

Macro Ambition

To ensure all children in the UK can live the financial life they aspire to by equipping them with the attitude, skills and resources to achieve their personal and financial goals.

Key theme	Planned activity	How we will measure success
<p>Developed family approach to savings for children and young adults through innovative products, appropriate lobbying and promoting a savings habit.</p>	<ul style="list-style-type: none"> • Consider and submit a children and young adult focused paper to the government for the 2018 November Budget • Lobby to obtain surety of the CTF maturity roll over into an ISA • Produce a gap analysis by comparing existing products to what might be needed • Define what is meant by a family approach through gathering best practice and analysis 	<ul style="list-style-type: none"> • Paper submitted to the next budget proposal • Confirmation from HMRC that CTFs will rollover into an ISA. • Gap analysis complete and signed off by council • Family approach definition approved by council

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<p>Provision of financial education to children and young people and their family unit, in a way that is engaging, increases confidence, independence and leads them to achieve their potential.</p>	<ul style="list-style-type: none"> • Produce a gap analysis of financial education currently provided for children and young adults from birth to age 18, including support for their parents. Include issues that they face in the current climate • Produce an educational document for holders of Child Trust Funds that focuses on taking control at 16 and maturity • From the results of the gap analysis identify and focus on the top priority 	<ul style="list-style-type: none"> • Gap analysis complete • Educational document completed and appropriate distribution made. Positive feedback from consumers received • Top priority gap is underway by end of year
<p>Investigate and disseminate how technology can be an effective mechanism to build and develop engagement with and understanding of money, based on the principles of “Keep it simple”</p>	<ul style="list-style-type: none"> • Produce an information pack for providers, with insights into suitable products for children and young adults, valuable features, information needed to help them understand, communication channels used by them, the benefits of digital technology, regulation guide and examples of visual representation of information • Gather together research on how large retail firms engage with this target market • Gather research on young people's attitudes to technology and information sharing 	<ul style="list-style-type: none"> • Providers pack produced and available on TISA website, incorporating findings from retail firms and attitudes to technology and information sharing.

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<p>Increased digital presence using appropriate media in order to provide guidance and education to communities through multi-channels where children are at the heart (and parents)</p>	<ul style="list-style-type: none"> • Agree how the various means of digital communication maybe resourced and establish an editorial team for publishing blogs etc. • Set up a chatbox and begin using it • Publish a guide for the benefits of young adults aged between 15-18 for the child trust fund and JISA 	<ul style="list-style-type: none"> • Resourcing of editorial team in place • Chatbox in place and being used. Positive feedback received from users • Guide produced and being distributed. Positive feedback received from recipients.