

An introduction to **Fair4All** **Finance**

Working to make the financial services sector fairer for everyone

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Who we are

We're a not for profit organisation driving change in financial services to help the millions of people in vulnerable circumstances.

We were founded in 2019 through the Department of Digital, Culture, Media and Sport (DCMS) to tackle the issue of financial inclusion.

Our funding comes from the [Dormant Assets Scheme](#). The scheme is led by the financial industry and backed by the UK government. This makes it possible for money in dormant bank and building society accounts to be used to help good causes.

While our funding is for England, we seek to collaborate across all four nations where possible.

Our mission

Is to increase the financial resilience and wellbeing of people in vulnerable circumstances by increasing that availability of fair and accessible financial products and services

Our vision

Is a society where the long term financial wellbeing of of all people is supported by a fair and accessible financial services sector

Why we exist

There are
14.2m adults
in the UK with
**low financial
resilience**

**What do you do if your cooker stops working?
Or if the car you rely on to get to work lets you
down?**

And what if you suddenly have to stop working
because you're ill or looking after someone you
love?

In tough times many people can turn to financial
safety nets like savings, credit cards or an
overdraft at affordable rates.

But for the millions of people in financially
vulnerable circumstances these options are
often out of reach.

Why we exist

Unfair

Financial inclusion means that individuals, regardless of their background and income, have access to fair and affordable financial products and services. Yet:

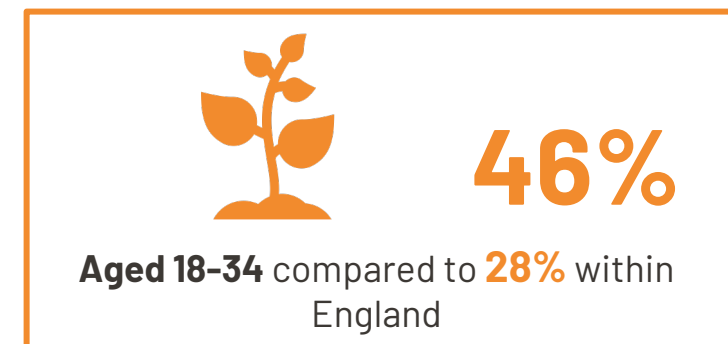
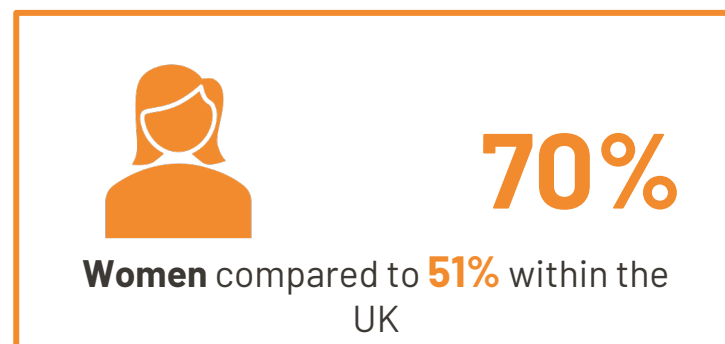
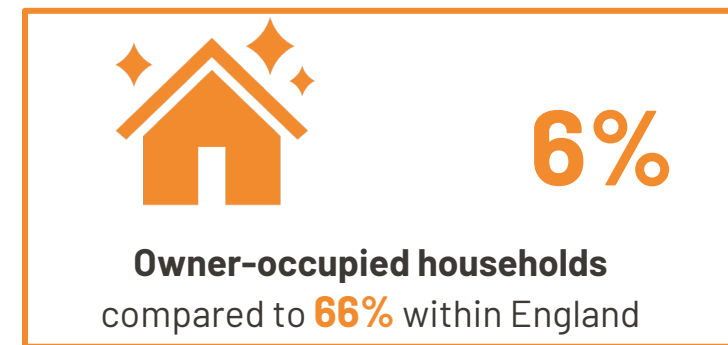
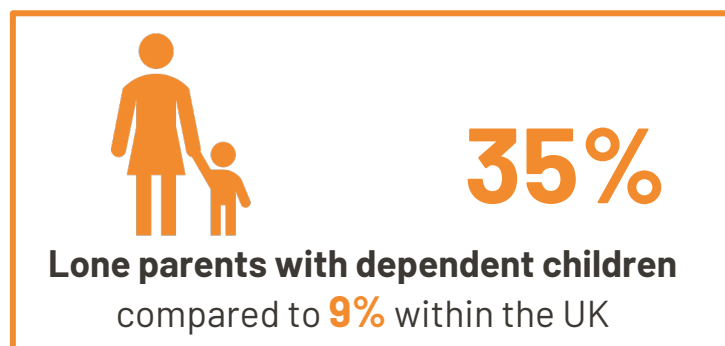
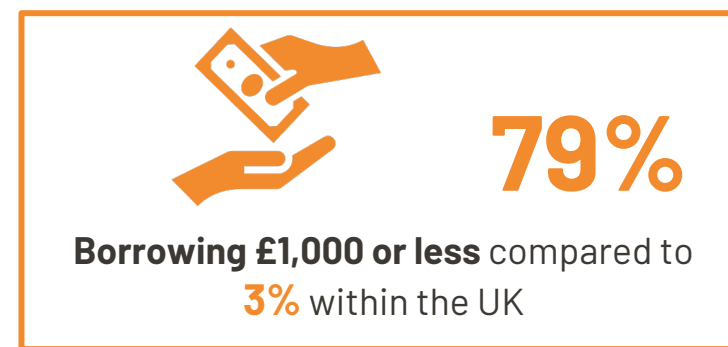
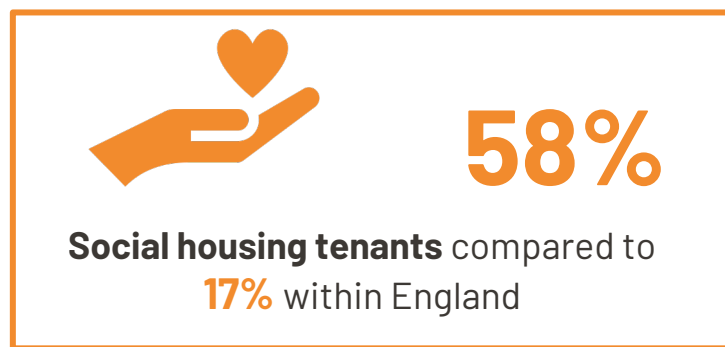
- **One in five adults** has less than £100 in savings
- **11m people** struggle to access affordable credit
- **1 in 4 households** in the UK have no insurance at all

Millions of people are living with the daily realities of financial exclusion.

Unable to access mainstream financial products and services others rely on – ones that can help them meet their day to day financial needs, absorb shocks and smooth incomes – people are prevented from playing a full part in their communities.

We think it's time to change that and make the financial services system work better for these people.

Who we serve



People in financially vulnerable circumstances aren't spread evenly across the country.

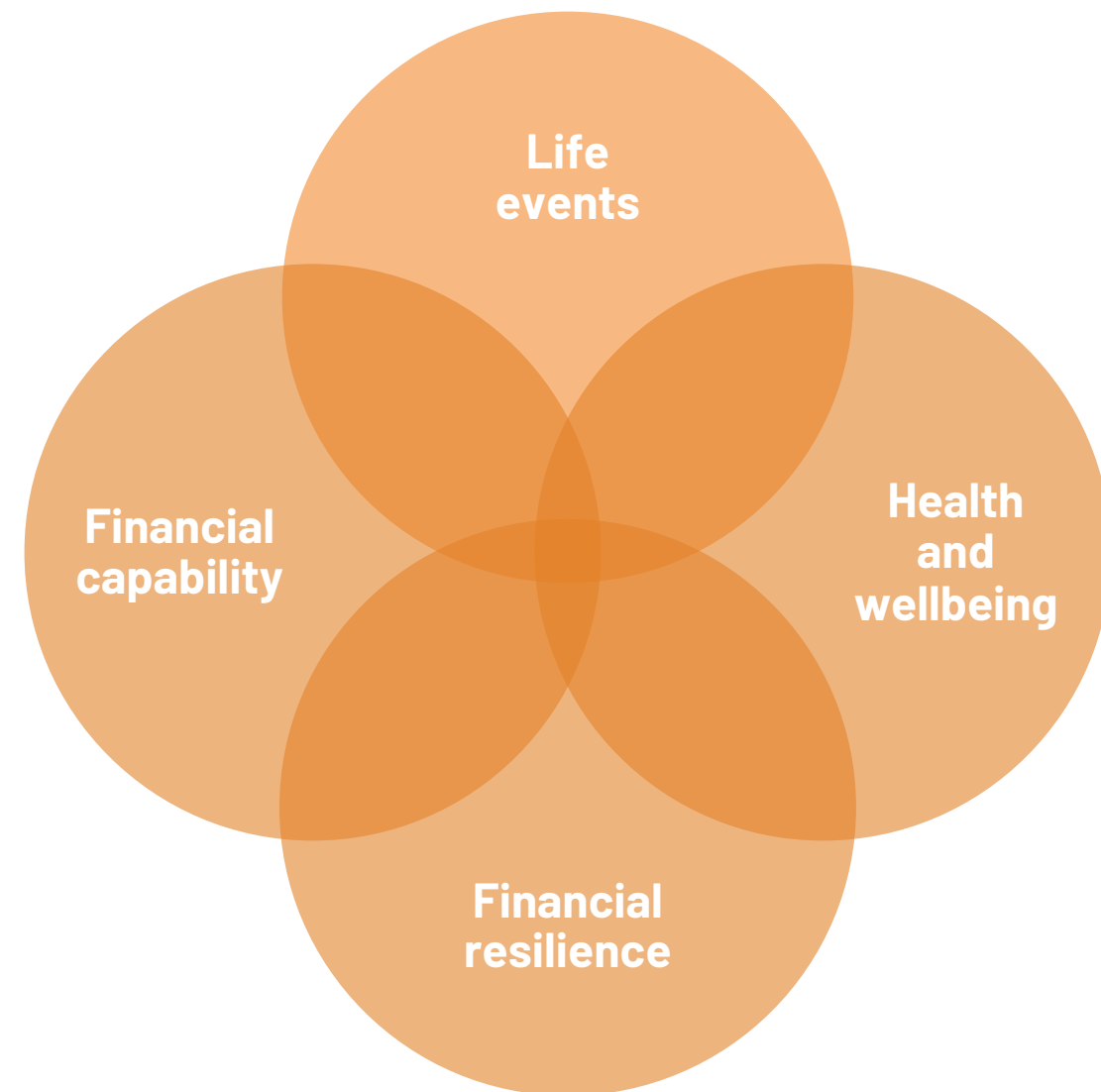
The majority of those we support live in the **most deprived 20% of areas of the country**, based on the Index of Multiple Deprivation.

They are hardest hit by the growing cost of living crisis and facing dwindling options as traditional finance providers struggle or exit the market altogether.

The Covid-19 pandemic has delivered uneven outcomes too. Since March 2020, **11m people have accumulated £25bn of debt to pay for essentials.**

Source: Estimated data from sources including [Statistica](#), [Gov.uk](#), [Office for National Statistics](#) and reports from various community finance providers

What we mean by **financially vulnerable circumstances**



The FCA sets out four characteristics that can put someone into **financially vulnerable circumstances** meaning that they are at greater risk of harm from a lack of access to fair and appropriate financial products and services.

Everyone is at risk of becoming vulnerable at some point during their lives and **over 27.7m people** (53% of UK adults) show one or more characteristic.

Evidence suggests those in the **most vulnerable circumstances** are impacted by each of the four characteristics.

What we do

Financial exclusion and low financial resilience are key barriers to opportunity. Yet with access to fair and affordable financial products and services, everyday life events or financial shocks can be managed.

Our role is to level up financial exclusion. We want to see well designed financial products and services that better respond to people's needs and support their financial wellbeing.

Everything we do is focused on whether we're changing the financial services system for the better - so that the whole sector provides financially inclusive products and services in a sustainable way.

We've prioritised three key areas for our work:

Expanding the provision of affordable credit

Partnering with banks and financial services providers to increase provision of services

Developing new products and services to address market gaps

Making a difference

We're working to change both supply and demand of fair and affordable products and services. In addition, we want to improve the operation of the market as a whole.

Direct impact to partners

So far we've committed over **£26.5m to 35 community finance providers, supporting over 50% of affordable lending capacity** to people in some of the most deprived areas in the country.

Our investments are backing business plans projected to **triple the availability of affordable credit to c£900m** by 2025.

Indirect impact on customers

An [independent report](#) into one of our investees, Fair for You, showed how they have helped move **over 70% of their customers away from harmful high cost credit** in their first five years of operation.

Other customer impacts include **reduced living costs, healthier diets and improved physical and mental health.**

Market and systems change

Our policy recommendations have been reflected in the [Woolard Review](#) and we're working with others to take those forward.

We're also delivering a **No Interest Loan Scheme pilot** in some of the most deprived areas of the UK, with funding from HM Treasury, JPMorgan Chase and each of the devolved administrations.

Join **our mission**

**Together we
can **make a
difference and
improve the
lives of **millions
of people******

For far too long customers in vulnerable circumstances have been talked about as a problem area.

We want to reframe that as a massive opportunity for the whole financial services sector. Do it right and you can make a huge difference to the lives of millions of people.

We believe it's possible to create a fairer financial services system that enables financial wellbeing for everyone.

From community finance providers to major mainstream players, we'd love to hear from anyone interested in working and investing with us:

hello@fair4allfinance.org.uk