

MONEYAge

AWARDS

2022

Welcome to the 7th Annual MoneyAge Awards

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Celebrating excellence within the personal finance space



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AWARDS

2022





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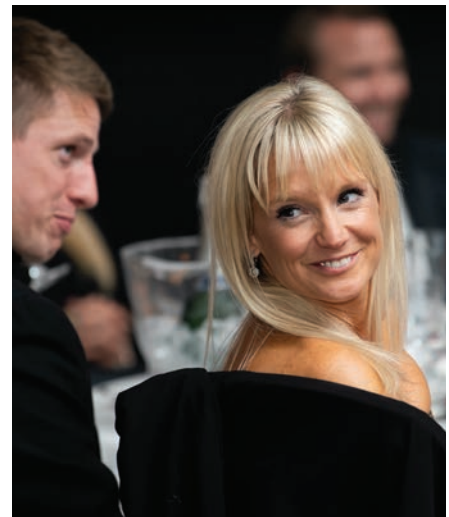
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Overview

The annual MoneyAge Awards turned seven this year as the personal finance industry once again flocked to the Waldorf Hilton, London. Experts in their field, dressed in their finest awards attire, came together to create a lively room packed with talent to celebrate excellence, professionalism and innovation in the industry. Award-winning comedian Hal Cruttenden hosted the evening, delivering a hilariously entertaining stand-up routine before helping to present the trophies to the deserving winners. Our congratulations go to all firms that picked up a prize on the night for your outstanding work throughout the

year, especially at a time that has proven to be such a challenging period for the industry. We would like to say a huge thank you to the Society of Later Life Advisers for your continued support, and to the judges (see below), who gave their time and expertise to help decide the winners. Finally, we extend our thanks to everyone who entered and attended these awards. Do visit www.moneyage.co.uk for more details on future events, and to stay up to date on all the latest news and commentary in the ever-changing personal finance space. We already look forward to welcoming you all with open arms once again in 2023, and rewarding all those who continue to excel in the field of consumer finance.

Judges



Chair of the judges: Adam Cadle

Editor
MoneyAge



Carol Knight

Chief Executive Officer
TISA



David Butcher

Founder & Director
Communications and Content



Robert Sinclair

Chief Executive
**Association of Mortgage Intermediaries (AMI)
and Association of Finance Brokers (AFB)**



Terri-Ann Humphreys

Development Director
Society of Later Life Advisers

The winners

Building Society of the Year

WINNER: Chorley Building Society

Financial Adviser Award: Micro Firm of the Year

WINNER: Celtic Financial Planning

Financial Adviser Award: Small to Medium Firm of the Year

WINNER: Strategic Solutions Chartered Financial Planners

Financial Adviser Award: Medium to Large Firm of the Year

WINNER: RBC Brewin Dolphin

Innovation in Consumer Finance Award

WINNER: Gretel

Mortgage Provider of the Year

WINNER: Saffron Building Society

Mortgage Adviser or Broker of the Year

WINNER: SPF Private Clients

Equity Release Lender of the Year

WINNER: Canada Life

Micro Wealth Management Firm of the Year

WINNER: Britannic Place Financial Management

Small to Medium Wealth Management Firm of the Year

WINNER: Wealthify

Medium to Large Wealth Management Firm of the Year

WINNER: JM Finn

Savings Account Provider of the Year

WINNER: Hargreaves Lansdown

ISA Provider of the Year

WINNER: Fidelity International

Specialist Investment Fund or Provider of the Year

WINNER: Fintex CapitalLoan

Loan Provider of the Year

WINNER: CrowdProperty

Pension Provider of the Year

WINNER: Standard Life

Money Transfer Provider of the Year

WINNER: eurochange

Insurance Provider of the Year

WINNER: 1st CENTRAL

Marketing Campaign of the Year

WINNER: Pure Retirement

Consumer Champion of the Year – Company

WINNER: PensionBee

Ethical Financial Services Provider of the Year

WINNER: Phoenix Group

Best Charity Partnership of the Year

WINNER: Hargreaves Lansdown

Diversity Award

WINNER: Phoenix Group

Technology Provider of the Year

WINNER: Gretel

HIGHLY COMMENDED: 360 Dotnet

Sustainability Initiative of the Year

WINNER: My Pension Expert

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WINNER

Insurance Provider of the Year: 1st CENTRAL



This award recognises the firm that has shown a true understanding of the insurance space with its product offering, displayed a deep commitment to meeting the needs of its clients, and has displayed excellence in every part of the business to surpass its peers in this competitive market.

It is a sixth win on the spin for 1st CENTRAL, which has now won this award each year in a run stretching back to 2017. The judges were once again impressed by 1st CENTRAL's clear customer communications and support training that it provides for employees.

The firm has placed good governance at the heart of all it does, helping to maintain a focus in the pursuit of its goals. It is now helping over one million customers to save money on their car insurance, while providing five-star Defaqto rated products and an effortless service.

1st CENTRAL was also praised by the judges for the support it has displayed to local communities, which in turn has resulted in strong customer feedback.

In terms of customer satisfaction, 1st CENTRAL is continuing to reach new heights. It has an "excellent" rating on Trustpilot with a score of 4.5, and recently hit 60,000 reviews. The firm has also made significant strides in enhancing the experience for vulnerable

customers, having delivered a mandatory e-learning course for colleagues and produced an accessibility webpage with its own mailbox, to provide further support to customers and gain feedback on how to improve.

It has also made enhancements to its online renewal process, making it easier for customers to opt in or out of renewal, amend or cancel their policy.

Elsewhere, digitalisation has become a key focus for the firm. This has helped 1st CENTRAL find ways to reduce the burden on colleagues by automating tasks and provide customers and colleagues with more opportunities to self-serve. 1st CENTRAL has enabled customers to report and manage their claim online, 24/7, with the vast majority of customers completing their mid-term adjustments digitally.

A partnership with a leading customer engagement software provider resulted in a new omni-channel approach, which has also enabled 1st CENTRAL to better serve its customers by cutting down complexities and making colleagues' lives easier, on top of providing a more seamless customer journey.

Despite a turbulent period in the insurance market over the past year, 1st CENTRAL has continued to grow as a business and shown incredible resilience. It has enhanced its product offering and solidified its position as a trusted insurance company, all while maintaining a customer-focused approach that has ensured a wealth of satisfied policyholders.

Congratulations once again to all at the firm.





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INSURANCE PROVIDER OF THE YEAR

2017 - 2022

4.3

glassdoor



*October 2022

Micro Wealth Management Firm of the Year: Britannic Place Financial Management



This award, open to firms with 10 employees or less, recognises the wealth management firm that has proved itself a cut above the rest when it comes to meeting the ever complex needs of its clients.

The judges said the entry of this year's winner had a "lovely story to it", describing Britannic Place Financial Management as a firm with a passionate leader, a well resourced company, and a business with happy clients.

Britannic Place, based in Worcester, specialises in helping business owners and executives approaching or already in retirement to live the best lives they can. The firm holds Corporate Chartered Status and is led by principal, Stephen Perera, a chartered financial planner with 25 years' experience of pensions and financial services.

Perera started the firm in 2006 before it turned Directly Authorised (DA) in 2013, with turnover increasing threefold since becoming DA. Currently, Britannic Place is working with approximately 100 client families, managing circa £50m client funds.

The firm's approach to clients follows a clear process. The initial discussion, if positive, is followed by an initial meeting, a discovery meeting that includes a rigorous fact find, and then a strategy

meeting. This is often followed by the implementation of recommendations and then into the ongoing advice process.

Prior to the discovery meetings, Britannic Place will issue its initial disclosure documentation to clients through a client portal, which was built by Moneyinfo. The company also asks clients to complete an online risk profiling questionnaire through the FinaMetrica website, before clients are also asked to complete an expenditure questionnaire.

As part of this process, Britannic Place also often takes clients through a number of scenarios and then stress tests these forecasts, highlighting the impact of any recommendations that it has made. If a client asks the firm to implement any product recommendations, Britannic Place will then continually communicate with those clients to keep them updated with progress. It is here that most clients will then move into the ongoing advice

process, with annual planning meetings.

Britannic Place endeavours to ensure that everything it does is adding value to a client's life. The firm believes that, by taking complexity out of its clients' lives, this can allow them to focus on the things that are truly important to them, whatever they may be, and ultimately enjoy the best lives that they can.

This sentiment was at the heart of Britannic Place's entry, and why the judges chose to crown the company the Micro Wealth Management Firm of the Year.

Congratulations to all at the firm.



The Mortgage AWARDS 2023

OPEN FOR ENTRIES

Deadline for entries: 20 January 2023

18th May 2023

The Waldorf Hilton, London

Celebrating excellence within the UK Mortgage Industry

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Pension Provider of the Year: Standard Life



This award recognises the pension provider that has displayed a true understanding of the increasingly complex pensions market while showing it has the consumer at the heart of its offering.

According to the judges, Standard Life's entry had everything, from strong business growth and strong member outcomes, to vulnerability and ESG strategies.

In the past year, Standard Life has helped to unlock personal wealth and potential for its customers, whilst tackling some of the growing industry, and societal issues – from climate change, to financial inclusion and equality, longevity, and even social mobility.

Subsequently, it has seen healthy long-term, sustainable member outcomes, with its new ESG default fund, a surge in member engagement, high client satisfaction, as well year-on-year business growth.

As one of the UK's largest and longest-standing pensions providers, Standard Life understands the role it needs to play in leading the way on responsible investing and sustainability. Its ambitious environmental targets aim to reduce the carbon emission intensity for its £300bn investment portfolio by at least 50% by 2030 – equivalent to the annual emissions of a quarter of all UK homes – and become net zero by 2050.

Standard Life's Sustainable Multi-Asset Default Fund now comprises 79% ESG componentry – further cementing its ESG commitments. Last year saw the group increase its number of self-select sustainable and responsible investment funds to 23, including gender diversity and lower carbon options, while the firm has also invested £170m in renewable energy, and £80m to support the manufacturing of electric/hybrid vehicles in Sunderland.

In 2021, Standard Life also introduced pioneering functionality into its unique Client Analytics tool, a powerful data platform providing employers with unprecedented insights into employees' pensions engagement. Following extensive research and collaboration with the PLSA, in a sector-first, Client Analytics now contains the largest, most advanced, most comprehensive incorporation of PLSA Retirement Living Standards (RLS) in the industry.

Further, in another sector-first in the form of a study, titled 'Bringing Retirement into Focus', Standard Life explored members' ability to save for their future, and their attitudes and behaviours. The survey of around 5,000 people aged between 18 and 80 analysed knowledge gaps, attitudes, priorities, behaviours, and confidence, and was shared by Standard Life with its peers; further improving insights across the industry.

Standard Life is continuing to support customers throughout their lives while sharing pioneering research to the rest of the industry, shaping the evolution of the pensions sector. This is all being achieved while leading the way on sustainability with its highly impressive ESG credentials.

Our congratulations go to all at Standard Life for an excellent and thorough winning entry.

Standard Life
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A lifetime of possibilities

Our workplace solutions are designed to give control and flexibility, helping members feel confident to make the right choices for their financial future.

From our award winning Master Trust to our 5-star Defaqto rated Group Flexible Retirement Plans and Group Self-invested Pension Plans, we'll provide high-quality service and guidance at every step of the way. We're committed to offering broader solutions, services and support to help people enjoy a life full of possibilities.

Find out more at [standardlifeworkplace.co.uk](https://www.standardlifeworkplace.co.uk)



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Ethical Financial Services Provider of the Year: Phoenix Group



This award recognises the financial services provider which is ahead of the game when it comes to understanding ethical issues, either by tailoring its products accordingly or in the way it conducts its business.

Phoenix Group impressed the judges in this category with its three sustainability pillars, its targets, as well as its work around gender.

The first of Phoenix's sustainability pillars is to invest in a sustainable future, and the group has adopted an industry-leading approach to responsible investment, with net zero targets for 2050 and ambitious interim targets for 2025 and 2030.

Phoenix's sector-leading environmental targets aim to reduce carbon emission intensity in its £310bn investment portfolio by at least 50% by 2030, before becoming net zero by 2050. It is also signatories to both the UNPRI and UK Stewardship Code, and continues to integrate ESG considerations into investment processes, with ESG data analytics covering 87% of its equities and liquid credit assets.

The firm's second sustainability pillar is to engage people in better financial futures. Phoenix is leading the debate and protecting people's financial futures, which is including work towards financial education, a pioneering vulnerable customers strategy,

and a centre of research to drive the sustainability agenda across the savings industry.

In 2021, Phoenix engaged 84% of its key partners and suppliers on sustainability, and became the first financial services company to publish an ESG Supplier Open Letter for all 1,500 of its partners, calling for them to set out clear sustainability ambitions. The group has also introduced sustainable supply chain standards for all key suppliers.

Phoenix's third and final sustainability pillar is to build a leading responsible business. The firm continues to engage and mobilise colleagues to drive positive change, including a pioneering diversity data initiative to drive inclusion and equality across Phoenix, as well as ambitious, strategic community partnerships.

In particular, the judges were impressed by Phoenix's work around gender. In 2021, 56% of the group's external business leadership hires were female, and 2022 has seen an increase from 21 to 33 women in top 100 roles. Furthermore, 38.5% of senior leaders are female, having risen from 37.6% in 2021.

As steward of over £300bn in assets, Phoenix is clearly playing a leading, powerful role in tackling some of society's biggest challenges – from climate change to financial inclusion and equality.

Last year saw Phoenix grow its incremental new business cash generation by 35%, while its assets under administration grew to a record £310bn. This growth is continuing to enable Phoenix to reinvest in its sustainability strategy and further drive positive change.

Our congratulations go to all at Phoenix for its continued excellent work in the field of ethical finance.



We're not ready for twin sets and pearls

...and retirement
isn't ready for us.

Retirement is changing.

And, because women's pension income is 40% less on average than men's, they're less likely to enjoy the life they want when they stop working.

We all need to think differently about how we work, learn, save and live to help change that.

Let's reshape retirement together.

Visit the phoenixgroup.com/letsgetready

 **Phoenix**

Phoenix Group is the UK's largest long-term savings and retirement business.

Phoenix Group is the brand name for Phoenix Group Holdings plc. Its subsidiary companies and brands include Standard Life, SunLife, ReAssure, Phoenix Life, Phoenix Wealth and Phoenix Ireland. Statistics source: the phoenixgroup.com/letsgetready

Diversity Award: Phoenix Group



The Diversity Award goes to the personal finance firm that has recognised the importance of diversity in its workforce or has been instrumental in driving forward diversity in other ways. This could be in the form of marketing, events, or through products designed to be more inclusive.

Winning firm, Phoenix Group, impressed the judges with a highly detailed and clear entry with outstanding progress having been made in the diversity and inclusion (D&I) area.

Phoenix aims to help everyone flourish, regardless of background or how they identify.

Its diversity strategy has incorporated four key pillars, which are ethnicity, social mobility, gender, and disability.

As one of the first signatories to HM Treasury's Women in Finance Charter, Phoenix has long championed women in the workplace. The group has surpassed its target of 30% of Top 100 roles to be held by women, which now stands at 33%, and this is positively impacting its gender pay gap, now at 20.5%, its lowest level having decreased from 23%.

Phoenix is also a signatory to the Race at Work Charter and has a growing reverse mentoring programme sponsored by its employee

network, Mosaic. It now has 50 pairs, including all senior executives, who are mentored by network members, and the group regularly invites guest speakers to share their own experiences of race.

In terms of social mobility, Phoenix has supported schools in some of the UK's most disadvantaged areas, for example at ArkKings Academy in Birmingham, with the sponsorship of a maths teacher for one year, revision days, work experience opportunities, literacy programmes and more.

Phoenix has also made strides in supporting its disabled colleagues and in attracting more disabled talent. This includes joining the Valuable 500, a movement putting disability on business leadership agendas, as well as signing up to the government's Disability Confident scheme.

By engaging and earning the trust of its colleagues, Phoenix has also successfully implemented what may be the UK's most ambitious and sophisticated workplace diversity data capture exercise.

The 'Who We Are' initiative has been crucial in understanding diversity intersectionality across Phoenix. Spearheaded by its Mosaic network, the initiative captured data on age, social mobility, education, sexuality, ethnicity, disability, and caring responsibilities, and this data was aggregated and anonymised, allowing better understanding of intersectional diversity.

Of Phoenix's 6,000 employees, 77% completed the survey within two months, allowing the group to feed the insights into its own roadmap and continue to make superb strides in the area of diversity.

Currently, the group employs more women (54%) than the financial services average (45%), a slightly higher proportion of LGBTQ+ colleagues compared to the UK population (5%), and in 2022 its proportion of ethnic minority colleagues increased from 9% to 12.3%.

Our congratulations go to all at Phoenix for the outstanding work it is displaying, and long may it continue.



Marketing Campaign of the Year: Pure Retirement



This award recognises the creation and development of the best marketing campaign that the personal finance space has seen in the last year. It highlights campaigns that have displayed true innovation and originality, but most importantly a clear and concise message that has managed to be put across effectively to the target market.

Winning firm, Pure Retirement, was praised by the judges for displaying a niche campaign, as well as smartly executing it with "more than a hint of altruism".

Pure Retirement has focused not just on its own marketing as a lender, but on making a difference to improve the quality of marketing across the later life sector as a whole.

Head of marketing, Rachel Pease, was unable to make the awards but was delighted with the win. She had interviewed 20 experts in their fields, across heads of brand in multiple sectors, experts in the later life market – including the Centre for Ageing Better and The Advanced Care Research Centre – and founders of successful start-up brands. Commentary from the over-50s was also included as well as insight from data experts Experian and BrandVue (Savanta).

The findings were collated into an 80-page report and shared across

the later life market, and even beyond financial services, with the aim of developing brand engagement for the over-50s across every sector of marketing.

The size of the report itself could have excluded financial advisers from benefitting from its findings. Pure Retirement's wider marketing toolkit, however, has grown and developed over the years to be the industry's leading marketing support service for advisers. For its latest resource, the firm therefore created a much shorter Brand Health Check Guide for advisers. This was a bitesize 12-page A5 document, pulling out the key findings of the larger research report, most relevant to their needs, and much more digestible.

As well as literature creation, Pure Retirement also utilised more visual channels and created a YouTube panel discussion of the report's findings with key stakeholders including the head of the Silver

Marketing Association, and founders of brand agencies, Brand Clear and Stay Hungry.

The Brand Health Check Guide was so well received that it was picked up by Asset TV, a CPD channel for financial advisers with over 4,000 members across the UK. It was not only added to the resource library but was discussed in detail in a filmed panel interview with Pure Retirement's head of marketing for use by their members in CPD viewing.

Pure Retirement has displayed a truly unique marketing campaign and the feedback received has been outstanding from all who've been touched by it so far. The firm can be proud of the hard work that has gone into the project and the difference it has made across the later life sector and beyond.

Our congratulations go to Pure Retirement for a truly excellent campaign.



Small to Medium Wealth Management Firm of the Year: Wealthify



Open to firms with 10 to 250 employees, this award recognises the wealth management firm that has proved itself a cut above the rest when it comes to meeting the complex, ever-evolving needs of its clients.

The winning firm in this category is Wealthify, with the judges saying that the company had displayed a great use of technology that is truly accessible to a wide range of retail consumers.

Wealthify's platform uses simple and straightforward language, allowing thousands of people to enter the world of investing, starting with as little as £1. The firm now has over 89,000 customers who, as well as praising the platform's simplicity, love the service it delivers – which includes Wealthify's customer care and communication.

The firm provides a wide range of financial products, including a Stocks and Shares ISA, Junior ISA, General Investment Account, and Self Invested Personal Pension (SIPP) – with ethical plans offered for each of these products. Its online dashboard and app provide customers with complete visibility of what is in their investment plan, and how their ISA is performing at all times.

Customers are at the heart of every decision Wealthify makes, as it aims to make the customer journey as effortless as possible. With its

commitment to affordable investing, Wealthify has kept the minimum contribution as low as possible, as well as not mandating regular monthly payments and ensuring its management fees and fund charges are also kept as low as possible. The flexibility of the platform allows for ad-hoc, lump-sum payments.

Wealthify keeps its customers well informed by sending monthly newsletters and updates about any changes that have been made to their investments. Rebalance emails are also written in clear terms, with factors and impacts explained thoroughly.

The firm also regularly produces educational articles and informative blogs, with a commitment to using zero jargon to help customers understand how the world of investing works. In September 2021, Wealthify took this jargon-free promise one step further, by inviting customers to flag any terms they don't understand via email.

Another impressive use of technology that helps Wealthify customers on their investment journey is the savings calculator, which makes it easy for users to understand what their savings could be worth in the future (and how that might compare to investing). In Q3 2021, the firm also launched the pension calculator. Designed to help people find out how much they could have in their pension pot, it also calculates how much they might need to save for a fulfilling retirement.

Wealthify has shown that everything it does is designed to demystify investing, instil confidence, and provide customers with the highest possible returns.

Congratulations to the whole team for an outstanding entry.



Financial Adviser Award: Small to Medium Firm of the Year: Strategic Solutions Chartered Financial Planners



This award is open to firms with 10 to 250 employees and recognises the financial adviser firm that has demonstrated a successful service offering, shown a true understanding of the advice market, and put the client at the heart of everything it does.

In what was a highly competitive category, the judges said that Strategic Solutions Chartered Financial Planners stood out for its community involvement and for actively making advice accessible to all of society.

Strategic Solutions is a progressive IFA firm built on four core principles representing what it stands for – professionalism, honesty, integrity and community. It manages over £800m of clients' money and offers across the board independent advice and recommendations, covering protection, mortgages, investments, trust and tax planning, retirement, and long-term care.

With a head office in Bournemouth, Strategic Solutions now has advisers across Dorset, Somerset, Hampshire, Devon, Wiltshire and Kent. The firm has grown to 28 advisers, 18 of which are Chartered Financial Planners or above.

Strategic Solutions was the first ever IFA in the UK to be CSR Accredited, as huge external validation of its efforts in this area. Solla, Pension Transfer Gold Standard, Forces Moneyplan, Financial

Vulnerability Taskforce and FCA Scamsmart are all organisations and initiatives that the firm is actively involved with. The company also does pro-bono work for institutions such as PFS and CII, as well as local charities, peer groups and schools.

Demonstrated by its Corporate Chartered status, its Community Foundation – with over £100,000 of its own money paid out in under three years to local good causes – and its commitment to support and invest in the next generation of advisers, the firm continues to be an integral part of the community it serves.

Strategic Solutions also promotes diversity and actively encourages and supports professional women into the profession. Since authorisation, it has seen the average age of its advisers decrease to 43.

A process of using regulated investments and vehicles with maximum liquidity, combined with regular updates to clients and press communications, and backed up by a comprehensive servicing program, means Strategic Solutions' clients are always aware of what is happening across financial markets.

Since its anonymous client surveys started, the firm has had 99.08% of over 17,000 responses describing it is either "good" or "excellent".

Strategic Solutions has shown it is a highly technical firm of the utmost quality, offering good value for money and top quality service. It continues to share best practice openly with its peer groups, and undertake pro-bono initiatives to ensure all in society have the opportunity to get help.

This has all been achieved while building a sustainable, robust and profitable business.

Our congratulations go to all at the firm for an outstanding winning entry.

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