

# talk money<sup>®</sup> week

6–10 November 2023



Money  
Helper

Provided by



Money &  
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Service



HM Government

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# What is Talk Money Week?

6 –10 November 2023

**Each November we encourage everyone to come together for Talk Money Week, to start money conversations in workplaces, family and friendship groups, schools, and wider communities.**

The week is an opportunity for everyone to get involved with events and activities which help people have more open conversations about their money – from pocket money to pensions – and continue these conversations year-round.

Research shows that people who talk about money:

- make better and less risky financial decisions
- have stronger personal relationships
- help their children form good money habits for life
- feel less stressed or anxious and more in control

## **A snapshot of Talk Money Week 2022**

Covered by over 500 press outlets, including regional, national and broadcast

Over 12 million people reached online

Numerous MPs publicly supported Talk Money Week

Hundreds of Talk Money Week events and activities took place across all four UK nations

# Why Talk Money?

**Despite the current spotlight on household finances, talking about money remains a taboo. People find it difficult to open up about money and pensions worries, and don't access the expert help available to help them find their way forward.**

A financially healthy nation is good for individuals, communities, business, and the economy. Building money conversations into our everyday lives helps us build financial confidence and resilience to face income shocks, life events and whatever the future throws at us.

Help us **#TalkMoney** this year.

A huge range of information, tools, and guidance about all aspects of money are available through our MoneyHelper service.

## MoneyHelper



MoneyHelper is here to make your money and pension choices clearer. Here to cut through the complexity, explain what you need to do and how you can do it. Here to put you in control with free, impartial guidance that's backed by government, and to help you find further, trusted support if you need it.

Money guidance: **0800 138 7777**

Pensions guidance: **0800 011 3797**

# Do One Thing

**This Talk Money Week we're spreading a simple message: Do One Thing**

Ask the people you support or employ to 'do one thing' to boost their financial wellbeing – and even better, to share what they're doing with others, whether that's via social media, conversations with friends and family, or in any other way.

It doesn't have to be big. It could be as simple as checking their address is up to date on their pensions, talking to a child about pocket money or using the MoneyHelper benefits calculator to check they're not missing out on any income they could be claiming.

Make it happen:

- 1.** Decide on your 'one thing'
- 2.** Tell everyone about it
- 3.** Encourage others to do the same!

**#DoOneThing**



# Start the conversation

Use these ideas and resources to help you design your Talk Money Week activities.

## Talk Money on social media

- Use social media to tell people why you're supporting Talk Money Week, and showcase the support or services you already offer.
- Use the hashtags **#TalkMoney** and **#DoOneThing** to tell us about 'one thing' you're asking your audiences to do, so we can spread the word
- Short on time? Download and share our **free Talk Money Week social graphics, overlays and template tweets.**

## Share these resources with the people you support

- Let people know where they can find support by linking to free, impartial and government-backed MoneyHelper guidance via your internal or external channels.
- Create content such as a blog or podcast to help your audience to manage their money.
- Share our latest **research and insights** on financial wellbeing, which cover topics including financial education, mental health, gender, pensions, and credit use.
- Share or print our **Talk Money poster** to help signpost to MoneyHelper services.
- Encourage people to **book a free Pension Wise appointment** so they can talk to a pension guider.


## Organise or promote an event

- Host an event where your audience can talk to you about money face-to-face or online, share knowledge and promote financial wellbeing support already available.
- Encourage employees who give money guidance, to attend sessions at the free Money Guiders conference, to take part in interactive workshops and learn from other organisations.

## Talk Money in your local area

- Engage local, trade or national press with the work you're doing to help people talk about money using our **press release template**.
- Use our **template email** to write to local elected representatives to invite them to visit your organisation during Talk Money Week.

### Stay up to date

 **Money and Pensions Service**  
on LinkedIn

 **@MoneyPensionsUK**

 Receive our **monthly newsletter**

# About the Money and Pensions Service

**The Money and Pensions Service (MaPS) is here to ensure every person feels more in control of their finances throughout their lives: from pocket money to pensions.**

In 2020, we published the UK Strategy for Financial Wellbeing, a 10-year framework for transforming the nation's financial wellbeing, focused on five national goals:

- 2 million more children and young people getting a meaningful financial education
- 2 million more working age 'struggling' and 'squeezed' people saving regularly
- 2 million fewer people often using credit for food and bills
- 2 million more people accessing debt advice
- 5 million more people understanding enough to plan for later life

We work with partners from across government, industry and the third sector to coordinate delivery plans for each of the UK nations. The plans outline how we can collectively shift the dial on the goals set out in strategy.

MaPS delivers free and impartial money and pensions guidance to the public via the MoneyHelper service.

**You too can get involved in MaPS' mission.**

**Contact your closest Partnerships Manager**

for tailored support in starting your Talk Money Week journey and discover how to get involved, wherever you are or whatever your organisation.



A photograph of a man with a beard and short hair, wearing a dark jacket, carrying a young child with blonde hair on his back. They are walking outdoors, with a residential street and buildings in the background. The image is partially obscured by a blue vertical bar on the right side of the page.

# → About MoneyHelper

Money  
Helper

## Making your money and pension choices clearer

Whatever your circumstances, MoneyHelper is on your side. Online and over the phone, you'll get clear money and pension guidance that's quick to find, easy to use and backed by government. We can also point you to trusted services if you need more support.

Open to everyone and free to use, MoneyHelper helps you clear debts, reduce spending and make the most of your income. To support loved ones, plan for major purchases and find out about entitlements. To build up savings and pensions and know your options.

Just search for MoneyHelper:  
[moneyhelper.org.uk](https://www.moneyhelper.org.uk)

# Talk Money in the workplace

**Right now, your workforce or their families may be feeling cost-of-living pressures, be worried about redundancy, redeployment, retraining or retiring early. It's a key moment to communicate with your people to help them review their financial situation.**

- **Signpost to our free money guidance**, debt advice, pensions guidance and online tools through your intranet or in communal areas, or via external channels.
- Use Talk Money Week to help you make a case for a financial wellbeing to key decision makers within your organisation.
- Use 'Do One Thing' as a hook to promote the financial wellbeing support you provide, such as employee assistance programmes, childcare vouchers, season ticket or cycle to work loans or a credit union partnership.
- Launch an anonymous staff survey to help you understand their money worries and identify what support may be helpful.
- Promote the support your organisation offers at key life stages such as retirement.
- Organise a financial wellbeing fair to showcase what is available.
- Invite external providers who deliver workplace-based support such as financial education or advice to highlight their services.



- Use Talk Money Week to launch new employee financial wellbeing support services, such as a **payroll saving scheme**, partnership with a credit union, payroll-deducted interest free loans or hardship support.
- Encourage employees to take a **Midlife MOT** to help them assess their current financial situation and plan for the future.

### **Get support from a partnerships manager**

**Contact your closest Partnerships Manager** for tailored support in starting your Talk Money Week journey and discover how to get involved, wherever you are or whatever your organisation.

# Talk **Money** in financial services

**Financial services play a key role in offering consumers a place to talk about their money and build financial wellbeing. However, around half the adults in the country – over 24 million people – admit to not feeling confident in making decisions about financial products and services.**

Financially capable customers make better customers – they understand their money, feel more comfortable engaging with financial professionals and get into less financial difficulty as a result.

## **Start the conversation**

- Highlight the ways customers can get help if they are worried about money or facing financial difficulties.
- Use our **Money Guiders** programme to support and develop skills for frontline workers and help your team feel more confident in talking to customers about money.
- Organise a webinar or social media Q&A to give guidance to your customers from the comfort of their homes.
- Publish new research or insights.
- Showcase work in the pipeline, such as any programmes you are funding that will help customers with their money management.
- Promote any local partnerships that can help your customers with their money, supports them in their daily lives or gives back to their communities.
- You could check in with your customers whenever you make contact and signpost to appropriate guidance.



### Four tips for financial advisers

- Find ways to help customers to understand the value of seeking regulated advice.
- Offer taster sessions to reach potential customers.
- Promote and showcase your work with corporate clients.
- Engage with local charities or community groups to help people understand the services you provide.

### Get support from a partnerships manager

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# Talk Money in local government and housing

**Many of your residents may be struggling with bills or worried about their finances. Parents on low incomes who rent privately are particularly likely to be struggling more with the cost of living at this time.**

Talking about money with your residents is another way to help people in your community and improve their health and happiness, and strengthen the services you provide.

## **Start the conversation**

- Use the Do One Thing campaign to promote the financial wellbeing services you provide.
- Help your team feel more confident in talking to residents about money: use our Money Guiders programme to support and develop skills for frontline workers.
- Attend the Talk Money Week Money Guiders Conference on 8th November, where organisations and individuals will be sharing good practice and knowledge about money guidance.
- Organise a financial wellbeing event to showcase what's available to residents, inviting local providers you work with such as credit unions to promote their services.
- Use Talk Money Week to launch new services.



- Signpost to money guidance resources such as our everyday money guides and tools or our Universal Credit tool for those moving onto this form of benefit.
- Raise awareness of common money pitfalls, such as using loan sharks or high-cost credit.

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# Talk Money in third sector and policy

**With people facing increased cost-of-living pressures, personal finances are right at top of policymakers' agendas.**

Talking about money should always be taken into consideration when considering new ideas to support people, as financial wellbeing goes much further than simply helping them make better financial decisions.

## **Start the conversation**

- Host a roundtable thought leadership event bringing together stakeholders to discuss financial wellbeing.
- Help your team feel more confident in talking to service users about money by using our Money Guiders tools and resources to support and develop skills for frontline workers.
- Use Talk Money Week as a hook for your research or reports about improving overall wellbeing.
- Organise a virtual discussion to debate how financial wellbeing will impact your work with consumers, colleagues or communities.
- Acknowledge the role that money plays in many aspects of life – from mental health to housing, employability, social mobility to relationships – and join the conversation on social media about why talking about money is important in the agendas you care most about.





**Get support from a partnerships manager**

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# Talk Money in education, and child, youth and family services

**Beginning to talk about money early helps give children and young people the skills they need to build strong financial foundations. Yet, only 47% of 7 to 17-year-olds currently get a meaningful financial education at home or school.**

## Financial education at school

Children and young people who say they learned about money at school are more likely to save up frequently and feel confident managing their money.

Financial education can help schools enhance their curriculum, prepare students for the opportunities and responsibilities of later life and build relationships with the local community.

**Download the Talk Money Toolkit for Schools** with information and resources to help education settings deliver quality financial education, during Talk Money Week and beyond.

## Start the conversation

- Use our **guidance for schools** for advice on how schools can deliver financial education.
- Discover what to talk about; these **Financial Education Planning Frameworks** highlight what children and young people might need to know at what age.
- Use financial education resources to guide you, such as the Financial Education Quality Mark on Young Money's **Resource Hub**.
- Invite financial education experts to Talk Money at your school or setting.



- 70% of children aged 7–17 receive regular pocket money, yet just over half of parents/ carers say they feel confident talking to their children about money (MaPS 2023)
- 64% of Buy Now Pay Later users are under 40 years of age (MaPS, 2022)



- Help parents and carers to feel confident **talking to children about money** by sharing our guides to talking about money with different age groups.
- Use teachable moments to help make the conversation relevant to young people’s lives. For example, getting birthday money.
- Signpost to **Talk Learn Do Digital**, a resources for parents and carers that helps break down important topics into fun activities and bite-sized information.
- Promote Child Trust Funds and encourage those who have maturing funds to access and manage them.
- Promote the work of those offering money guidance in your organisation, for example student money advisers.

### Get support from a partnerships manager

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# Talk **Money** in health and social care

**If you're facing a health problem, finances may be the last thing on your mind. However, there are strong links between financial wellbeing and physical and mental health.**

Research shows that people who talk about money feel less stressed or anxious, and more in control.

Feeling low can make it tough to manage money. The incomes of those with mental health problems are less than those without, and cost of living pressures have further highlighted how money issues and mental health problems are interlinked.

## Start the conversation

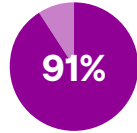
- To avoid money worries building up alongside health concerns, offer your patients and service users support to talk about their financial situation.
- Use the **Money in Mind tool** to guide the questions you ask service users about financial wellbeing.
- Share the **Mental Health & Money Toolkit** with your patients and service users.
- Help your team feel more confident in talking to patients users about money: use our **Money Guiders programme** to support and develop skills for frontline workers.
- Write an article or create a video about how financial wellbeing and talking about money can contribute to overall wellbeing.

- Signpost the people you employ or support to places where they can talk about money, such as our **money guidance helplines**.
- Find out if the **Breathing Space** debt respite scheme could help the people you support.
- Learn **how to include money guidance or social welfare legal advice** within your social prescribing offer.
- Complete our **bite-sized eLearning module** to gain an overview of financial wellbeing for health and care professionals.

### Get support from a partnerships manager

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- 91% of people who are struggling with their mental health avoid talking about money often through embarrassment, guilt or shame (MaPS, 2022)
- Those who have experienced a mental health problem in the last three years are four times more likely to be behind on priority bills (MaPS, 2022)
- Many members of minoritised communities face a 'double stigma' where it is particularly difficult to discuss either money or mental wellbeing, so discussing the two together may be especially challenging (MaPS 2022)




# How to keep the conversation going all year round

**Talk Money Week is a great opportunity to engage with your stakeholders and customers about financial wellbeing, but the conversation doesn't need to stop there.**

To truly enable everyone in the UK to make the most of their money and pensions, we need a continued focus on improving the financial wellbeing of individuals. So how can you help?

- Build financial wellbeing into your regular communications plan, both internally and externally.
- Link to **MoneyHelper** resources, or the support that you offer as an organisation.
- Lead by example to help break the stigma – the more people talk money, the more inclined others are to do so.
- Host regular events, where your audiences can ask questions, access support, be signposted to guidance.
- Use our **Money Guiders programme** and Money Guidance Competency Framework to learn about giving good money guidance in the non-FCA regulated space.
- **Join the UK Money Guider Networks** – for practitioner-focused groups, events and activities and inspiration to support frontline workers.
- **Contact our partnerships team** for free support to help you build financial wellbeing into your organisation's strategy and communications.
- Attend the Talk Money Week Money Guiders Conference on 8th November.

A woman with curly hair, wearing a black blazer over a white top with black polka dots, is speaking into a microphone. She is wearing a blue lanyard with a badge. The background is a plain light color.

# Talk Money at the Money Guiders Conference 2023

**Free to attend and open to all, the Money Guiders Conference sees people who give money guidance in their day-to-day roles come together to learn, and share knowledge and good practice.**

In other words, to learn how to have better conversations about all aspects of money with the people they support.

Led by expert guest speakers, the conference brings money guidance learning to life, so you can confidently apply it in your role and try out new ideas. You'll also meet others facing similar challenges, to find solutions together.

**[Register here](#)** to attend

Learn more about **[Money Guiders](#)**

### Stay up to date

 [Money and Pensions Service](#)  
on LinkedIn

 [@MoneyPensionsUK](#)

 Receive our [monthly newsletter](#).

### Get support from a partnerships manager

Contact our Partnerships Team to help you benefit from our leading insight, services and tools, as well as design and develop your own good practices that you can share with the wider business community.