



## KickStart Money – Our Manifesto

### What do we want:

- Financial education as a compulsory element of the primary school curriculum

### Why do we want it:

- Over 8 million people in the UK are experiencing problems with debt.
- In 2014, the Government made financial education compulsory in secondary schools as part of maths and citizenship, but there is still a gaping hole in financial education for young people at a primary level.
- Money consciousness and attitudes towards money are formed as early as 7 and will affect young people's financial futures.
- 57% of 12-17-year-olds aren't confident in managing their money. This will have an adverse impact on the fiscal culture of the UK, with financial literacy underpinning many interconnected socio-economic issues.

### What has KickStart Money already shown:

- 20 leading financial services firms have joined forces to forge positive financial attitudes & behaviours in young people, in order to build a stronger national savings culture – changing habits for a generation.
- KickStart Money has invested over £1 million of funding for the financial education of 20,000 children over three years, delivered by the charity MyBnk.
- After KickStart Money financial education sessions, 70% of all pupils consulted three months after delivery were working towards a saving goal. Teachers also reported that 87% of pupils now understood that their financial decisions have consequences.
- All children across the UK need to be taught money management skills from a young age. For this reason, KickStart Money is fighting for compulsory financial education on the primary school curriculum.

### The Issue

There are large proportions of the UK population who lack the functional skills and knowledge to effectively manage their money:

- Over 8 million people in the UK are experiencing problems with debt.<sup>1</sup>
- 10.7 million UK adults rarely or never save.<sup>2</sup>
- 22% of adults have less than £100 in savings or investments.<sup>3</sup>
- Less than half (43%) of young people (aged 12 to 17) feel confident in managing money.<sup>4</sup>
- 44% of parents say they also do not feel confident managing money.<sup>5</sup>

<sup>1</sup>MAS, Financial Capability Strategy for the UK, 2015.

<sup>2</sup> MAS, Financial Capability Survey, 2018

<sup>3</sup> Ibid.

<sup>4</sup> MAS, The Financial Capability of Children and Young People, 2016

<sup>5</sup> Ibid.



## The Solution

1. **Catch it early** - bad spending habits and money consciousness form at an early age and will affect young people's futures. This means that financial education is critical during our formative years.



The age by which adult spending habits are set.<sup>6</sup>

The age at which children can recognise the value of money, how to count it out, and that it can be exchanged for goods.<sup>7</sup>

The average age at which children begin to receive pocket money.<sup>8</sup>

The age at which children understand planning ahead, delaying decisions until later and that some choices are irreversible.<sup>9</sup>

2. **Respond to those who know best** –

- *Young people* – currently only 42% of 7-17-year-olds say that they receive meaningful financial education at school, home or any other setting.<sup>10</sup>
- *Teachers & schools* – two thirds (66%) of teachers believe that financial education should start in primary school, with 63% stating that it would be helpful for students to arrive in Year 7 with some understanding of financial matters.<sup>11</sup>
- *The Money Advice Service (MAS)* – MAS states that a combination of a good parental example and teaching resources is required for children to develop positive money management skills.<sup>12</sup>

## KickStart Money programme

Together, KickStart Money firms have contributed over £1 million to fund the provision of financial education in primary schools, delivered by MyBnk. The project incorporates MyBnk's Money Twist initiative, a series of highly interactive workshops for 7-11-year-olds that help to set positive attitudes towards money. This delivery:

- Will reach 20,000 young people.
- Will deliver 3,000 hours of education
- Will work with 150 schools/youth organisations in a number of areas across the UK
- In year one (2017) worked with 52 schools, delivering 167 programmes to nearly 4,800 young people.
- In year two (2018) was expanded to 244 programmes, reaching almost 6,600 young people.

## KickStart Money member companies –

Alliance Trust Savings, Allianz Global Investors, Aviva, AXA, BlackRock, BMO Global Asset Management, Columbia Threadneedle, CQS, Janus Henderson Global Investors, Legal & General Investment Management, Legg Mason, M&G, Neuberger Berman, Newton Investment Management, Quilter plc, Lazard Asset Management, Prudential UK, Redington, Schroders and Standard Life Aberdeen

<sup>6</sup> MAS – Press Release, Adult Money Habits Are Set by The Age of Seven Years Old, May 2013

<sup>7</sup> Ibid.

<sup>8</sup> PFEG – Financial Education Planning Framework, Ages 3-11, Nov 2013

<sup>9</sup> MAS – Press Release, Adult Money Habits Are Set by The Age of Seven Years Old, May 2013

<sup>10</sup> MAS, Financial Capability Survey 2018

<sup>11</sup> All Party Parliamentary Group on Financial Education for Young People, Financial Education in Schools: Two Years On – Job Done?, May 2016

<sup>12</sup> MAS – Press Release, Adult Money Habits Are Set by The Age of Seven Years Old, May 2013