

Dear Mr. Thoresen,

**MoneyTargets – Financial Education in the Workplace**

Following the publication on 22 October of your Interim Report on Generic Financial Advice – I thought it appropriate to contact you personally about MoneyTargets – a web-based product designed to deliver generic financial education in the workplace. I apologise for not contacting you sooner – which I believe warrants an explanation.

I initially broached the idea for MoneyTargets (MT) with the Department for Work & Pensions in the summer of 2004, when the government's National Strategy for Financial Capability was in its infancy. Whilst MT was referred to the Financial Services Authority Steering Group, the idea was not adopted at the time, and the Treasury subsequently commissioned the Thoresen Review to examine the feasibility of delivering a national approach to generic advice, which has led to the introduction of consumer pilots and to your Interim Report.

Since 2004 - in the absence of further communications from either the DWP or the FSA - I continued to develop the MT project without any government input – until I was hospitalised twice in 2006/2007 for a major health problem. During this period I was 'overtaken by events' so to speak – and being unaware of the existence or extent of the Thoresen Review I failed to respond to your "Call for Evidence". This omission on my part appears to have precluded MT "by default" from being involved in your Review process – and in particular from the opportunity to participate in the consumer pilots. It also explains why MT was 'launched' early in September 2007 without reference to your Review process, for which please accept my apologies.

In the circumstances I hope you can dismiss this oversight, and albeit at this late stage your Review team can spare some time to look into MT – which I'm convinced can be a valuable source of information and guidance for consumers. In this regard Richard Lambert, CBI director general has personally expressed his support for MT – and the FSA has recently confirmed that MT information is similar to that provided by them in their "Make the Most of Your Money" products, and on their consumer website at [www.moneymadeclear.fsa.gov.uk](http://www.moneymadeclear.fsa.gov.uk).

For background purposes I attach a short resume of MT plus a copy of our recent press notice. You can see a small sample of MT content at [www.moneytargets.net](http://www.moneytargets.net) and if you feel MT has something to offer I shall be very glad to hear from you.

Yours sincerely,

**Leslie T. Heslewood**

**Managing Director**  
**Enclosures**

*This document has been electronically transmitted and therefore bears no signature.*