

INSURING WOMEN'S FUTURES

Manifesto Full Report published

Closing the gender financial resilience gap – the risk facing society and the opportunity for our economy

150-strong expert Market Task Force Manifesto programme highlights ten recommendations for 'Living a financially resilient life in the UK' including gender inclusive financial engagement and wellbeing supported by the Money and Pensions Service in its national strategy launched today.

www.insuringwomensfutures.co.uk

In November 2019, Insuring Women's Futures unveiled ambitious Headline Recommendations at a major event at the London Waterloo IMAX, hosted by Mariella Frostrup.

The Full Report contains a wealth of additional information about the Insuring Women's Futures programme and sets out the Recommendations in full – including in Part One the detailed evidence base, the Case for Change for society and the economy, the role of the insurance and financial planning profession, and the actions to be taken and by whom.

Insuring Women's Futures' research demonstrates women today significantly lack financial resilience during working life and in retirement and identifies 12 top financial risks facing women through the life course (referred to as *Perils and Pitfalls*) and 6 *Moments that Matter* where changes can be made by individuals, employers, financial services and policymakers to improve financial resilience.

The UK population stands at 67 million and our old age dependency rate is 29% (three working people supporting one retired person). By 2020 there will be 1 million more women above State Pension Age, rising to 1.2 million by 2050. With the *Gender pay gap* not expected to close until 2050 it will be at least 2100 before pension parity. By this time the old age dependency rate is expected to be 54% (two retired people for every working person) and women will outnumber old men from age 75 onwards. At the same time, while women's participation in the workplace has increased over time to reach a record high of 74.2%, social attitudes towards women's role combined with policy and practices towards caring is limiting women's workplace participation and women's economic value is not being realised.

Automatic Enrolment has been a gamechanger for pensions however many women are missing out: the *Gender pay gap* and the *Motherhood and caring penalty*, part-time work (the *Flexible working sacrifice*) combined with 'Britain still thinking' of women as primary unpaid and low paid care-givers, and a lack of financial engagement and guidance relevant to women's financial life journeys (*Female financial capability imperative*) means women are financially exposed. Changes in society such as cohabitation over marriage, rising divorce rates in the 50s (the so-called 'silver splitters'), women's continued lack of career progression to senior and higher paid roles, the rise in work force flexibility, and the trend to a 100-year life means we all need to act.

The report brings together three years of data collation, research insight, analysis and input from leading experts, and has conclusively demonstrated the need for urgent action to improve women's financial resilience in the UK. The Manifesto makes ten overarching recommendations across women's financial life journey that will benefit the whole of society with key highlights as follows:

- **A call for the Money and Pensions Service (MaPS) to have a specific focus on gender-inclusive financial engagement and wellbeing strategies as part of its national strategy** – our survey research highlights for every financial engagement measure (awareness, confidence, experience, feelings about money, trust in financial services) women are less significantly engaged than men; they are also considerably less resilient. We are pleased that MaPS has acknowledged the need for gender-differentiated financial wellbeing and has taken forward this recommendation in its national strategy launched today.
- **We are recommending the Government Equalities Office includes pension contributions within Gender pay gap reporting to bring focus to closing the gender pension gap within workplace pensions** – the gender lifetime earnings gap is 59% and men's pensions pots are up to five times greater than women's (average married man's pension wealth is five times married women's, at 45-54 years the median private pension wealth of a man is three times a woman's); men's average

contributions to Defined Contribution schemes are currently 186% women's. Employers can play a vital role in supporting pensions wellbeing, as well as ensuring salary sacrifice schemes are designed fairly and do not amplify the *Gender pay gap*.

- **We are calling on employers to adopt financially inclusive flexible working good practices to improve the *Gender pay gap* and a Financial Flexible Working Pledge aimed at prompting employees changing working arrangements to consider pensions and longer term financial wellbeing** - the *Flexible working sacrifice* results in part-time women earning 30% less per hour than full-time women causing the *Gender pay gap* to double to 17% and resulting in a 47% gender pensions gap at age 60 years (compared to men of the same age paying into Automatic Enrolment). Less than one third of mothers returning part-time considered the impact on employer contributions, pension pot and retirement provision, and only a half of people taking a break from work are considering a financial plan, and yet more people expect workplace flexibility in the future. A number of leading financial services firms have already signed up to the Pledge, and we are encouraging all employers to follow suit.
- **We are recommending a change in the law and for pension sharing to be the default on divorce, together with improved access to advice, and for the online divorce system to be reconciled to the Pension Dashboard** – only 14% divorces involving pensions include sharing, and with divorces increasing in the 50s many dependent spouses are exposed. We are also recommending cohabitation rights are introduced to provide much needed financial protections – 46% people do not realise cohabitantes do not enjoy equal rights to married and yet cohabiting couple households are the fastest growing family type.
- **Changes in society means that financial lives are increasingly complex with implications for how consumers enter into financial products, so we are calling for financial services firms to adopt an Inclusive Customer Financial Lives Pledge** – our survey highlighted half of customers in a marital or cohabiting relationship did not consider their life circumstances when taking out home or motor insurance and up over one-third (33% men, 40% women) did not understand the implications of joint and single policies. In addition, 60% men and 42% women are not aware they should update their pensions expression of wishes when a relationship ends, and 69% annuities are single life only and cease when the annuitant dies. We are pleased a number of major firms have already committed to the pledge.
- **We are calling for collection and use in policy and practice of gender-disaggregated data to inform approaches** – so far 1.5million of Defined Contribution pension pots have been accessed since Pension Drawdowns were introduced. A lack of disaggregated data inhibits effective root cause analysis, policy development and measurement and practical, meaningful approaches on behalf of financial guidance bodies, regulators and financial services firms.

“Our society is changing and this has implications for all of our financial risks in life. But it is women who are most exposed. With the *Gender pay gap* not expected to close until 2050, pension parity will not be achieved until at least 2100. By this time the old age dependency rate will be almost one to two, with old women outnumbering old men. Women's continued lack of financial resilience today mean we will all lack financial resilience tomorrow. It's not only a societal issue, it's an economic issue.

“This Manifesto is a call to action for the insurance, personal finance and wider financial services profession, for Government, regulators, financial guidance bodies, professional and trade bodies, employers, the third sector and society itself to join forces to consider and take forward our recommendations to help improve women's financial resilience. These cross-cutting recommendations present an opportunity for each and every one of us to act in the *Moment* that matters and by doing so we will all benefit from change.”

Jane Portas, Chair, Manifesto Steering Committee, Women's Risks in Life lead, Manifesto & Research author

“The insurance and personal finance profession has a central role to play in society, supporting women and men in managing their financial resilience to the risks in all of our life journeys. But to do this effectively we need a clear shared view of the challenges that society is facing, and a collaborative approach to addressing them. This report – the culmination of over three years' research and a Market Task Force gives us that joined up view.

The approach to this work has identified not only the need but also the opportunity to better serve women. It establishes a framework for a more inclusive approach to serving the whole of society which will help build trust in insurance and personal finance. This programme has been amazing for demonstrating how an entire profession can get behind societal change. At a personal level I am proud - in fact humbled - by the commitment I have witnessed to producing the result.”

Sian Fisher, Chief Executive Officer, Chartered Insurance Institute

The full report makes ten hard-hitting recommendations:

- Equipping young women to make **financially informed study choices** to address the *Girls' apprenticeship gap* and the *Young women's graduation burden* and support financially rewarding careers
- Including **employers' pension contributions in Gender pay gap** reporting to address the *Women's pension deficit* and inform employer pension strategies aimed at closing the *Gender pension gap*
- Reforming the earning eligibility thresholds for **Automatic Enrolment** to allow those on low pay to access pension saving and to receive the benefit of the 3% employer contribution
- Ensuring **flexible working policies and practices** are financially fair for all to improve the *Gender pay gap*, and provide financial wellbeing prompts to inform decision-making together with equalising **Shared Parental Leave and Pay** rights to support shared roles and more gender balanced workplace participation
- Adopting **'whole customer' approaches** by the insurance profession – with guidance and standards developed by the insurance professional and trade bodies – to support customers to consider changing life circumstances when taking out financial products
- Making **pension sharing the default position** in divorce to improve fair outcomes for all
- Setting as a **strategic priority for financial guidance bodies** the promotion of gender inclusive financial engagement and wellbeing approaches
- Creating a **national conversation around care including carers' pensions**, reflecting the need for a holistic approach to addressing the *Longevity trap* considering who cares, who pays for it, how it's valued and who needs it, with gender as part of the dialogue and consideration of a pension top up for carers
- Collecting and using **gender disaggregated data** to inform policy, practice and supervision
- Using the themes of our **Financial Wellbeing Guide – '6 Moments that Matter: how to secure your financial future' – within the third sector**

A **female financial resilience forum** will be initiated to drive change in the approach to women's financial risks in life to secure the financial future for all.

The report further highlights the opportunity for insurance and personal finance firms if they are able to build greater levels of trust within society – especially among women – and better serve consumer's changing needs:

- Gender-differentiated customer approaches that reflect life journeys
- Inclusive strategies that focus on engaging, empowering, enabling and experience
- The development of customer financial wellbeing as part of products and services
- A workforce within the profession that reflects society

The full report also sets out specific actions that need to be taken to deliver the recommendations and realise the benefits, and proposes how these responsibilities should be shared between:

- Government
- Regulators
- Employers
- Financial guidance and support services for people
- Professional and trade bodies,
- Education establishments: schools, colleges, universities
- The third sector
- Insurance and personal finance firms
- Pension providers and trusts.

We call upon all organisations with the necessary authority, influence and resources to take the lead in making these changes.

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<p>Notes to Editors A The data – selected highlights</p>

The report brings together three years of data collation, insight and analysis, which has demonstrated:

- Women’s position and economic status in society is evolving rapidly
- Today, the female life journey presents many *Perils and Pitfalls* which often mean a lack of financial resilience over the life course
- Financial exposure is increased due to the withdrawal of financial protections afforded to previous generations. However, as women seek to become financially independent, they face obstacles such as the effect of traditional social stereotyping, and the practices of the legal and social care systems
- Empowering women in the workplace has the potential to create value in excess of £150bn for our economy
- Addressing root causes is key – this includes the absence of female role models and lack of encouragement for young women to pursue STEM qualifications
- The structure of many pensions schemes disadvantages women, who often do not fully understand the implications when they change their working arrangements, for example to part-time working
- With life expectancy rising, the lifetime earnings gap (both pay and pensions) amplifies the lack of financial resilience among women as they enter retirement and face the need to fund later life care

Each of our recommendations has been based on extensive data collation and analysis, including:

Recommendation: Equipping young women to make financially informed study choices

- Baby girls have a **19%** chance of living to 100, and will need to support themselves in retirement
- As a result of automation, **85%** of jobs that will exist in 2030 have not been invented yet
- **Just 33%** of girls consider themselves best at STEM (60% boys)
- **50 years** following the introduction of equal pay 57% men and 78% women consider pay inequality is very wrong, and only 43% -less than half of people (38% of men and 48% of women) - think it is wrong for the average earnings of men to be higher than those of women (Gender pay gap introduced in 2017)

Recommendation: Including the employer’s pension contribution in Gender pay gap reporting

- The *Gender pay gap* is not expected to close until **2050**
- Young women age 25 years will accumulate a pension **20% less** than a 25 year old man in 40 years’ time
- Without interventions it could take until **2100** for an 18 year old woman to reach pension parity

Recommendation: Reforming the earning eligibility thresholds for Automatic Enrolment

- Over **3x more part-time low paid jobs** than full-time in 2019, 73% part-time jobs are held by women, 60% low paid jobs are held by women
- **75%** of employees not eligible for Automatic Enrolment pensions are women, 50% of part-time workers earn less than the £10,000 per annum earnings trigger and over 81% of part-time workers are women.

Recommendation: Ensuring flexible working policies and practices are financially fair for all

- Women working part-time earn **30% less** per hour than those working full-time
- Part-time working results in women’s pensions being **47%** (£106,000) less than men’s by the time they reach 60
- **3 in 10** women do not believe part-time working impacts their pension
- **94%** women (81% men) working fulltime do or want to work flexibly (including part-time).

Recommendation: Adopting ‘whole customer’ approaches by the insurance profession - with guidance and standards developed by the insurance professional and trade bodies

- **52%** of women and 49% of men who are married or cohabiting do not consider their relationship life circumstances when setting up their insurance policies
- **40%** of women and 33% of men are unaware or not sure of the different implications for making a claim
- **40%** of women and 35% men did not realise how it affects their ability to make a policy change
- Less than 40% of decreasing or level term life insurance policyholders have a joint policy notwithstanding that couples account for 66% of the customer base.

Recommendation: Making pension sharing the default position in divorce

- Only **14%** divorces with a pension include pension sharing
- Married men’s pensions are **5x** married women’s
- 23,000 online divorces in the first nine months

Recommendation: Setting as a strategic priority for financial guidance bodies the promotion of gender inclusive financial engagement and wellbeing approaches

- **37%** females aged 18-34 years feel very confident managing their money (48% males)
- **27%** women and 21% men feel worried when thinking about money

- **24%** women say only take out a pension when you can afford it vs 36% men
- **60%** women and 42% men do not know to update their pension records when a relationship breaks up.

Recommendation: Creating a national conversation around care

- **58%** unpaid carers are women
- Caring roles are in an employment category for which **80%** of workers are women, and **75,000** jobs are paid below the National Minimum Wage and National Living Wage
- **89%** of over-65s do not have plans to meet their care costs
- **Significant number** of carers not claiming their state entitlements including Carers Credit (90%).
- **Women live longer than men and outlive partners** - there are 14% men over 80 living alone, 53% women

Recommendation: Collecting and using gender disaggregated data to inform policy and supervision

- Over **£82.8bn** Defined Benefit advised transfers
- Over **1.5 million** Defined Benefit drawdowns
- **69%** annuities are single life.

Recommendation: Using the themes of our Financial Wellbeing Guide by the third sector

- *6 Moments that Matter* – how to secure your financial future.

(for a complete overview of the data that's been used, please refer to www.insuringwomensfutures.co.uk)

Notes to Editors

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About the Insuring Women's Futures programme

Insuring Women's Futures is part of a wider Insuring Futures programme led by the CII in collaboration with a wide variety of leading insurance professionals, businesses, policy and third sector organisations, together with experts on issues relating to women's risks. It was established as part of the CII's remit to improve public trust in insurance and personal finance and to ensure the profession remains relevant in serving the whole of society. The aims of the programme are two-fold: to help address women's significant lack of financial resilience with a view to supporting women and men across society to help improve women's, and all of our, financial security; and to enable the insurance and financial planning profession.

Over 150 experts and industry professionals have contributed, either as workstream members or as participants on our Expert Advisory panel.

The key people involved in the programme leadership have been:

Insuring Women's Futures Committee

- Dame Inga Beale, Patron
- Denis Duverne (IWF Global Non-Executive), Non-Executive Chairman of the Board of Directors of AXA
- John O'Rourke (IWF UK Non-Executive), Non-Executive Director, Aviva UK
- Sian Fisher (IWF Executive Chair), Chief Executive Officer, Chartered Insurance Institute
- Jane Portas, Chair, Manifesto Steering Committee, report Lead Author, Lead: Women's Risks in Life and research Author, Partner, PricewaterhouseCoopers
- Barbara Merry, Lead: Women's Risk Solutions, Non-Executive
- Barbara Schönhofer MBE, Lead: Women's Careers in Risk, Chief Executive Officer, Schönhofer, Founder, The Insurance Supper Club
- Jude Kelly CBE, Lead: Women in Society, Founder, Women of the World Festival
- Alison Burns, Advocate - Protection and Health, Independent Non-Executive Director, Equiniti Group PLC and Hastings PLC
- Sara Ager, Legal Counsel, Partner, Green Kite Associates
- Ian Simons, Programme Lead, Marketing Director, Chartered Insurance Institute
- Laurence Smith, Programme Manager
- Nicola Seager, Programme Coordinator, Executive Assistant, Chartered Insurance Institute

Manifesto workstream leaders

Women's pensions outcomes:

- Yvonne Braun, Director, Association of British Insurers
- Jackie Leiper, Director, Scottish Widows

Raising awareness amongst women and younger women across society:

- Jonathan Hollow, Head of Strategy, Money and Pensions Service
- Cheryl Agius, Chief Executive, General Insurance, Legal and General plc

Inclusive customer outcomes:

- Joanne Musselle, Group Chief Underwriting Officer, Hiscox plc
- David Hertzell, Chair, Professional Standards Board, Chartered Insurance Institute

Financially inclusive flexible working:

- Tracey Kinsella, Head of HR, Architas
- Katy Bennett, Director, Insurance Diversity & Inclusion, PricewaterhouseCoopers

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Comments from senior insurance and financial planning influencers

“The insurance profession is built around risk: understanding exposure and helping clients to mitigate or transfer that risk. As such, AIG is proud to support the Insuring Women’s Futures programme. The shared mission to work together to improve women’s lifelong financial resilience by developing female financial awareness aligns with AIG’s existing work with organisations which are focused on inspiring girls of all ages and backgrounds to pursue STEM subjects. We are delighted to play our part in improving financial security for women and society as a whole.”

Anthony Baldwin
Chief Executive Officer,
AIG UK
Phil Wilcock
Chief Executive Officer,
AIG Life UK

“It has been a great pleasure to serve as Patron to the Insuring Women’s Futures programme. The data and insight which has been gathered confirm my own observations that, while significant progress has been made towards gender equality at work and more broadly in society, much more still needs to be done. I encourage industry leaders and policymakers to study the proposals closely, and I congratulate the many organisations which have already signed up to the two ground-breaking Pledges as a symbol of their commitment.”

Dame Inga Beale
Patron, Insuring Women’s Futures,
Former Chief Executive Officer, Lloyd’s of London

“The Federation of Small Businesses recognises the important role that small employers have in helping employees of any gender or age achieve financial wellbeing in balancing their career with caring or parental roles. We encourage firms of all sizes and types to adopt this Inclusive Customer Financial Lives Pledge”.

Craig Beaumont
Director External Affairs and Advocacy,
Federation of Small Businesses

“In the last 13 years my work has taken me into the world of women in the workplace first as an Advisor to the Government on Health and work, and more recently as the Chair of the Board of the Centre for Ageing Better and to the world of young women in higher education as Principal of Newnham College Cambridge. Each of these settings has shown me that many women lack financial resilience. This manifesto developed by the Insurance and Personal Finance profession is a call to all who can to add support to change this so that the women of today and those of future are better served.”

Professor Dame Carol Black
Chair, Centre for Ageing Better,
Former Principal, Newnham College, Cambridge University

“The Lloyd’s Market Association is committed to effecting positive change on behalf of its 58 managing agents and members’ agents. As part of our ongoing focus on talent & diversity across the market, I encourage firms to engage with the flexible working guidance.”

Sheila Cameron
Chief Executive,
Lloyd’s Market Association

“Drivers for Change inspires young people from diverse backgrounds to be creative and entrepreneurial and to take ownership of driving change in their communities. The young men and women participating in the Insuring Women’s Futures session on risks in life were struck by the financial life journey and the gender differences, and went away motivated and informed to consider the impact on them personally and their communities.”

Richard Collier-Keywood
Founding Trustee, Drivers for Change
Chair, School For Social Entrepreneurs
Chair, Fair4All Finance

“The Financial Flexible Working pledge is an outstanding response to the changing nature of the workforce in modern society. The principles in the pledge will support our attracting and retaining talent, which is increasingly a vital challenge for the sector. As working patterns become more flexible, it’s essential they also build the financial resilience of individuals – especially women, who, at present, are more likely to be employed on a part-time basis.”

Greg Collins
Chief Executive Officer,
Miller Insurance Services

“The CIPD’s UK Working Lives survey illustrates the need for a new flexible working policy framework, and we are committed to improving the quality of work through enhanced promotion of good practice. Part of that good practice must be for employers to help colleagues to understand and manage the financial consequences of flexible working, so we encourage adoption of the Financial Flexible Working Pledge.”

Charles Cotton
Senior Performance and Reward Adviser,
Chartered Institute of Personnel and Development
David D’Souza
Head of Engagement and London,
Chartered Institute of Personnel and Development

“The gender pensions gap cannot be tolerated. This report highlights the numerous barriers that women still face in 2019 and provides a route map for addressing this long-standing financial inequality.”

Charles Counsell
Chief Executive Officer,
The Pensions Regulator

“The Financial Inclusion Commission champions financial inclusion as a public policy priority. The proposals in this report - in particular the Inclusive Customer Financial Lives Pledge and ethical guidance - support this mission by offering practical policy solutions to financial exclusion. I encourage all stakeholders, including employers, policymakers and women themselves, to seize this opportunity to make a difference.”

Sir Sherard Cowper-Coles
Chair, Financial Inclusion Commission,
Group Head of Government Affairs,
HSBC Bank

“Each of the 6 consumer outcomes that regulated firms are required to follow in order to satisfy the FCA’s principle of Treating Customers Fairly have opportunities for firms to consider a gender inclusive approach. We welcome the introduction of both the Financial Flexible Working Pledge and the Inclusive Customer Financial Lives pledge. The Financial Flexible Working Pledge has potential to improve gender balance across the sector, and the Inclusive Customer Financial Lives pledge can ensure positive customer outcomes and experience in the General Insurance space.”

Jonathan Davidson
Executive Director of Supervision – Retail
& Authorisations Division,
Financial Conduct Authority

“The programme has driven some superb work. As a member of some of the working groups, I have been astonished, as it has peeled back the layers, not just at the scale of the disparities which it has made clear, but at the sheer quantity and frequency of the underlying causes of them. These are often unconscious or unintended. But their cumulative effect is hugely negative, not just to women and others at a similar disadvantage, but to the economy and society as a whole. The most difficult thing, faced with such scale, is ‘where to start’. I believe that the manifesto proposals do this brilliantly - and most important, practically.”

Laurie Edmans CBE
Insurance Commissioner,
Financial Inclusion Commission

“As the voice of the UK’s leading insurance and long-term savings brands, the ABI is proud to support Insuring Women’s Futures’ proposals, and will continue to influence policymakers on pensions matters and encourage members to take an inclusive approach to customers recognising their financial lives. The insights provided by the programme are a compelling evidence base for change and we will be taking forward the findings in our dialogue with, and guidance for, members. And that change is an opportunity insurers can’t afford to miss.”

Huw Evans
Director General,
Association of British Insurers

“The twin prongs of action for employers and for advisers are the right areas of focus to raise awareness and provide important education for women. PIMFA is proud to support this initiative and will promote it accordingly as it is only through collaboration and partnership that we will see the step-change required.”

Liz Field
Chief Executive,
Personal Investment Management
& Financial Advice Association

“AXA is proud to support the Insuring Women’s Futures Manifesto. I know that a number of people have been involved in this project from the very beginning, working with the brightest and best from across the insurance and financial services industries. This report is the first step to securing financial resilience for future generations. By working together, we can empower both women and men to take control over their finances, pensions, insurance and more – no matter what life throws at them.”

Claudio Gienal
Chief Executive Officer,
AXA UK and Ireland
Lucinda Charles-Jones
Group HR Director,
AXA UK and Ireland

“As a profession, we can do more to see through the eyes of our customers and understand their financial life journeys more holistically. The Insuring Women’s Futures proposals will help raise awareness and join up initiatives across business, government and wider society to improve women’s financial resilience. On behalf of Legal and General I’m delighted to do our part in supporting financial flexible working for our people and in further exploring ways to help customers in the Moments that Matter.”

Bernie Hickman
Chief Executive Officer,
Legal & General Insurance

“We know financial wellbeing is really important for all and that’s why we continue to lend our support to the Insuring Women’s Futures initiative. Along with other organisations, both large and small, we are committing to ensure our people are prompted to consider the impact different choices they make throughout their life may have on their finances. As well as being important for wellbeing, this contributes to reducing the pay gap, and helps us all make informed decisions about working arrangements.”

Laura Hinton
Chief People Officer,
PricewaterhouseCoopers

“Insuring Women’s Futures has highlighted how society’s financial risks in life are changing and the vital role of insurance in helping secure all of our financial futures. Automation, technology, and developing more inclusive approaches to supporting the financial resilience of our own people and our clients is critical to the future success of our industry. I am delighted to pledge Beazley’s support to this important work on behalf of our profession.”

Andrew Horton
Chief Executive Officer,
Beazley

“Separation and divorce is a point in life when people often seek support from Relate. It can be a very difficult time and we work to help people get through it in the best way possible. We’re grateful to Insuring Women’s Futures for highlighting this ‘Moment that Matters’ and the practical measures people going through it can take.”

Aidan Jones
Chief Executive,
Relate

“WOW-Women of the World has worked with Insuring Women’s Futures for several years to uncover the huge disparity between men and women’s wealth but also the complex ingrained attitudes that lie behind the statistics. This is a great report that deserves the widest circulation and attention.”

Jude Kelly CBE
Chief Executive Officer,
The WOW Foundation

"I am delighted Scottish Widows is supporting this cross-industry initiative. Improving financial outcomes for women is vital to society as a whole, and an opportunity for Financial Advisers, Employers and Pension Providers to make a real difference."

Antonio Lorenzo
Chief Executive,
Scottish Widows

"We are delighted to support a 'whole customer' approach and encourage other organisations to do likewise. We believe it represents an important step forward in building financial resilience especially for women."

Tavaziva Madzinga
Chief Executive Officer, UK and Ireland,
SwissRe

"Returning to a rewarding career after a career break for childcare or eldercare remains a challenge for too many women. I support all the guidance and support being developed by the insurance profession, which will help empower parents and carers to consider the long-term financial implications of both career breaks and flexible working, and so to secure a better financial future for themselves."

Julianne Miles MBE
Chief Executive Officer and Co-founder,
Women Returners

"The Financial Flexible Working Pledge is an important signal from employers that they will support their workforce to make decisions that are right for them. In turn, a more gender-balanced workforce will be better able to respond holistically to the needs of all customers."

Tulsi Naidu
UK Chief Executive Officer,
Zurich Insurance Company

"The workforce of the future will be increasingly flexible and the reality is currently that the vast majority of caring is undertaken by women and therefore, so is the majority of flexible working. To make this work better for women – in fact all those needing flexible or parttime working patterns - we need to provide guidance and support to help them minimise negative impacts on their future financial wellbeing, their pensions in particular. This pledge which we support, points the way to practical information we, as employers, can make available to colleagues at the right times in their working lives to increase financial resilience in later life. It's also a very important step in the journey we are all on to improve gender balance in our own firms, the industry and resilience in society as a whole."

Julie Page
Chief Executive Officer,
Aon UK

"Insuring Women's Futures expert panel breakfast meeting was both inspiring for me in my role as CEO of a 90,000+ member, c£4.5bn asset defined contribution pension fund, and revelatory for me personally. I was struck both by the rigour in the research and the quality of the insight developed from it, which has led me to review the gender pension gap within the HSBC defined contribution pension scheme. This powerful combination of research and practical recommendations results in a call to arms to everyone to make sure that financial planning and activity is part of everyone's informed decision-making at the Moments that Matter."

Elizabeth Renshaw-Ames
Chief Executive Officer,
HSBC Pension Fund

"A significant proportion of people in vulnerable circumstances in the UK are women. This report highlights the critical need to understand the lives of women and how the current system fails them on many levels. It also provides the financial services industry and wider policymakers with a fantastic insight into the clear and, in many cases, straightforward changes that could make a massive difference to the financial security and wellbeing of women across the UK. At Fair4All Finance we will be using the insights in our work in increasing the financial resilience of those in vulnerable circumstances in the UK and would encourage others to do the same."

Sacha Romanovitch
Chief Executive Officer,
Fair4AllFinance

"Insuring Women's Futures has rightly identified that achieving a major shift in financial wellbeing for any particular group cannot be achieved by a single organisation or even a single sector – collaboration is essential. MaPS has a vision of everyone making the most of their money and pensions and is committed to being a catalyst for some of the changes needed."

Sir Hector Sants
Chair,
Money and Pensions Service

"The Citizens Advice Bureau exists to give people the knowledge and the confidence they need to find their way forward. We will be looking at how this research can be incorporated into how we continually improve our information, guidance and advice offer to our clients."

Andrew Seager
Director of Business Development,
Citizens Advice

"The financial services sector has an important role to play in tackling economic abuse - both in helping to prevent it, and in responding appropriately to victim-survivors. I am hugely encouraged by the emphasis which Insuring Women's Futures has placed upon this issue."

Nicola Sharp-Jeffs
Founder and Chief Executive,
Surviving Economic Abuse

"More needs to be done to support girls and young women in developing a healthy relationship with money and their future financial lives. We support the adoption of the financial life journey and the Moments that Matter in youth engagement programmes to empower young people to build bright futures, regardless of their background or circumstances."

Anna Smee
Chief Executive Officer,
UK Youth

"NOW: Pensions is proud to support Insuring Women's Futures Manifesto and sign up to the pledges to improve gender equality in our industry. It is important that we continue to support working mothers to ensure that they are not disadvantaged and have the same opportunities as others to work and progress in a rewarding career. We are proud to work alongside Insuring Women's Futures and will continue in our efforts to generate awareness and help close the gender pensions gap."

Dawn Thirley
Group Director of Human Resources,
NOW: Pensions

"The impact of parental and caring responsibilities still overwhelmingly fall on women, and the impact on their financial security cannot be ignored. We will build financial questions into our guidance and promote the creation of enriched workplaces where parents, carers and others can work flexibly to achieve career success."

Jane van Zyl
Chief Executive Officer,
Working Families

"Brokers have a fundamental role in supporting customers and helping them towards greater resilience throughout their lives. BIBA encourages an inclusive approach both to improving the gender balance within the insurance profession and in our member firms to support women as customers through relevant guidance and signposting, and by ensuring that our customers are treated fairly so that the individual's needs are met at whatever stage of their financial life they may have reached."

Steve White
Chief Executive Officer,
British Insurance Brokers' Association

Notes to Editors

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The Moments That Matter and Perils and Pitfalls

The Moments That Matter

There are 6 Moments that Matter in girls' and women's lives. The Moments are pivotal points in life, designed to inform life decisions, to pre-empt and help manage risks that may arise. They are:

- Growing up, studying and re-qualifying
- Entering and re-entering the workplace
- Relationships: making up and breaking up
- Motherhood and becoming a carer
- Later life, planning and entering retirement
- Ill-health, infirmity and dying

(for more information, please see: 'The Moments that Matter in the lives of young British women today Securing the financial future of the next generation', available at www.insuringwomensfutures.co.uk)

The Perils and Pitfalls

There are 12 *Perils and Pitfalls* where the highest exposure arises, which are the focus for interventions:

- Domestic abuse danger
- Girls' apprenticeship gap
- Young women's graduation burden
- Women's wellness threat
- Gender pay gap
- Cohabitation pitfall
- Flexible working sacrifice
- Divorce and separation setback
- Motherhood and caring penalty
- Women's pension deficit
- Longevity trap
- Female financial capability imperative

(for more information, please see: 'The Financial Wellbeing Guide, available at www.insuringwomensfutures.co.uk)

<p style="text-align: center;">Notes to Editors E The personas</p>

We have tested the effectiveness of our recommendations against the lives of 8 typical women in the modern world. They are:

- *Dina*: making study choices, considering her future aspirations
- *Selina*: starting work, facing career and pensions decisions
- *Stacey*: a young mum, a low-earning part-time returner to work
- *Adela*: a professional mum and part-time carer
- *Rachel*: in a modern family set-up, facing a life event due to her partner's illness
- *Zadie*: a 50s mum, divorcing
- *An*: a housewife mum, involved in part-time work, dependent on her husband's pension, not financially engaged
- *Joan*: a housewife and carer, facing care costs

Notes to Editors F The Financially Inclusive Flexible Working Pledge

The Pledge

“We will work to ensure that at every point where our employees make a change to their working arrangements, they are prompted to consider the immediate and longer-term financial implications of this change.”

Signatories to date

(18 January 2020)

- AIG
- Aon
- AXA
- Beazley
- Legal & General
- NOW: Pensions
- Phoenix Group
- Scottish Widows
- SwissRe
- Vitality
- Zurich

<p style="text-align: center;">Notes to Editors G The Inclusive Customer Financial Lives Pledge</p>
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The Pledge

"We will work to ensure that at every customer interaction point we adopt an inclusive 'whole customer' approach, helping customers to consider the impact of their life circumstances and potential changes, and empowering them to achieve a positive outcome."

Signatories to date
(18 January 2020)

- ABI
- AIG
- Aon
- AXA
- Beazley
- BIBA
- CII
- Legal & General
- London Markets Association
- Miller
- NOW: Pensions
- Personal Finance Society
- Phoenix Group
- PWC
- Scottish Widows
- SwissRe
- Vitality
- Zurich

Notes to Editors
H
Other Insuring Women's Futures resources

'Securing the financial future of the next generation - the Moments that Matter in the lives of young British Women today', 2018

'Solving *Women's pension deficit* to improve retirement outcomes for all', 2018

'Risk, resilience and exposure in Britain today. Women's risks in life - an interim report', 2016

'6 *Moments that Matter* – how to secure your financial future'. Financial wellbeing guide, 2018.

All available to download at: www.insuringwomensfutures.co.uk