated to include content on <u>why there is a gender gap</u> and <u>ways to close the gender gap</u>. We are planning further information regarding savings and investing from April 2026.</p> <p><b>Welsh Government:</b></p> <p>The Discretionary Assistance Fund (DAF) continues to provide financial support for people finding themselves in an immediate crisis or a period of extreme financial hardship. The DAF budget for 2025/26 has increased by £1m, totalling £39.5 million, allowing this level of support to continue in a time when individuals and families across Wales continue to face extreme financial hardship as a result of the cost-of-living crisis. Between 1 April and 30 November 2025, 152,079 applications were approved. Of these, over £10m were cash payments, supporting with the cost of food and utilities.</p> <p>The Child Poverty Innovation &amp; Supporting Community grants have continued to deliver. Some grants are providing support to increase household income, improving financial understanding and wellbeing advice.</p> <p>The Cabinet Secretary has made several visits to 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, a Community of Practice meeting took place which focussed on Food Poverty, including income maximisation signposting.</p> <p>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>



Llywodraeth Cymru  
Welsh Government