the Money
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Chris Leslie MP
House of Commons
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22nd December 2011

Dear Chris

Thank you for your recent Parliamentary Questions regarding the Money Advice Service, which are detailed below.

To ask Mr Chancellor of the Exchequer, if he will place a copy of the Money Advice Service draft business plan for 2012-13 in the Library. 83463

To ask Mr Chancellor of the Exchequer, how much has been spent on legal advice on staff restructuring by the Money Advice Service in the last 12 months. 83465

To ask Mr Chancellor of the Exchequer, how much has been spent on (a) bonus payments and (b) foreign travel for senior management by the Money Advice Service in the most recent financial year. 83466

To ask Mr Chancellor of the Exchequer, how many people have started a Money Advice Service financial health check since they were introduced; and how many have been completed. 83467

To ask Mr Chancellor of the Exchequer, what assessment he has made of changes in the level of provision of financial education outreach services through schools, further education colleges, higher education institutions and workplaces by the Money Advice Service in the last 12 months. 83468

To ask Mr Chancellor of the Exchequer, how many (a) face-to-face meetings and (b) responses to telephone enquiries he expects the Money Advice Service will deliver in each of the next three financial years. 83469

To ask Mr Chancellor of the Exchequer, how much of Money Advice Service's budget has been spent on (a) advertising, (b) public relations and (c) marketing in the last year; and how much it plans to spend on such activities next year. 83470

To ask Mr Chancellor of the Exchequer, whether the Money Advice Service is a public body under the Freedom of Information Act provisions.(83805)

In response,

We will publish our Business Plan and Budget for 2012/13 in March 2012, following our statutory consultation process and approval by the Financial Services Authority (FSA). Future projections of overall customer volumes and proposed spend on marketing will be included in the Plan. We are currently in commercial discussions with face to face and telephony providers and we believe it would not be appropriate, in the circumstances, to disclose individual channel volumes at this stage.

We have spent just under £40,000 on legal advice in relation to organisational changes in 2011/12 on which we are currently in consultation with staff.

In 2010/11, our Senior Management Team received total bonuses of £101,000 and spent £1,700 on international travel.

We will take a strategic oversight role of financial education for young people, working with Industry and other organisations to encourage resources to be most effectively deployed. We are currently reviewing activity regarding financial education for young people and the results of this review, which we expect will be completed by end June 2012, will inform further work. We continue to work with partners in the workplace to reach their employees and their customers with information, education and advice.

We have had over 315,000 visits to our health check since its launch in June, with over 163,000 visitors completing the questions and receiving their personalised action plan.

In the 2011/12 financial year to date, we have spent £2,515,223 on advertising which included TV, online and outdoor media spend, £197,529 on public relations and £573,454 other marketing costs.

The Freedom of Information Act does not currently apply to the Money Advice Service. However, we understand that the Government is seeking to extend coverage of the Act to further bodies under section 5 of the Act, and will consult on our inclusion in due course.

A copy of this letter will be placed in the Library of the House.

I hope you find this information helpful. Please do let me know if you would like to discuss any aspect of this further.

Yours sincerely

Tony Hobman
Chief Executive