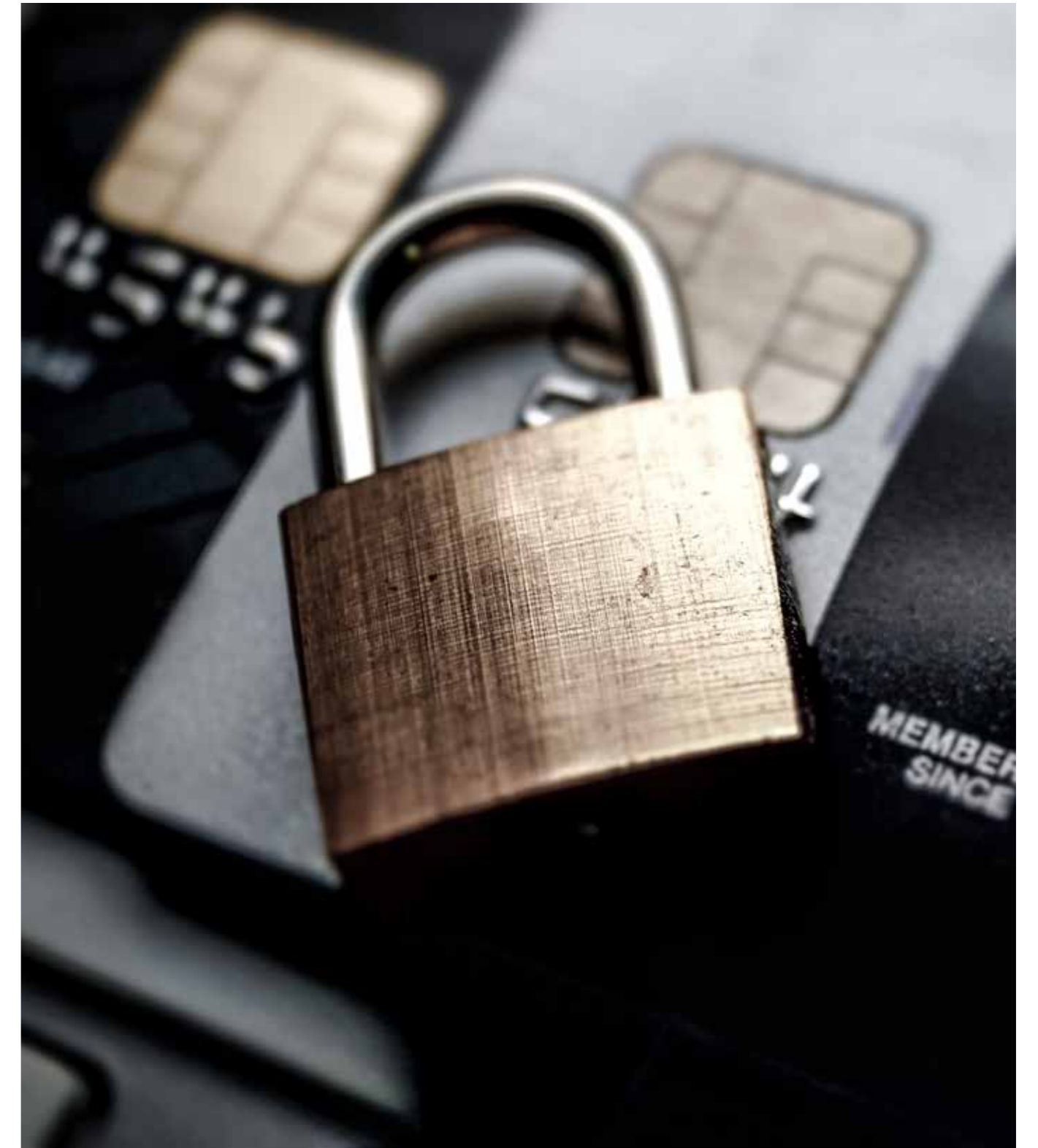


RESEARCH WITH IMPACT FROM CBiS



Improving the public's financial wellbeing in challenging times

Money and Pensions Service, Fair4All Finance, abrdn Financial Fairness Trust, Barrow Cadbury Trust, Swoboda Research Centre, Birmingham City Council

Recent figures suggest that 17.5 million UK adults are financially vulnerable, a situation that is compounded by the cost-of-living crisis. Our research examines how people manage their money day-to-day, the challenges they face in doing so, the industry and structural issues that contribute to these challenges, and what can be done to improve the public's financial wellbeing. CBiS has developed free-to-use materials for the public to manage their money more effectively. The needs of the young, the disadvantaged and the most vulnerable in society are a specific focus. Our projects have informed local and national financial wellbeing policies and improved the practices of national and community organisations working to reduce financial hardship.



For further information contact Sally.Dibb@coventry.ac.uk, Hussan.Aslam@coventry.ac.uk, or Lindsey.Appleyard@coventry.ac.uk

- Developed a free-to-use *MoneySkills* app, available via iOS, Android and in web-based format, for use by the public to help them manage their money more effectively.
- Fed into the UK Money and Pensions Service's business plan and shaped the content of its *UK Strategy for Financial Wellbeing*.
- Worked with credit unions, CDFIs, Fair4All and the Swoboda Research Centre to improve their practices in managing vulnerable consumers and those who are declined for credit.
- Contributed content to a toolkit for Salary Finance, for its membership of over 500 UK employers, representing circa 3 million UK employees.
- Produced culturally and religiously appropriate materials to support the financial wellbeing of the Muslim community in Birmingham and refugees in Coventry.
- Contributed workshops and ideas to Birmingham City Council's *Financial Wellbeing Strategy*.
- Provided content for training offered by the national England Illegal Money Lending Team, for organisations embedded within vulnerable communities (e.g. Citizens Advice, YMCA, Disability Advice, the DWP, mental health charities and the police).