

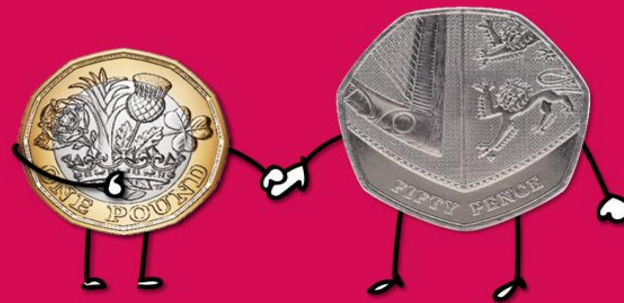


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# Help to Save: Delivery into Reality

## Get 50p for every £1 you save

Apply now for **Help to Save**  
if you work and receive Working  
Tax Credit or Universal Credit.



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[gov.uk/helptosave](https://gov.uk/helptosave)



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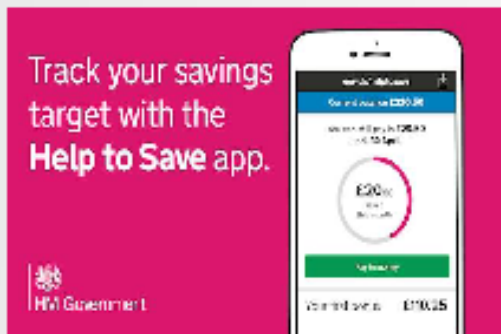
# Help to Save

## An award winning project



# 2016 Announcements

- **3.5 million adults eligible (receiving UC and earning at least 16 x the National Living Wage, or receiving WTC).**
- **50% government bonus on up to £50 of monthly savings.**
- **Bonus paid after two years and four years.**
- **Save up to £2,400. Government bonuses up to £1,200.**
- **Accounts available no later than April 2018.**



HM Treasury



HM Revenue & Customs



Government Payment Services



Department for Work & Pensions



GOV.UK



# Required Project Outcomes

- 1. Digital first - accessible via GOV.UK**
- 2. Simple to understand and workable for targeted citizen users.**
- 3. Accessible: regardless of UK location or personal circumstances.**
- 4. Minimised administration costs.**
- 5. Produced targeted outcomes.**



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# Raising Awareness



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**“A very clever scheme and one that will work for many people”.**  
**“The fact that you are given the bonus based on the highest amount you have saved, rather than the amount that you actually have in there, means you can build up your savings until you have an emergency that you would otherwise have borrowed for and then use your savings instead of borrowing - but you'll still be rewarded for the fact that you saved in the first place”.**

**Martin Lewis**

# Comments

*Everything was very user friendly and quick. Fantastic incentive*

*Easy to setup and definitely encouraging me to save*

*A very good service which helped me to get all the information I need*

*Brilliant and so easy and quick to access*

*The Help to Save account is really making a difference in my life. I feel less stressed and worried, I feel that I'm really taking a smart financial decision*

*I wasn't saving before so it has helped me save and it was easy to use*







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# How is it doing?

(31 July 2019)

- **£31.4 million deposited**
- **£14 million bonuses earned**
- **132,150 accounts opened**
- **100,000 savers**



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# What next?

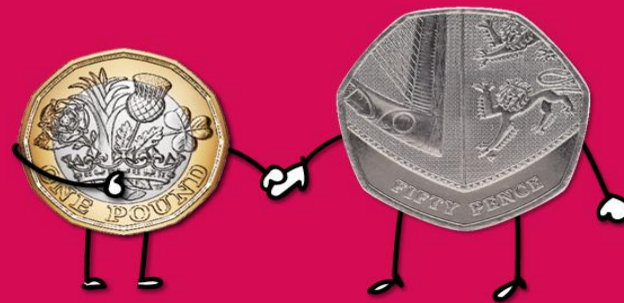


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