



Press Release

For immediate release

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The Investing and Saving Alliance (TISA) comment on the HM Treasury Help to Buy: ISA Scheme Quarterly Statistics, published today

Renny Biggins, Retirement Policy Manager at TISA, said: *“The North East of England, which has the lowest bonus take up of help to buy (HTB) ISAs, also has the lowest house price in England. However, notwithstanding that, the North West of England, and Yorkshire and the Humber which have the highest bonus take up, are the next two lowest house price regions in England. This may suggest that, whilst the HTB ISA bonus is very welcome for first-time property purchasers, the typical value of property in England is beyond the financial means of people below the age of 30, and is typically being used in the UK where house prices are cheaper.*

“Behavioural research shows that, if something is perceived to be way beyond someone’s savings means, then this has a negative effect and puts people off trying to reach their goal. However, if it is perceived to be possible, they go the extra mile. This could explain why the HTB ISA is not being used as much in regions with higher property value as it takes savers longer to accumulate the deposit.

The bonus combined with cheaper house prices also enables those who do use the HTB ISA to climb on the property ladder 2 years earlier than the national average age, which can, in turn, allow them repay mortgage costs before they reach retirement. This can provide savers with a higher living wage in their retirement and also may help with unexpected retirement costs such as long-term care.”

Ends

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Notes for Editors

TISA’s ambition is to improve the financial wellbeing of UK consumers by bringing the financial services savings industry together to promote collective engagement, to deliver solutions and to champion innovation for the benefit of people, our industry and the nation.



We do this by focusing on good consumer outcomes and harnessing the power of our broad industry membership base to deliver practical solutions, new digital infrastructure and by devising innovative, evidence-based strategic proposals for government, policy makers and regulators. This holistic approach to address the major consumer issues uniquely positions TISA to deliver independent insight, promote innovation and facilitate good practice.

TISA's rapidly growing membership is representative of all sectors of the financial services industry. We have over 200-member firms involved in the supply and distribution of savings, investment products and associated services, including the UK's major investment managers, retail banks, online platforms, insurance companies, pension providers, distributors, building societies, wealth managers, third party administrators, Fintech businesses, financial consultants, financial advisers, industry infrastructure providers and stockbrokers.

Our current strategic policy focus includes making financial guidance more widely available; financial education for young people; retirement savings and addressing consumer engagement, particularly for the vulnerable. These will form essential elements of - *Vision 2025* - TISA's strategic policy roadmap towards delivering a material impact in enhancing consumers' financial wellbeing.

Complementing our development of consumer policy and thought leadership, TISA has become a major industry delivery organisation for consumer focused, digital industry infrastructure initiatives (TeX/STAR, Digital ID, MiFID II and Open Savings & Investment). This reflects TISA's commitment to open standards and independent governance.

TISA is also recognised for the support it provides to members on a range of operational and technical issues targeted at improving infrastructure and processes, establishing standards of good practice and the interpretation and implementation of new rules and regulations. This work currently includes MiFID II, CASS, SM&CR and addressing cybercrime.

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