

GOAL: People stay on top of and make the most of their money throughout their lives and as a result they achieve life goals, live happier, more positive lives and wellbeing within their household improves

Only if government policy means that building assets is positive / worthwhile

People continue to actively manage their income and expenditure on a day to day basis and:

- set and achieve financial goals that improve their future
- are resilient to setbacks
- save regularly throughout their lives
- use credit well and responsibly
- buy and use appropriate financial products
- break down taboos by talking openly about money
- have improved emotional relationships with family, partners, children and friends because money is no longer a source of argument
- Internalise responsible attitudes to money
- FULL DAY – Pass on knowledge to others

People achieve life goals and are motivated to continue actively managing their money

Only if aligning life goals and finances does motivate good money management and people are not demotivated by set backs; they can access a basic bank account; suitable financial products and debt advice is available; society is open to break down taboos

And, as a result, they develop and act upon an Action Plan and:

- draw up a household budget which balances the needs and wants of household members
- make a list of everything they owe, assess the suitability of their credit products and switch to a lower rate where they can, seek advice if they need to
- prioritise paying off debt
- shop around and switch to get a better deal where appropriate
- set life goals and plan how to manage their money to achieve these
- make a saving plan and start saving on a regular basis
- make a plan for retirement and start to save toward this
- talk to friends and family about money

They achieve savings goals and experience the reward

Only financial products and credit are understandable and not miss-sold

Only if they are able to resist pressures of consumer culture; they learn to set and maintain realistic budgets; they have enough money to meet their basic costs; they are not locked in to high cost products and services

People understand:

- how to take control of their money, how to switch products and services and check their pay and tax
- the practical steps they can take to manage their money better
- their pension choices and how to plan for retirement
- how to set savings and life goals and keep track of their spending to achieve these
- how to budget (including prioritising life's basics and legal priorities as well as taking into account the needs and wants of others), how different financial products work and which are relevant to them and can help them achieve their goals
- different types of credit and how to check whether a credit product is right for them
- the warning signs that they need help, what to do to deal with difficulty and where to go for help if in financial difficulties
- FULL DAY WORKSHOP– how to advise others about seeking advice to deal with problem debt

They are confident and motivated to manage their money and:

- recognise the importance of setting life goals and taking control of their money to achieve these
- believe that saving will positively affect their lives and that anyone can save
- think that seeking help is the right thing to do when facing financial difficulties
- feel confident choosing financial products, believe that shopping around will save them money and trust that there are good /better financial products for them
- understand their own values, attitudes and preferences in relation to money and recognise the impact that financial decisions have on their life, family and relationships
 - feel motivated to talk about money openly
 - believe they should take into account the needs and wants of household members making financial decisions
- FULL DAY WORKSHOP – feel confident passing on their knowledge and skills to others.

The Money Charity delivers workshops to teach people about: Managing their money day to day; Planning (including setting budgets in order to achieve goals); Saving; Credit and Debt; and Financial Products

PROBLEM: People are not motivated to stay on top of their money throughout their lives and have lost confidence in their ability to improve their financial situation as a result of negative life experiences and setbacks

