

Key theme	Planned activity	How we will measure success
<p>Developing an approach to address the Advice and Guidance gap</p>	<ul style="list-style-type: none"> • Understand consumer inhibitors to engage with savings and investments • Consider how to develop guidance in the private sector, so as to influence and complement public sector provision • Engage with regulators through the FAMR review consultations • Lobby policymakers based on consultation response positions 	<ul style="list-style-type: none"> • Delivering a clear TISA lobbying position in co-operation with the TSC • Establish arguments/proposals based on clear evidence • Taking our message robustly to key influencers (FCA/HMT) • Achieving an advance in the current regulatory/legislative position • Finding a way to work co-operatively with the public sector • Delivering greater access to more people
<p>Develop a smarter approach to customer communications – to engage with consumers in the digital age</p>	<ul style="list-style-type: none"> • Understand and engage with the FCA’s Smarter Communications work • Consider the developing position on vulnerable customers and establish a clear point of view on the issue • Conduct research to establish a solution • Lobby stakeholders to advance our solution 	<ul style="list-style-type: none"> • A clearly articulated TISA Point of View including solution proposals • Achieving the support of key policy stakeholders • Developing a consistent position on industry best practice on vulnerable customers