

# The balancing act:

help employees build short-term buffers  
and achieve long-term financial goals



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# Agenda

1. Nationwide picture
2. Short-term financial resilience
3. Long-term financial resilience
4. How can employers drive financial resilience?



The blueprint for financial resilience

# 5 to Thrive



**Control  
your debt**



**Protect you  
and your  
family**



**Save a penny  
for a rainy day**



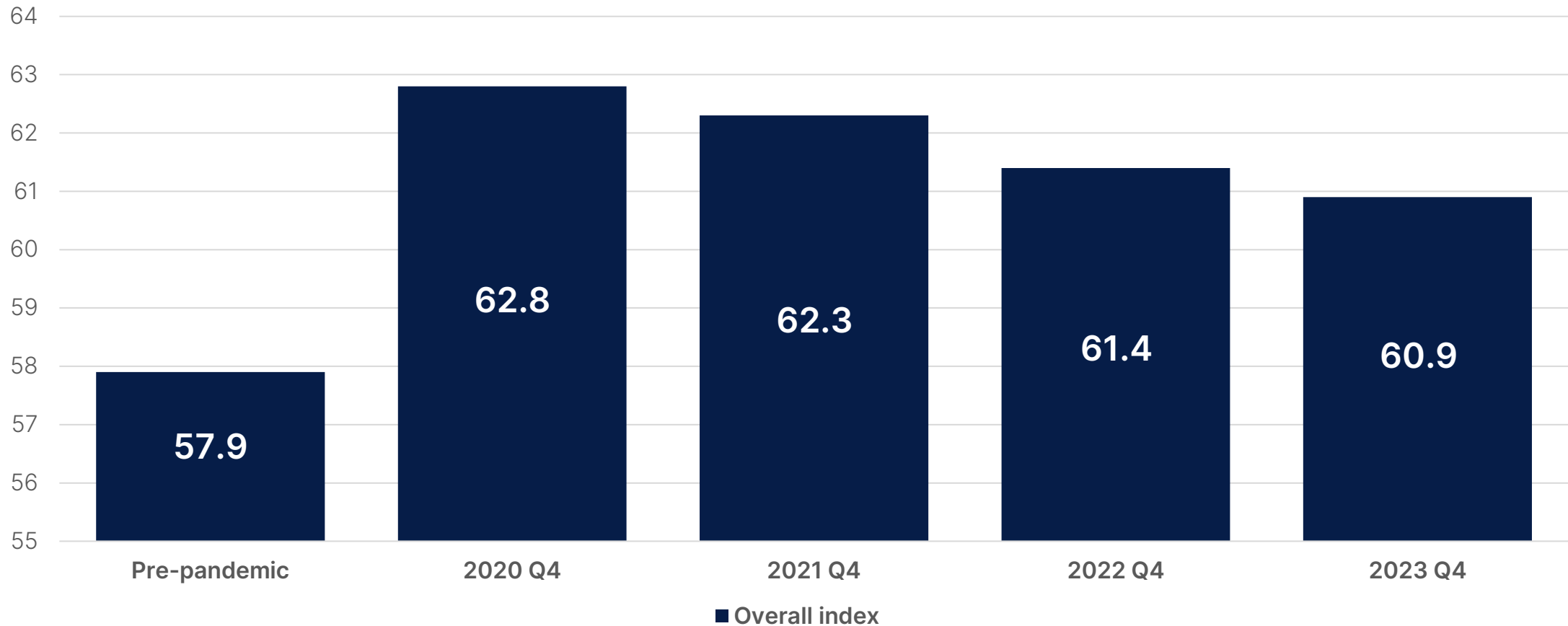
**Plan for  
later life**



**Invest to make  
more of your  
money**

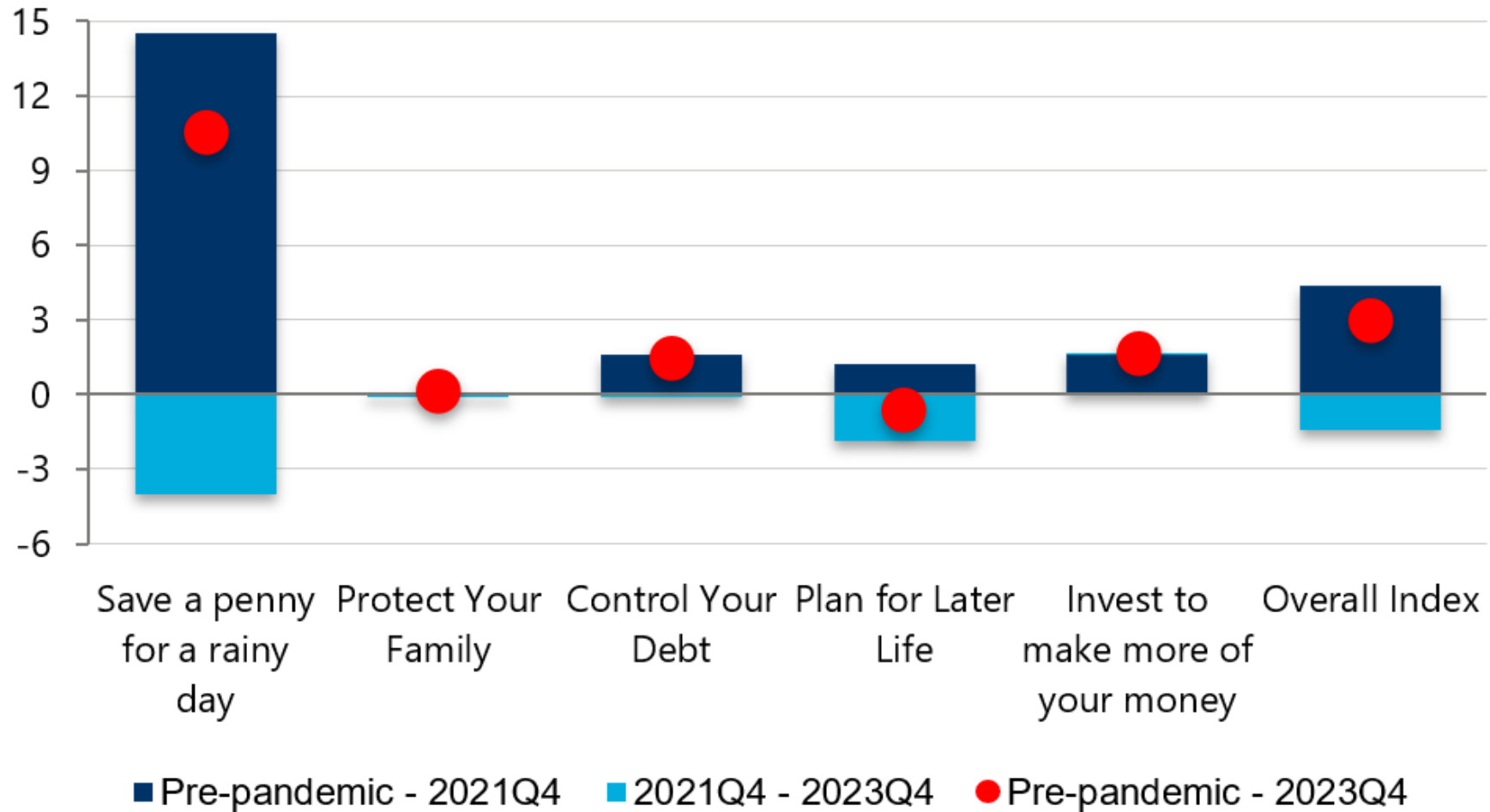
The nationwide picture

# How has national financial resilience changed?



The nationwide picture

# How has national financial resilience changed?

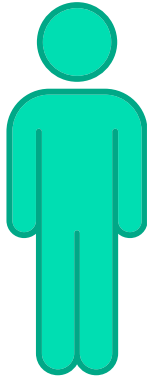


# Short-term financial resilience



# Thrivers and divers – who has 3 months cash?

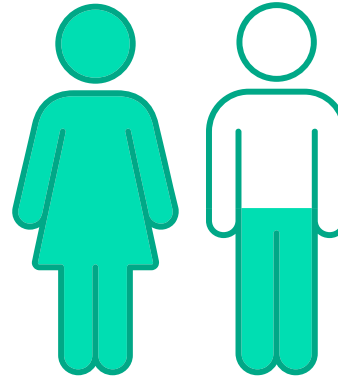
## Singletons



**50%** of single person households

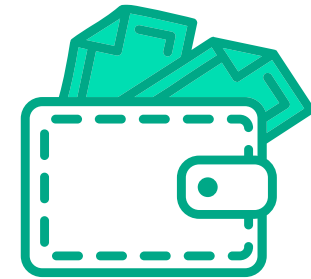
Drops to **23%** of single parents

## Young People



More than **1 in 2** 25-29 year olds

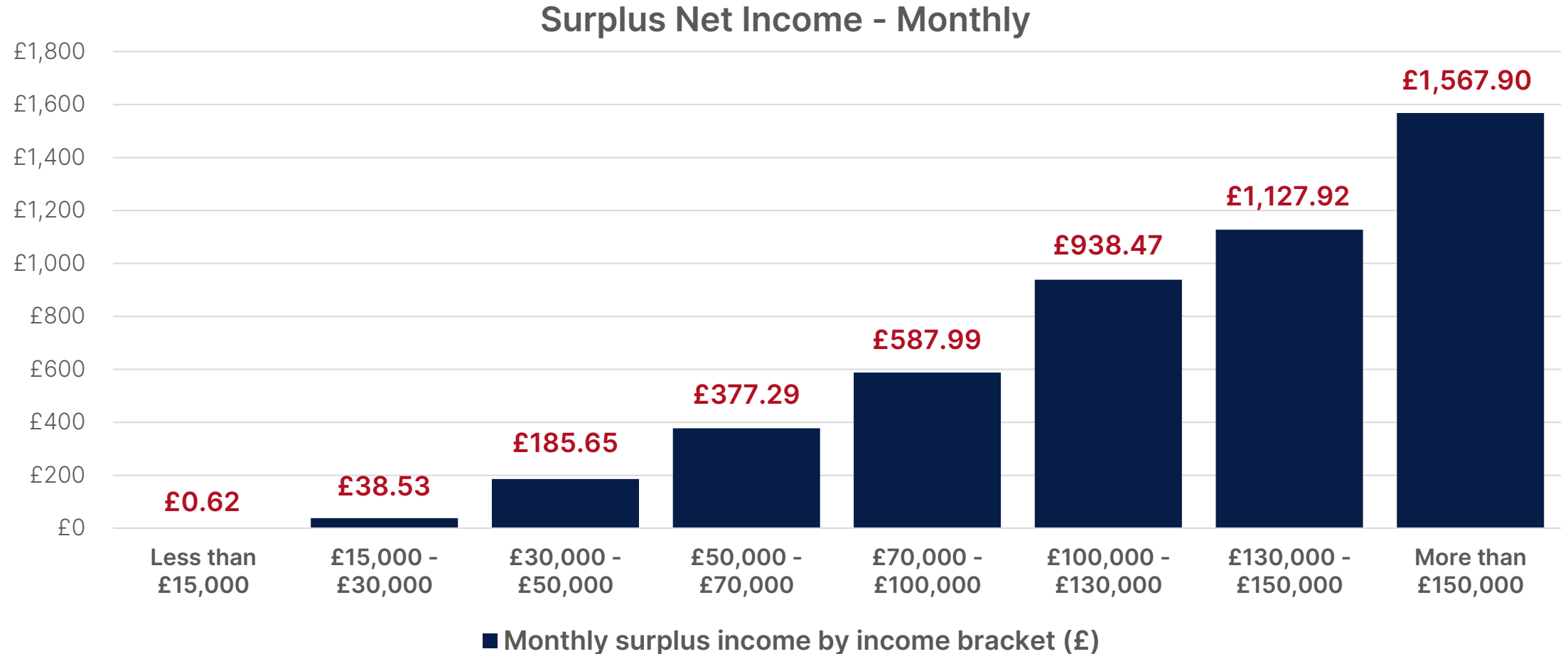
## Top Earners



**9 in 10** top earners have emergency cash stashed

Who has money left over each month to influence their financial resilience?

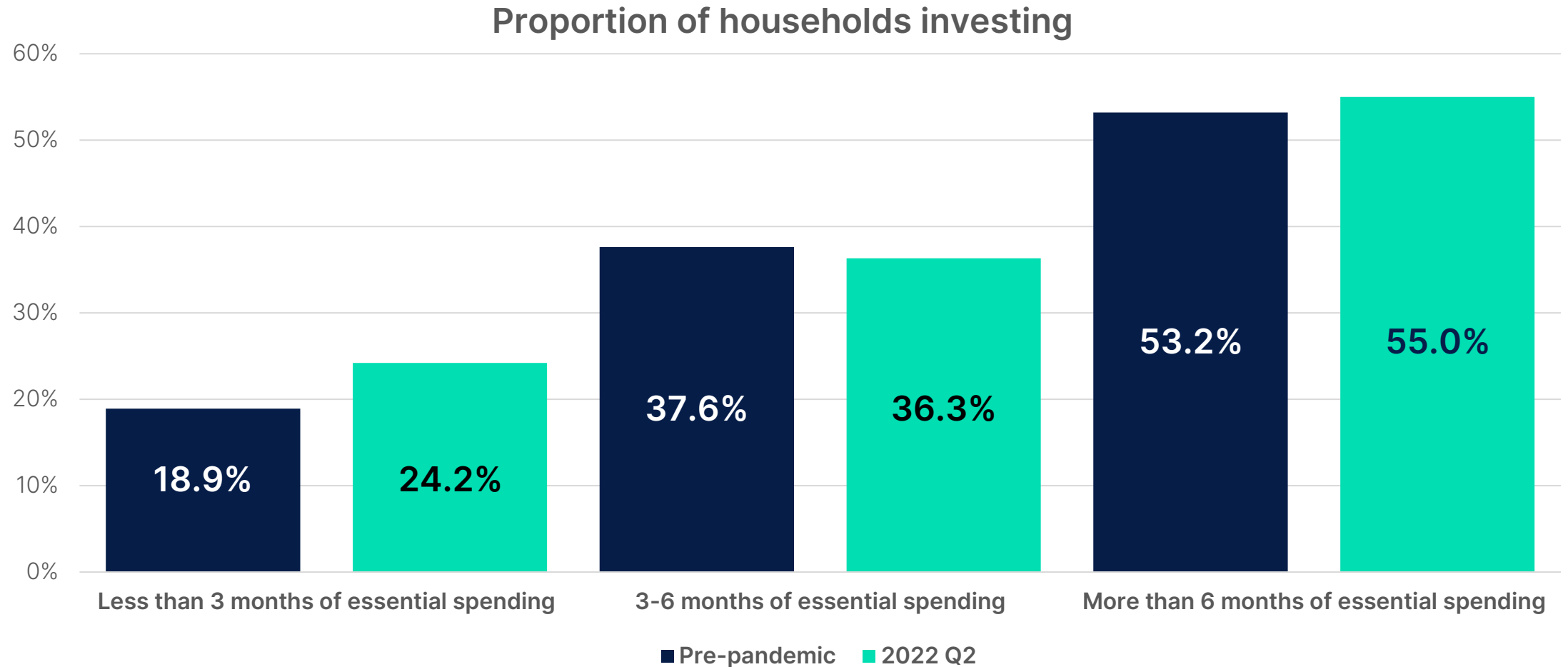
# Growing divide between low and high-income households





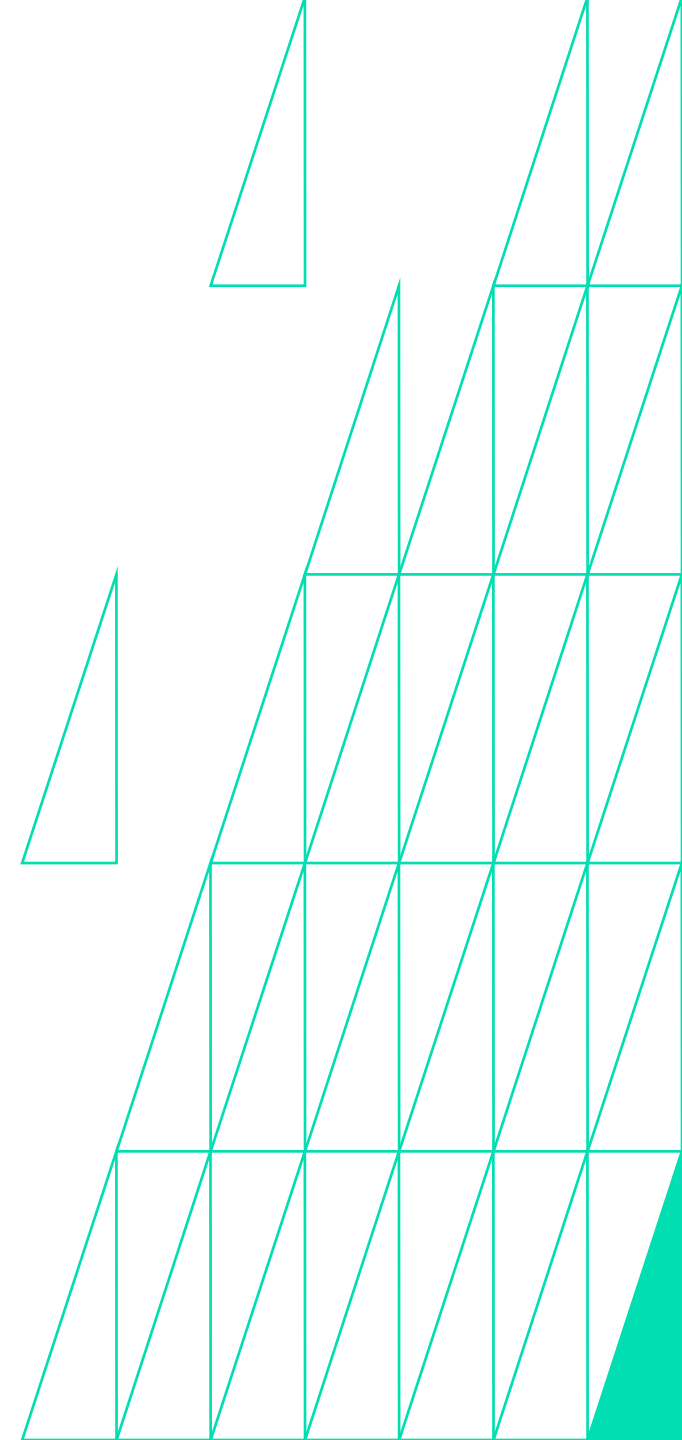
Despite the challenges many are managing to save

# Cash is both the solution and the problem



# Poll 1

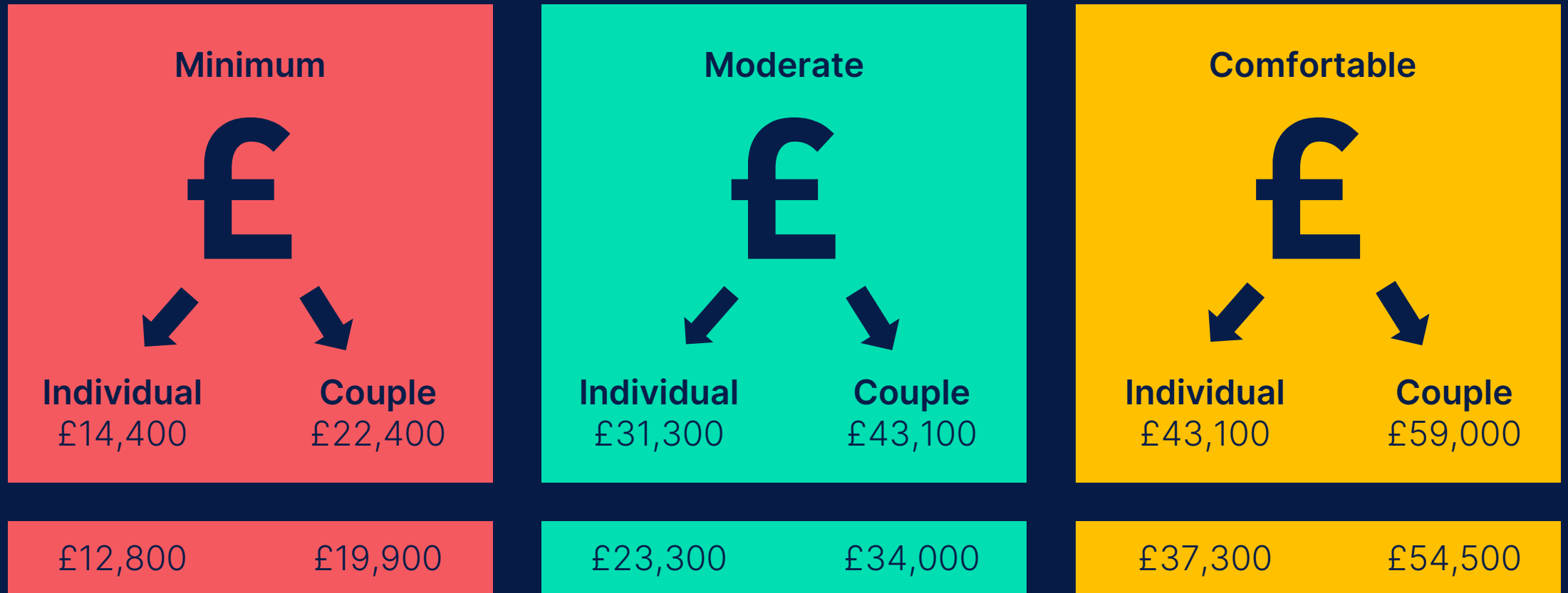
HL



# Long-term financial resilience



# Cost of retirement surges



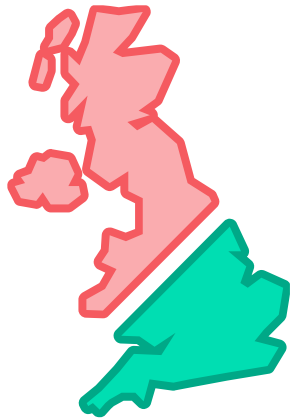
Source: PLSA (Pension & Lifetime Savings Association) February 2024.  
Nationwide figures excluding London

A close-up photograph of a woman with blonde hair, looking thoughtfully out a window. She is holding a black mug with both hands. The background is a bright, out-of-focus window. The overall mood is contemplative and serene.

**Just 39% of people  
on track to achieve a  
moderate retirement**

As a Nation we are not saving enough

## Who's faring best for retirement?



**47%** of South East on track for a moderate retirement compared to **36%** of West Midlands



**18%** of renting households on track for moderate retirement compared to...  
**51%** of homeownership households



**Just 3 in 10** of top earners on track for a comfortable retirement  
**7 in 10** on track for a moderate retirement



Entering uncharted waters

## Expectations versus reality gap

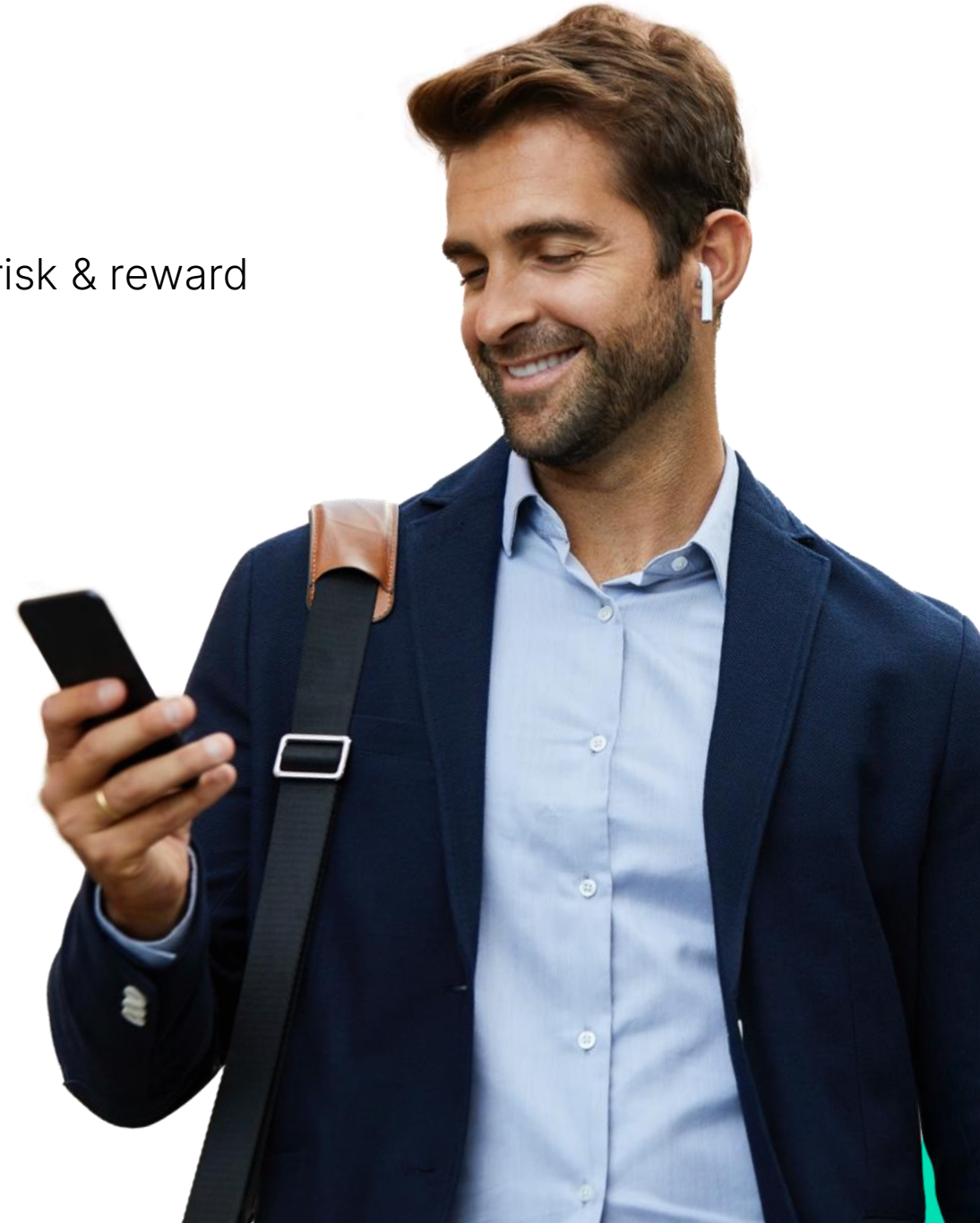
- Decline of DB schemes, being replaced with DC – onus on individual
- Auto-enrolment lulling people into false sense of security
- Cost of living widens gap between low and high-income households
- Just 1 in 3 people aware their pension is invested\*



Where financial education adds significant value

## The 5 most discussed subjects

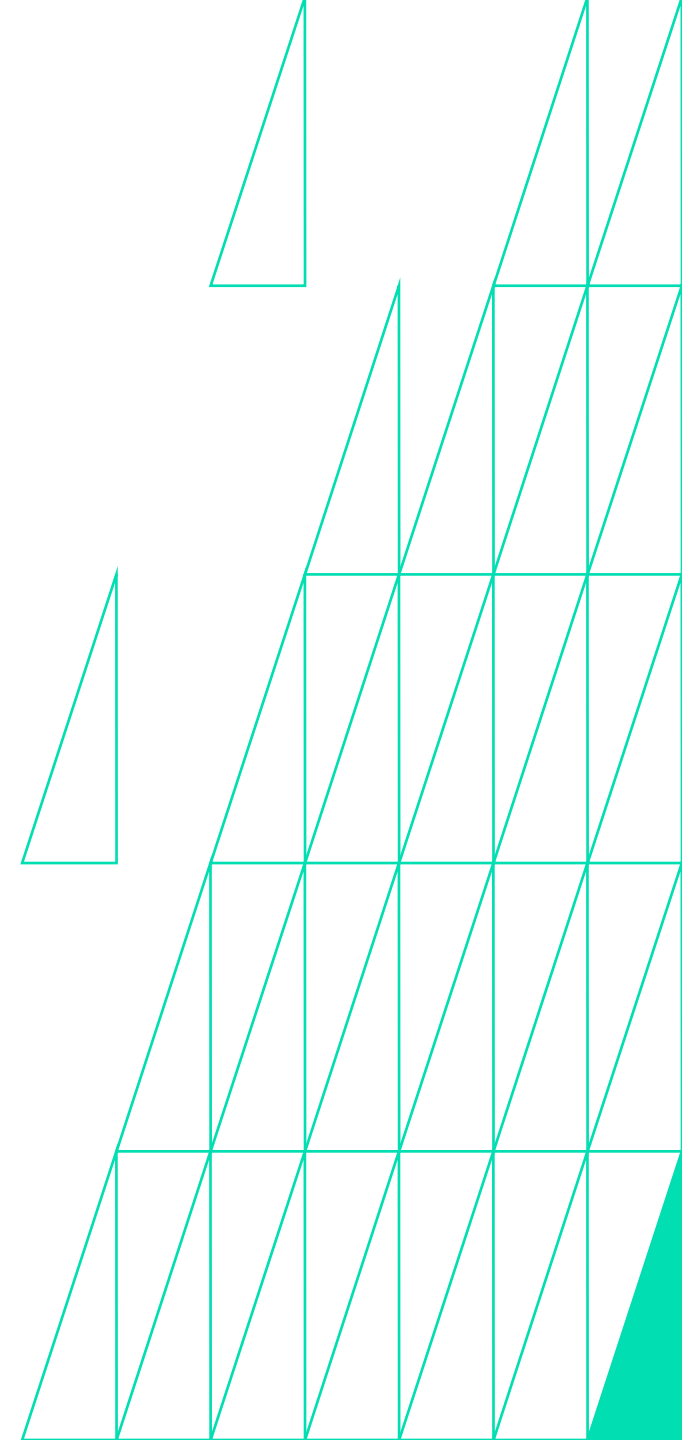
1. The nature of investing and the relationship between risk & reward
2. Level of contribution and the impact of delaying
3. Pension consolidation
4. Tax efficiency of pensions
5. The State Pension





# Poll 2

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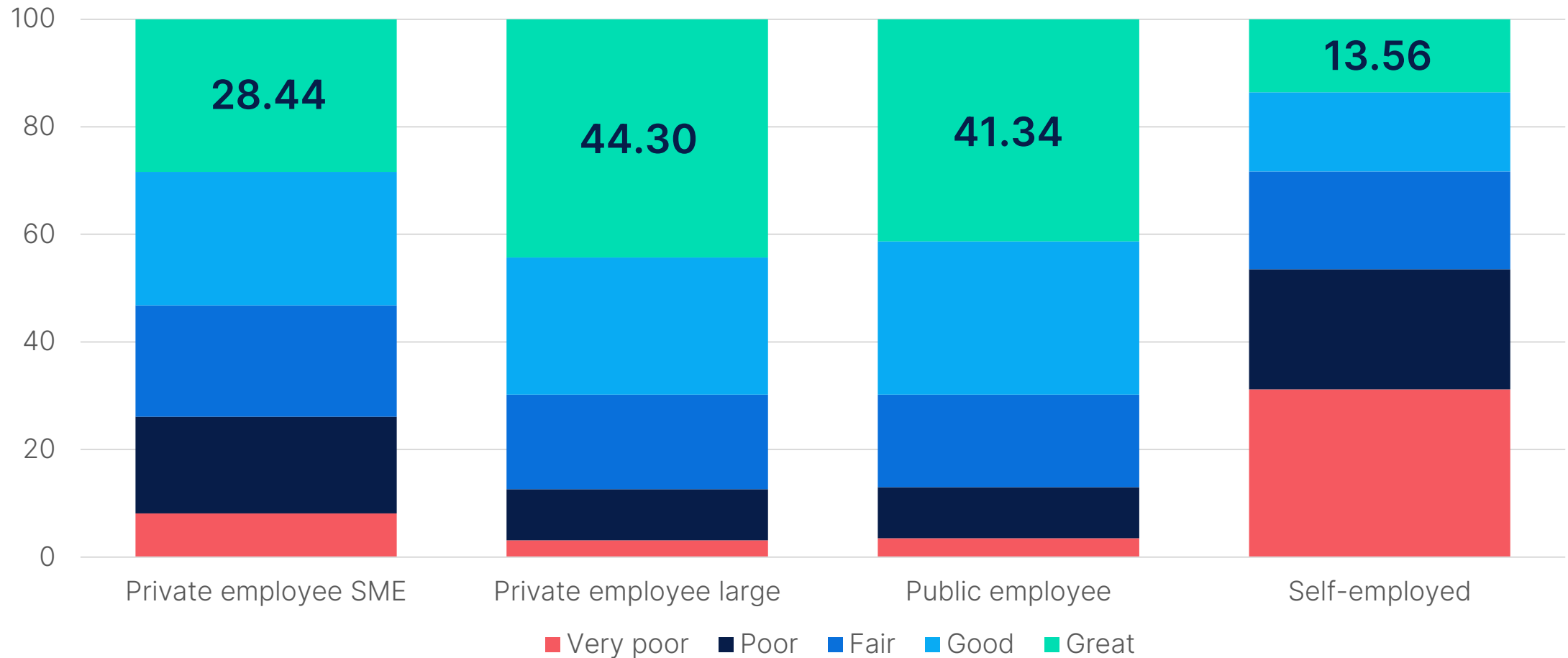


# Workplace perks pave path to financial resilience



There is so much more than salary on offer

# Employers can shape your financial resilience



Engage, educate and empower employees

# Employee benefits to build employee resilience



## Manage your debt

Provide financial resilience guide for new employees

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Access to ongoing financial education

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Commit to sorting payroll errors within one week

Signpost to debt advice



## Protect your family

Provide financial resilience guide for new employees

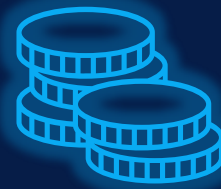
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Access to ongoing financial education

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Offer paid for life cover by default for all staff upon employment

Sick pay in excess of statutory sick pay



## Cash savings

Provide financial resilience guide for new employees

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Access to ongoing financial education

HL



## Plan for later life

Provide financial resilience guide for new employees

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Access to ongoing financial education

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Incentivise pension contributions of at least 12% of pay

Anytime pension contribution changes



## Investments

Provide financial resilience guide for new employees

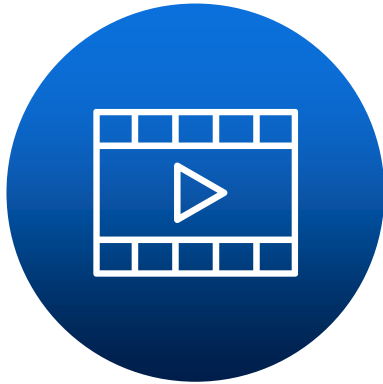
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Access to ongoing financial education

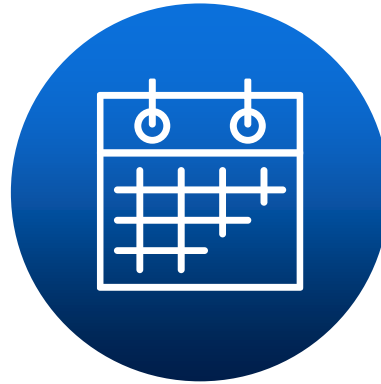
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Milestone moments influenced by more than just age

# No silver bullet for employee engagement



Media



Age



Hybrid working



Decision paralysis



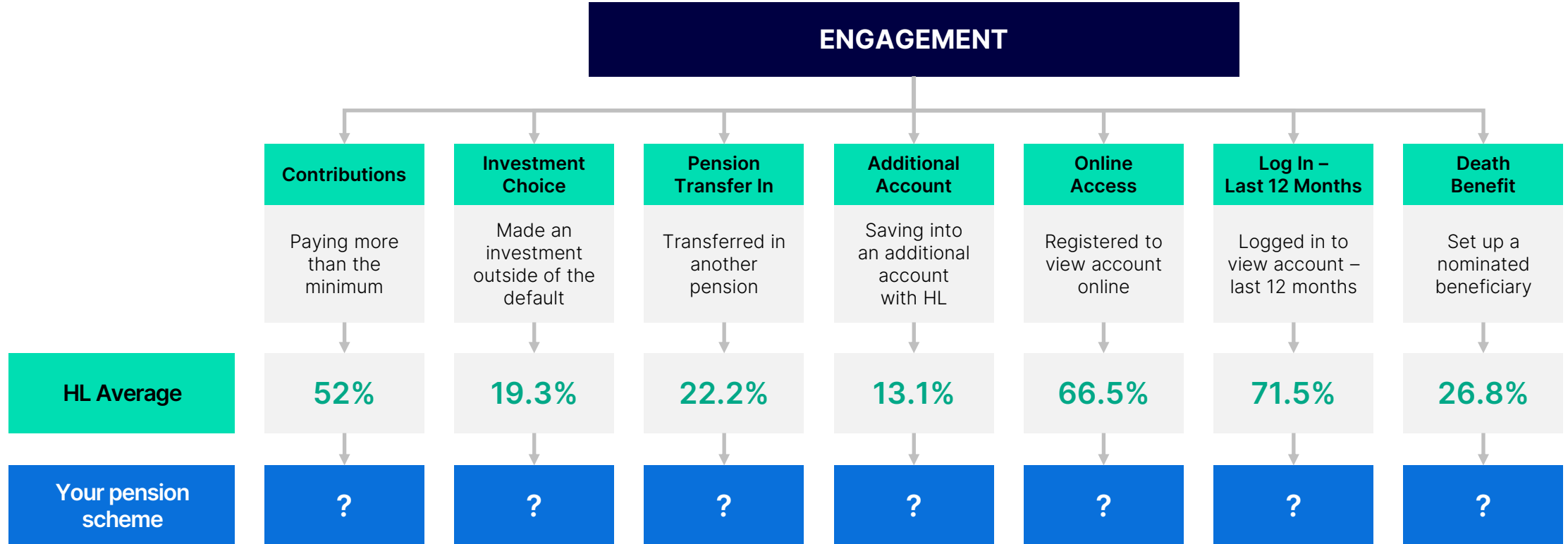
Financial security



Member mindset

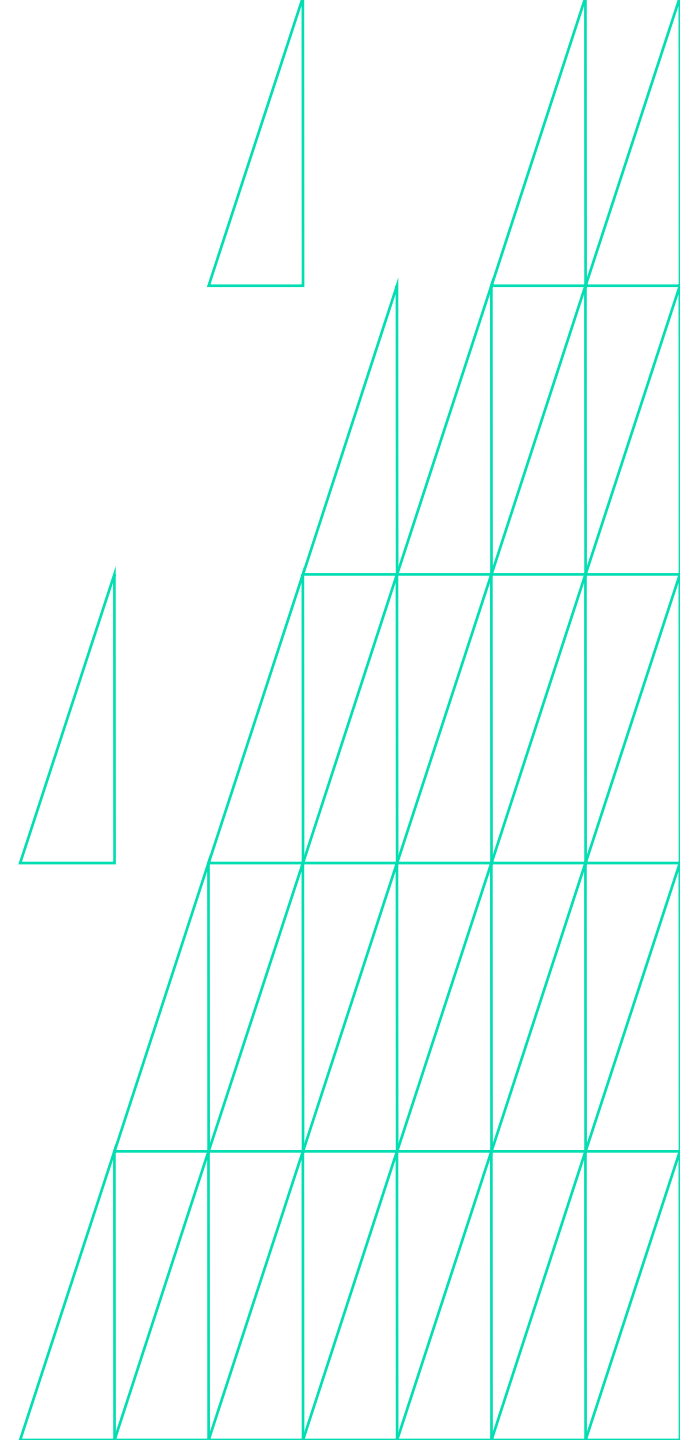
The proof is in the pudding

# Does workplace guidance work?



# Poll 3

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# Questions?



**Scan the QR code** for more information on our financial wellbeing programme.

Find us on stand W218

