TACKLING THE SAVINGS GAP

Consumer Savings and Debt Data Q3 2015

true potential LLP

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FOREWORD

As we approach the end of 2015, this is a good time to reflect on the year and ask what progress has been made towards closing the Savings Gap in the UK. Industry voices across the country are frequently quick to point out problems for others to solve, but I think it is important to recognise the distance that has been travelled over the last 12 months.

April's pension freedoms stand out as the year's highlight in savings and investments. Thinking back just a handful of years, few would have predicted that we'd end 2015 with such freedoms. Now that they are here, everyone in the industry has a responsibility to make them work for the consumer as intended.

True Potential has long campaigned for precisely these freedoms and we remain resolutely determined to do what we can to enable as many people as possible to take full advantage. We are also committed to identifying the obstacles and putting forward solutions that work. In the last edition of *Tackling the Savings Gap* we set out our recommendations to improve pension freedoms: clearer guidance for advisers from the FCA in cases of insistent clients, a cap on pensions annual management charges and the abolition of exit fees.

We are pleased that there is now a consensus emerging that exit and transfer fees are immoral and we look forward to the Government's next steps in tackling this issue. Providers must now come forward and justify the charges that they levy, especially where the same providers have failed to offer the full range of freedoms that their customers should rightly be able to expect.

We are also pleased that Parliament's Work and Pensions Select Committee carried out a thorough review of pension freedoms and included True Potential's call for greater guidance from the FCA in its report. Unsurprisingly after such major changes, there are now several inquiries underway to examine the implementation, tax treatment, advice gap and fee structure surrounding savings and investments. The Financial Advice Market Review is an opportunity to correct some of the fundamental flaws contained in the Retail Distribution Review (RDR) that have driven the advice gap – this is an opportunity to address those issues and it must not be missed.

As ever, True Potential will campaign in customers' best interests. We believe in access to quality, low-cost services. As one of the fastest-growing financial services firms in the UK, representing close to 20% of the adviser market and with consumer research involving over 16,000 people, we are well placed to see what is really happening in the industry, what is working well and where problems lie.

True Potential has built a reputation for innovation. We are committed to coming up with ideas and solutions that are simple, effective and unique, even if they are controversial.

Those characteristics have underpinned us for the last decade and, as we head towards 2016, they will continue to be our guiding principles.

David

David Harrison
Managing Partner, True Potential LLP

THE SAVINGS GAP CAMPAIGN

It is a fact that only a minority of UK savers will have enough funds for a comfortable retirement, by their own definition. Too few people are saving enough for later life to meet their aspirations and with rock bottom interest rates, the result is the Savings Gap.

But how big is the Savings Gap? Since we launched this campaign in 2013, we have polled more than 16,000 people. On average, they say they need £23,000 annually in retirement to live comfortably. Based on actual savings behaviour however, savers in the UK are on course to receive an income of just £6,000 per year from their pension fund. That means living off £16 per day – not the retirement that millions of Britons dream of.

This leaves an annual individual Savings Gap of £17,000 per year in retirement. We must also consider that the average British citizen could spend 20 years in retirement. This means that the average overall retirement Savings Gap is **£340,000** per person.

True Potential's campaign aims to raise awareness of this crisis, boost knowledge of savings and investments, and change attitudes towards retirement provision. We are drawing attention to the Savings Gap and offering the tools to close it.

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Campaign Update

True Potential is leading the campaign to close the Savings Gap in the UK. We believe radical ideas and innovative solutions are needed in three areas to close the gap: **agile regulation, better financial knowledge and understanding,** and **technology.**

Agility Gap

Financial services are crucial to the continued growth of the UK, representing 8% of GDP and employing over one million people. Few sectors are more tightly regulated, so it is vital to the continued success of the sector and of the UK that regulation works effectively and does not stifle success and innovation. Closing the Savings Gap requires us to think differently, balancing the need to protect consumers while allowing new ideas and good practice to flourish.

Our most recent activity at Whitehall was to issue every MP, as well as senior finance industry figures, with a detailed update on the impact of the pension reforms.

Within it, we highlighted clear evidence that the reforms were failing to make retirement funding more accessible and flexible. We also set out some affirmative actions that we believe will arrest current problems and fix the UK's flawed retirement funding system. As we reported to government, there are two stand-out issues preventing pension freedoms from having their desired impact on UK savers:

Trusting people with their own money is a principle we are proud to support. For years, savers were encouraged to lock their money away for decades, only to be let down by poor annuity returns. The only people winning were the life companies and things had to change.

Pension freedoms marked a turning point, but we are very much at the beginning of this journey. Poor regulation, such as the Retail Distribution Review (RDR) in 2013, undermines many of the best intentions of pension freedoms. In our first edition of *Tackling the Savings Gap* in 2013, we warned of a looming advice gap. Now, there is widespread acceptance that this gap exists.

The advice gap is caused by some obvious contributors. Of the 64 million people in the UK, it is reasonable to assume that approximately 30 million may need some form of financial advice. Yet there are fewer than 25,000 financial advisers in the UK according to the FCA's own figures. Those advisers have around 100 active clients each on average. In other words, more than 25 million people who would benefit from advice are not receiving it.

True Potential's research shows that 35% of savers are unwilling to pay for advice, while 31% believe they are confident enough to invest on their own. But 76% of savers admit that their level of financial knowledge is not good, so we can agree that wider access to affordable advice would be a good thing and price is the greatest barrier.

RDR had two major detrimental effects. First it allowed advisers to set their own charges, both upfront and ongoing. The absence of a limit may lead to higher ongoing charges, which fewer new clients are willing to pay. Some advisers have built a revenue model based on these ongoing charges, thus diminishing their need to find new clients. The current advice gap will almost certainly continue to grow, as advisers get more comfortable servicing existing clients for their recurring income and do not need to seek new clients.

The second thing RDR did was to allow transfers to be paid directly out of the assets. So £100,000 transferred between pensions used to get £100,000 invested. Today, at a 3% fee, £97,000 is invested, so consumers' investment power is reduced simply because they did the right thing and sought advice.

These are the underlying issues that are fuelling the advice gap and the FCA must be challenged to address them urgently. There are real regulatory issues that could be, and should be, addressed now.

As we said in our special *Pension Freedoms: Breaking the Cycle* report in July, the government's flagship pension freedoms policy could operate even more successfully with some minor changes.

The government is looking into charges levied by providers on consumers wishing to switch. This arises particularly where a client is not being offered their full range of freedoms from their current provider, so they need to switch to one that will. As well as incurring a fee from the provider they are leaving, clients must also pay for advice, which can be costly due to the evidence gathering that is required.

A cap on pension Annual Management Charges (AMC) would significantly reduce the burden on advisers to prove that the client is moving to a better pension. All auto enrolment schemes are already capped at 0.75 per cent AMC. Most other DC schemes carry an AMC well above 1 per cent. By extending the cap to every flexi-access income drawdown pension, advisers would be assured that transferring clients will be at least no worse off in their new scheme, therefore doing away with the need for costly and time-consuming evidence gathering.

Exit fees charged by pension providers must be outlawed. This is a restriction in an age of freedom that only benefits the same large providers who are failing to offer their customers a fair deal. Getting rid of these charges would mean that savers are not penalised for wishing to take advantage of their freedoms. If a pension provider cannot or will not provide flexi-access drawdown competitively to their client, they should not be able to put financial penalties in the way when the client decides to move.

If some of this burden can be removed, advice will be more accessible and affordable.

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Knowledge Gap

Knowledge is power, so when it comes to personal finance education in the UK, we are weak. The overwhelming majority of people who will retire over the next 30 years will have had no formal financial education to help manage their money.

We asked 2,000 consumers to rate their own understanding of personal finance, including budgeting, saving and investing. Only 24% said it was good and 81% said more personal finance education should be provided.

Who do you feel should be responsible for delivering the personal finance education?

Government or public organisations (for example, Money Advice Service)	28%
Schools and Universities	36%
Banks and Building Societies	17%
Other Financial Services Providers (for example, fund managers and pension providers)	9%
Financial Advisers	8%
Other	2%

The True Potential Centre for the Public Understanding of Finance

Launched in 2013, the True Potential Centre for the Public Understanding of Finance (True Potential PUFin) is a pioneering Centre of Excellence for research in the development of personal financial capabilities.

There is now a clear need and appetite for better personal finance education at schools and universities. Closing the Savings Gap needs real action and that is why True Potential is committed to a five-year programme of financial support for the Centre totalling **£1.4 million.**

True Potential PUFin works to improve public understanding of personal finance through its research and the delivery of free modules providing individuals with the tools to make sound financial decisions.

To date, we have seen over 70,000 people register for the free courses, which have included 'Managing My Money' and 'Managing My Investments'.

The courses are delivered via both FutureLearn MOOC (Massive Open Online Course) and OpenLearn, the Open University's home for online learning for those wishing to study at their own pace. 'Managing My Money' courses have also been broadcast on Share Radio throughout the autumn this year.

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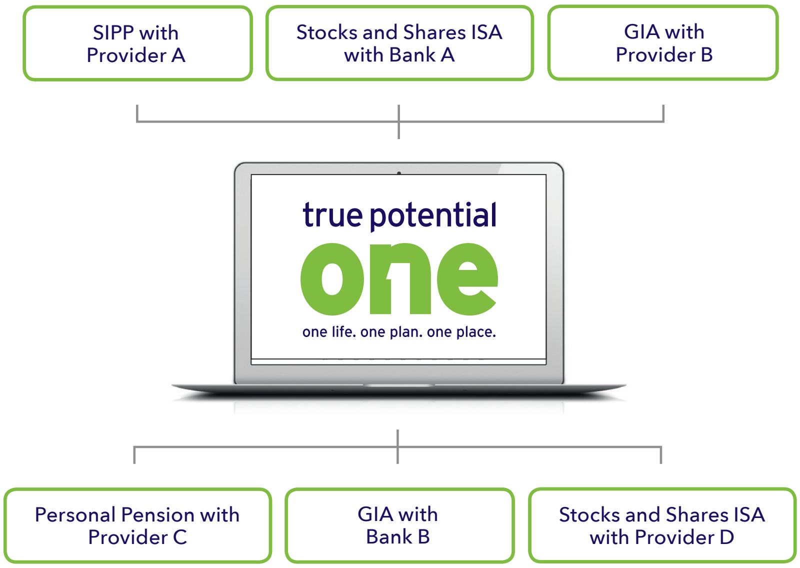
Technology Gap

The third element in our campaign to close the Savings Gap is technology. It is all too easy to get into debt via smart phones and tablet devices, yet managing finances and doing the right thing seems complicated by comparison.

In response, we've made it our mission to harness the power of technology to drive change and revolutionise the way wealth management is delivered.

Today we are all far more connected digitally, but too often our finances are fragmented between multiple investments and savings accounts. There is now some urgency in Parliament for the development of a 'dashboard' that can bring savers' pots of money together. This is a sensible approach and we support it fully. In fact, we have already developed our own dashboard that is currently available to over 45,000 private clients.

True Potential One® is our financial planning system that brings client savings and investments into one convenient location. We believe in simplicity and empowering clients to reach their financial goals, and True Potential One® offers both.



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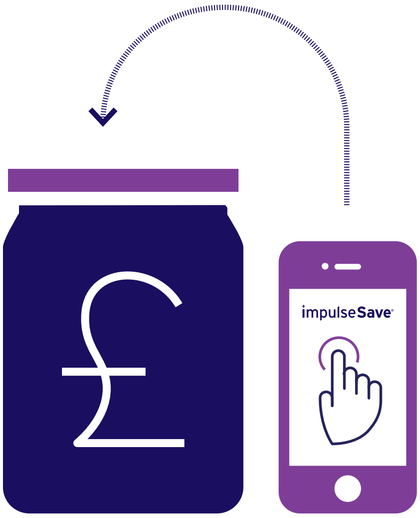
We believe that the best way to close the Savings Gap is to develop a culture of saving – both as an individual and as a society. But this does not happen overnight and for many people, saving little and often is a much more realistic starting point.

Developed by our in-house team in 2014, **impulseSave®** is a world-first system that empowers individuals to top up their investments with as little as £1. It is multi-platform and designed to fit into busy lifestyles and help savers close any 'gap to goal' or reach their goals faster by investing more often.

By the end of this year, more than £25m will be invested in ISAs, Pensions and General Investment Accounts using impulseSave® via mobile devices, smartwatches and PCs. This shows that there is a real appetite for more modern approaches to investing. This is new money that may not have otherwise been saved and is therefore actively helping to close the Savings Gap.



Earlier this year, we enhanced impulseSave® with a new 'Max My ISA' option, meaning savers can invest any remaining allowance with just one click. This was hugely popular in March/April as clients rushed to get their contributions in by the tax deadline.

Overall, almost a third of all impulseSave® investments made to date have been £10 or under and the majority are repeat users, demonstrating that with the right technology, spenders can become savers and people can, and will, get in the habit of saving.

By the end of this year, more than £25m will be invested in ISAs, Pensions and General Investment Accounts using impulseSave® via mobile devices, smartwatches and PCs.

SURVEY CREDENTIALS AND BREAKDOWN

The True Potential Savings Gap survey was commissioned by True Potential LLP and conducted by an independent market research specialist with a nationally representative panel.

2,002 PEOPLE SURVEYED*

1,002 FEMALES

1,000 MALES

*Aged 18 and over. Responses given in November 2015

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HEADLINE STATISTICS

Since the last quarterly edition of *Tackling the Savings Gap*, a number of Treasury and FCA reviews have launched. They will look into pension tax arrangements and how financial advice can be made more accessible. We have seen a great deal of opinions put forward on these matters, and now we can provide the facts.

In this quarterly survey, we asked more than 2,000 consumers about the **incentives to save** and the **financial advice** they want. This matters, because one in five people in the UK is saving nothing for retirement.

Of the people we polled, **64%** said they wish to be able to access their money at any time. Only **7%** are content for their money to be locked away. This is the reason why pensions are declining in popularity, while the opposite is true of ISAs.

The emergence of an advice gap has not happened overnight, but it is very real and has generated widespread concern. But how big is the advice gap? According to our research, **76%** of adults in the UK do not have a financial adviser. Given the size of the Savings Gap and the new pension freedoms, this is the red light flashing on the dashboard that the FCA and the government cannot ignore.

It will come as little surprise to many that, three years after the Retail Distribution Review (RDR) – legislation that meant savers had to pay directly for advice – the main reason given by savers for not using an adviser is that they "**don't want to pay for advice**."

Understandably, there is concern in Parliament that new pension freedoms could lead to some savers being targeted by scammers. This is a real issue and **15%** of respondents told us that since the pension reforms earlier this year, they have been approached by people offering financial investment opportunities, which they believe were scams.

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KEY FINDINGS

22%

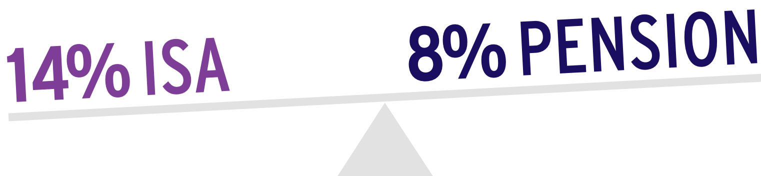
22% of Britons are saving nothing for retirement

Savers have put **£1,969** towards their retirement fund over the last three months

£984

£984 worth of debt has been taken on by individuals over the same period

Auto enrolment is the main reason people pay into a pension



14% of financial advisers recommend ISAs to their clients, compared to **8%** who recommend a pension

6%

Only **6%** of respondents have taken out a large sum of money from their pension

59% of savers pay the same or more into their ISA compared to their pension

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INCENTIVISING PEOPLE TO SAVE

Britain's saving gap is undeniably large. Changes to tax systems, regulations and government top ups may go some way towards closing the gap, but they are peripheral. There is one simple truth that we must confront: people do not save enough of their own money.

The question therefore is how can savers be incentivised to cut back on spending today and invest for tomorrow? Retirement for many people may be 30 years or more away.

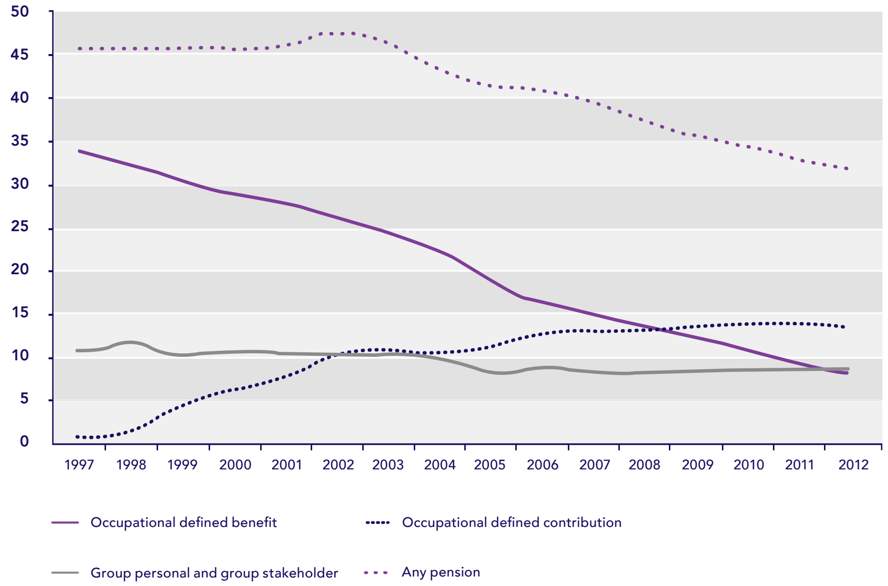
We need to understand what really incentivises people to save and what consumer demands are today, not 30 years ago. This means challenging the status quo and thinking radically. But we should do so based on evidence.

True Potential's Managing Partner, David Harrison, wrote in the Daily Mail in October that access to one's own money is a powerful incentive as well as a right. The focus of the debate has been on tax relief, seen by many as the only incentive. In reality, it is what complicates pensions.

The government recently held an inquiry entitled *Strengthening the incentive to save*, focusing on the tax treatment of pensions and whether a change would appeal more to consumers. The majority of industry voices argue for the current pension model – so called 'exempt-exempt-taxed' (EET). The price to the consumer of this arrangement, which includes tax relief up front, is that their money is locked away into a pension and they cannot access it until they reach 55 years of age. This is at odds with the age of freedom.

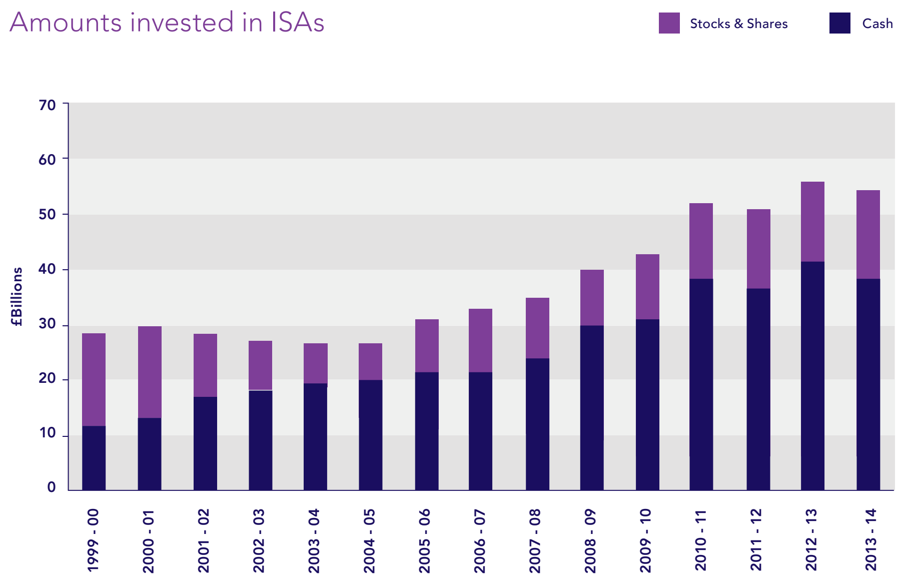
Employees are being automatically enrolled into pensions. Without this, the declining popularity of pensions, as seen in figures from the Office for National Statistics, would continue. We are forcing people into a product that they had rejected and the denial of access to their own money is the reason why.

"ACCESS TO ONE'S OWN MONEY IS A POWERFUL INCENTIVE AS WELL AS A RIGHT"



With tax relief, employer contributions and a national enrolment scheme, one should expect pensions to be far more popular than ISAs, but they are not. HMRC's figures show that the amounts of money savers are putting into their ISAs is increasing annually.

Amounts invested in ISAs



Source: HMRC Individual Savings Account (ISA) Statistics August 2014

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Our own research shows that the majority of consumers invest almost 20% more into their ISA than their pension.

Instead of encouraging millions of people to invest into pensions, tax relief costs the country more than we spend on business, defence, transport or environment. But worse, it restricts thinking about the best way to save for retirement because it limits the debate to one product – a pension.

Of the 2,000 consumers we polled in November 2015, **64%** said they want to be able to access their money at any time, when asked about the incentive to save. Only **7%** were happy to give up access.

Savers seem to prefer the simplicity of ISAs, so if we want to incentivise them to save more money and more frequently, we should be using access as the starting point. As the government has proven in recent years, it is possible to be more creative with ISAs, such as offering a top-up incentive up to a certain threshold.

The current debate is polarised with just two positions: is the solution a pension or an ISA? It may be neither.

Maybe it's a combination of an ISA, with its access and tax-free status, and a pension with a top up.

How much do you pay into the following saving schemes?

I pay the same or more into my ISA compared to my pension	59%
I pay more into my pension compared to my ISA	41%

Choose the statement that best describes your views on having access to your savings:

I want to be able to access my money at any time	64%
Access isn't a deciding factor when choosing my savings products, I don't plan on taking this money until I retire and performance is more important	41%
I'm happy for my money to be regulated so I can't access it until I need to draw a pension in retirement	7%

Bold action is indeed what is needed, and here Ministers as well as officials have True Potential's full support because they are coming up against much opposition.

Industry thinking about the best way to fund retirement needs to move on. Consumers deserted pensions a long time ago, it is the industry that sticks rigidly to them. Figures from HMRC show that almost £79 billion was invested into adult ISAs in 2014-15, up more than £20 billion from the previous year.

Individual pension contributions in contrast were down by a quarter in 2013/14 compared to 2007/08. Our own data backs up this trend. Since we launched impulseSave® in 2014, 67% of new money has been saved into ISAs. This compares to just 6% in pensions.

To his credit, George Osborne understands that ISAs have a much greater role in personal finance. He has announced the Help to Buy ISA, which will enable would-be homeowners to build a deposit for a house and the government tops up their contributions by 25% - simple, straightforward and certain to be popular.

A Pension ISA, or whatever name you want to give it, could work in the same way although it would not be without challenges, as indeed any change would be. Some argue that savers who have responsibly put away money for decades will one day simply blow it all on a fast car and be left penniless by retirement if they have unfettered access. As well as having no real basis or evidence, this also ignores the very real problem, which is that people are not saving adequately in the first place and we're all living longer, so everyone will be penniless regardless.

Instead of worrying about a golden era for Lambourghini salesmen, let's get people saving. We can do that by embracing the product and model that they turn to time and time again – the ISA.

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CLOSING THE ADVICE GAP

Those who are approaching retirement now have more freedom and choice than ever. This is a good thing and has already revolutionised the way we think about retirement in the UK.

The over 55s now find themselves with money to invest. Going hand in hand with freedom and choice, is the need for advice. Not guidance, but proper advice from someone who understands their client's goals, circumstances and history.

At the very time that we need more financial advisers, regulation has contrived to ensure that a) there are fewer advisers and b) the advisers that are in business have a built-in disincentive to find new clients.

This is the worst possible scenario and it is fuelling the advice gap, which can trace its roots back to January 1st 2013 and the Retail Distribution Review (RDR). As explained earlier in this edition, RDR has had major unintended consequences: fewer advisers in the market, higher up-front fees for advice and an adviser business model built on ongoing charges from existing clients with no incentive to go out and find new ones.

The result is the advice gap and our research shows how big it is:

Do you have a financial adviser?

Yes	24%
No	76%

Three quarters of UK adults are not accessing financial advice and with the new freedoms to access their pension, this is a catastrophe waiting to happen.

We must understand why consumers choose not to access financial advice.

Why do you choose not to have a financial adviser?

I don't want to pay for advice	35%
I am confident enough to invest on my own	31%
I'm happy with the free resources available to me such as the Money Advice Service	21%
I've used one/some in the past and wasn't satisfied with their advice	5%
I don't know where to find an adviser	4%
Other	4%

Cost is clearly the main issue that puts people off from using a financial adviser.
We also asked consumers what it is that they expect from a financial adviser.

The five most important items are:

1. Trustworthiness

2. Value for money

Clients are simply seeking good advice at a reasonable price. The Financial Advice Market Review (FAMR) should consider whether this is being achieved and if not, what the FCA could do differently.

We asked our panel how regularly they engage with their adviser, noting that fewer than a quarter have an adviser at all. The results show us that clients value regular contact with their adviser when they have one.

How often are you in contact with your financial adviser?

Weekly	8%
Monthly	17%
Every 1 to 3 months	22%
Every 4 to 6 months	19%
Every 6 to 12 months	18%
Less than once a year	15%
Can't remember when I last spoke with financial adviser	1%

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3.

Transparency about the services I am getting and the price I am paying

4.

A good understanding of my financial history and goals

5.

Technical expertise

The FAMR will consider new ways to make advice more affordable. In recent months, so-called ‘robo-advice’ has been put forward as a possible solution. Algorithm-based advice is not a new concept and is widely used in the United States. In the UK, ‘robo-guidance’ is more common.

Technology has a vital role to play, yet our research shows that clients still place a high value on a personalised service and a relationship with someone who knows them and their financial history.

Robo-advice may have a role, but on its own it is not an adequate solution to the advice gap against a backdrop of new pension freedoms and the scale of the savings crisis in the UK. People need professional advice that they can trust, from someone who understands them and their goals.

At True Potential, we believe in a hybrid model, where clients have a relationship with an adviser, as well as technology that puts them in control.

impulseSave® is a perfect example of this model. True Potential advisers help their clients to form an investment strategy that meets their circumstances and goals. Should the performance of their investments fall behind, clients can see this on their personalised client site and can close the gap at the touch of a button.

This service brings together professional advice and award-winning technology to offer clients a revolutionary way to manage their money, with their financial adviser just a call or click away.

PENSION FREEDOMS

Despite all the scare stories of retirees irresponsibly spending all of their money of fast cars, consumers seem to have taken a much more conservative approach to their new freedoms.

We asked our panel of 2,000 people whether they have taken advantage of pension freedoms and withdrawn large sums. The results show that, so far, the fast-car fears are unfounded.

Our Savings Gap research is also about understanding why savers behave in the way they do, so we asked consumers why they have not taken out large amounts from their pension.

The early signs are that consumers understand that depleting their pension fund early will have major consequences later in retirement. True Potential believes in greater individual decision-making and responsibility, supported by access to good advice and information that enable people to make smart choices.

Since the pension reforms earlier this year, have you taken advantage of the freedom to take out a large sum of money from your pension?

Yes	6%
No	94%

Why have you not taken advantage of the freedom to take out a large sum of money from your pension?

I've not needed to	60%
I would rather draw my pension monthly as before	14%
I have tried but the fees/costs from my provider were too high	2%
I have tried but my provider indicated I need advice and I don't have an adviser	1%
I wanted to but I would have lost too much money in tax	2%
I did not know I could withdraw large sums from my pension fund	1%
I don't feel I have enough information to make this decision	9%
Other	11%

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SAVINGS UP

Compared to Q2 2015, there has been a modest increase in consumer savings over the last three months.

On average in the UK, adults are putting over £650 per month towards their retirement pot. In the previous quarter, it was £475 per month, giving a quarter on quarter increase of more than **37%**.

This is welcome and shows a willingness to save for the future, however must be viewed over a much longer period.

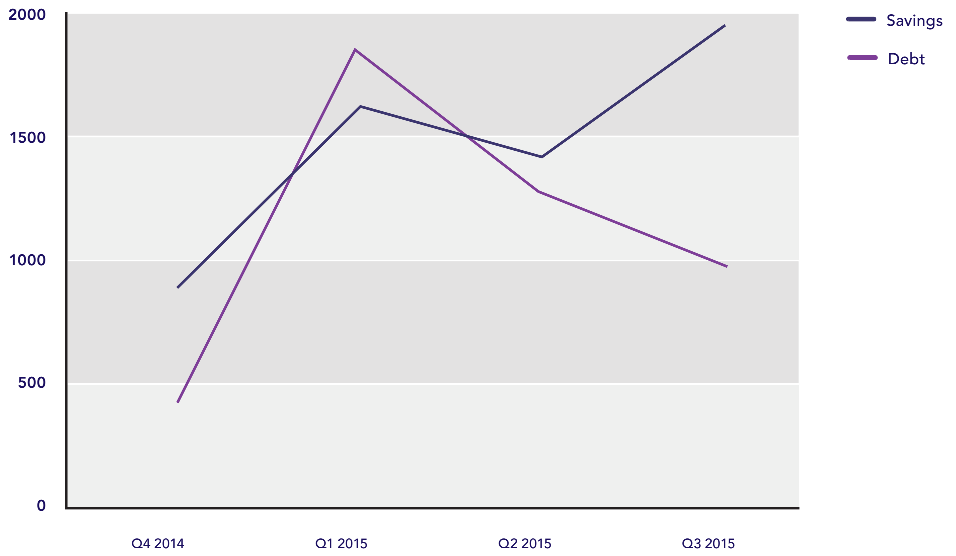
True Potential has monitored consumer savings throughout our campaign. We are able to paint an accurate picture of UK personal finance behaviour.

Consumer savings are only half of the story. We must also consider debt levels and offset these to get a true picture of the net savings power consumers are building up.

Savings have been rising steadily and we can see that, year on year, UK adults are putting more money aside for their retirement.

During this period, we have seen improved economic conditions and rising employment. Savings and investments has been a topic of great interest in 2015 and this has pushed the Savings Gap further up the news agenda.

While rising levels of savings are most welcome, we are also detecting an increase in personal debt. Following a sharp rise between Q4 2014 and Q1 2015, which covers the festive period, debt levels remain higher than at this point 12 months ago.



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Regional savings and debt Q3 2015

Region	Average Savings	Average Debt	Difference
UK Average	**£1,968.85**	**£984.40**	**+£984.45**
Scotland	£2,049.60	£1,156.18	+£893.42
Wales	£2,065.70	£986.32	+£1,079.38
North East	£2,197.53	£1,174.11	+£1,023.42
North West	£1,909.44	£1,146.58	+£762.86
Northern Ireland	£2,349.05	£540.00	+£1,809.05
Yorkshire & Humberside	£1,924.83	£1,107.07	+£817.76
East Midlands	£1,838.46	£1,205.12	+£633.34
West Midlands	£1,848.40	£695.88	+£1,152.52
East Anglia	£2,004.40	£901.43	+£1,102.97
London	£1,920.19	£876.33	+£1,043.86
South East	£1,962.51	£1,055.43	+£907.08
South West	£2,045.08	£926.82	+£1,118.26

Gender savings and debt Q3 2015

	UK Average	Men	Women
Average Q3 2015 Savings	**£1,969**	**£2,013**	**£1,922**
Average Q3 2015 Debt	**£984**	**£1,038**	**£934**

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CONCLUSION

This edition of *Tackling the Savings Gap* comes at a crucial time, when many important questions are being asked. How can people be incentivised to save more money? What product do consumers favour? Why is there an advice gap and how do we close it? What do consumers want from financial advisers?

These are important questions that the government is rightly asking and in my view, is sensibly taking its time to consider.

Amid all of the opinions and fears, we at True Potential have attempted to provide a set of answers from the people who matter most – consumers.

Their responses confirm that access and simplicity are two of the best tools in the box to close the Savings Gap. Despite the incentives that are loaded on to pensions, enforced auto enrolment and their longer history, consumers are almost as likely to choose an ISA over a pension, and many people have both.

Successive governments have tried to retro-fit pensions and unfortunately this simply discredits them further in the eyes of the public, who are sceptical about locking money away on a promise today that may be meaningless in 30 years time. ISAs have built-in access, which is both reassuring and flexible.

If ISAs can compete with pensions on an uneven playing field, imagine how much more popular they would be with parity.

Savers have told us that they place a high value on trust and affordability when it comes to accessing advice. Low-cost advice does not necessarily mean robo-advice, so we will look closely at the FAMR's suggestions here. The balance to be struck is between low-cost and personalised advice. Why should some consumers be unable to see an adviser face to face due to cost?

The coming months will be about strong leadership, new ideas and bold action.

David

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TACKLING THE SAVINGS GAP®

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