

# my money matters

Introducing My Money  
Matters

25th March 2025





**James Bolton**

Head of Public Sector

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Business Development Manager

Your platform  
for prosperity

[my-money-matters.co.uk](https://my-money-matters.co.uk)

# Who are we?

My Money Matters was founded in 2018 as AVC Wise, a service to support public sector employers in offering their Local Government Pension Scheme members access to the cost-effective retirement benefits of a salary sacrifice Shared Cost Additional Voluntary Contribution scheme; better known as a Shared Cost AVC scheme.

Our services were updated in 2024 to support our public sector partners' workforces to achieve financial wellbeing in all aspects of the financial journey, and beyond just retirement benefits and planning...



# Some of our partners



# The importance of financial wellbeing

Research reveals that **66% of 18 to 34 year olds** feel that their **mental and physical health** are impacted by their **finances**.

Now, more than ever, employees need access to the tools and resources to help them be proactive with their money and protect themselves against inflation.

By empowering staff to build their confidence through effective financial education, employers can enhance the overall wellbeing of their workforces and reduce stress and absenteeism at work.

*“As an organisation, **Financial Wellbeing is one of the key things for us**, because if people are struggling financially – and we do have staff who are struggling financially – **that has a massive impact on their ability** to get to work, their ability to function at work, their health, and their overall well-being.”*

# My retirement matters

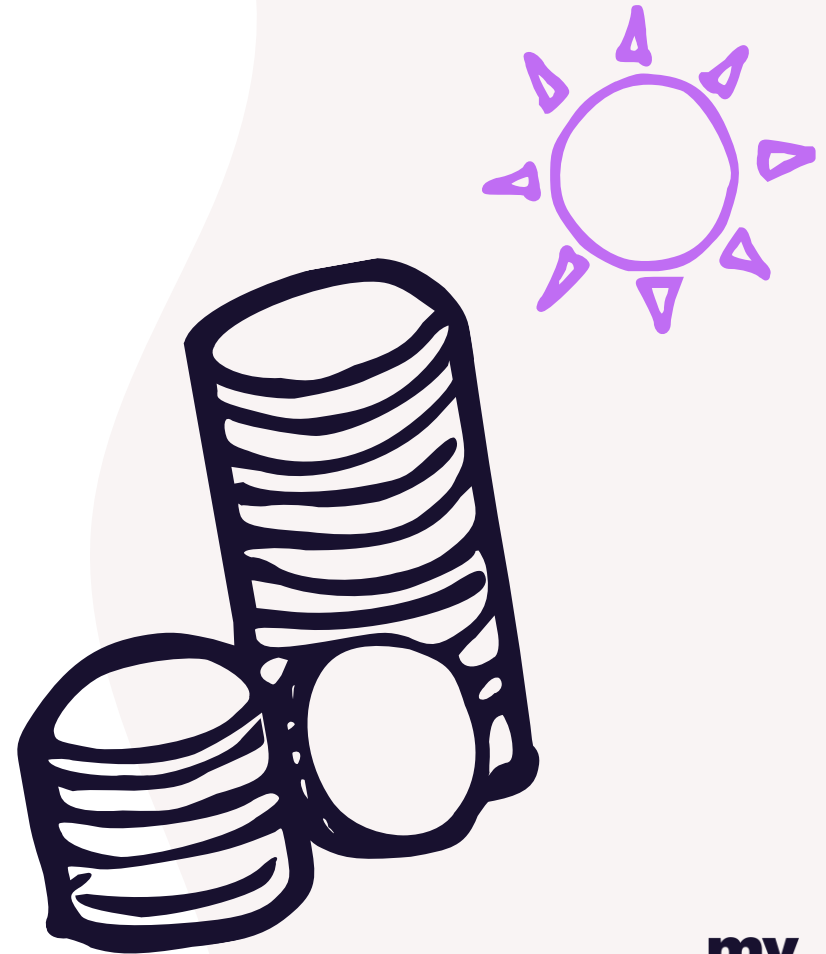
For many people, retirement seems a long time away, and they assume their pension scheme will provide them with enough funds to retire comfortably.

However, this is not always the case. Small changes today can make a big difference for the future.

## What are Shared Cost AVCs?

Employees who are members of the Local Government Pension Scheme (LGPS) are entitled to the cost-effective benefit that is a salary sacrifice Shared Cost Additional Voluntary Contribution (Shared Cost AVC) scheme.

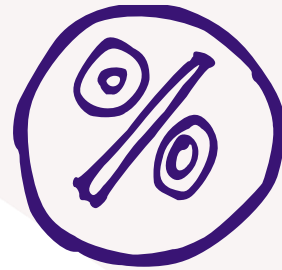
Shared Cost AVCs enable the employee to build an additional pot of money alongside their pension with contributions exempt from Income Tax and National Insurance contributions (NICs), with the potential to take it all as a tax-free lump sum when they retire.



# Shared Cost AVCs – Key benefits



Employees save on both Income Tax and National Insurance contributions (8% or 2%) on the value of the salary sacrifice.



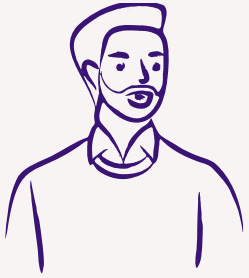
**Tax Free**

Employees are also provided with an efficient way of taking their pot at retirement, including a cash tax-free lump sum.



Via a reduction in employer NICs when their employees use the scheme, employers benefit from valuable organisational savings.



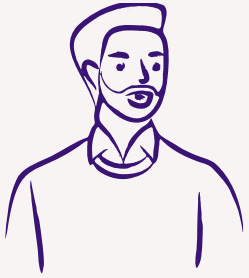


**Joe**

Salary: £30,000

	Without AVC
Gross monthly pay <small>(before main scheme contributions)</small>	£2,500
Joe's LGPS contribution	£162.50
Joe's AVC contribution	£0
Employer's AVC contribution	£0
Total AVC contribution	N/A
Joe's Income Tax	£258
Joe's National Insurance	£116.16
Joe's monthly pay after tax	£1,963.34



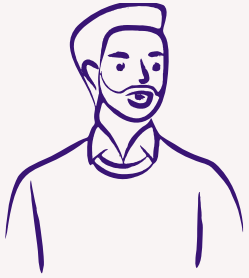


## Joe

Salary: £30,000

Standard AVC: £250 per month (£3,000 each year)

	Without AVC	With Standard AVC
Gross monthly pay <small>(before main scheme contributions)</small>	£2,500	£2,500
Joe's LGPS contribution	£162.50	£162.50
Joe's AVC contribution	£0	£250
Employer's AVC contribution	£0	N/A
Total AVC contribution	N/A	£250
Joe's Income Tax	£258	£208
Joe's National Insurance	£116.16	£116.16
Joe's monthly pay after tax	£1,963.34	£1,763.34

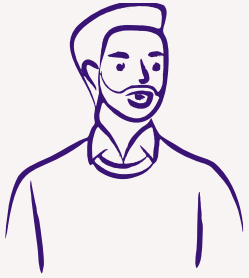


## Joe

Salary: £30,000

Shared Cost AVC: £250 per month (£3,000 each year)

	Without AVC	With Standard AVC	With Shared Cost AVC
Gross monthly pay <small>(before main scheme contributions)</small>	£2,500	£2,500	£2,251
Joe's LGPS contribution	£162.50	£162.50	£162.50
Joe's AVC contribution	£0	£250	£1
Employer's AVC contribution	£0	N/A	£249
Total AVC contribution	N/A	£250	£250
Joe's Income Tax	£258	£208	£208
Joe's National Insurance	£116.16	£116.16	£96.24
Joe's monthly pay after tax	£1,963.34	£1,763.34	£1,783.26



## Joe

Salary: £30,000

Shared Cost AVC: £250 per month (£3,000 each year)

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**Joe's £250 contribution  
to his regular AVC pot  
only costs him:**

**£200.00**

**With Shared Cost AVCs  
his contribution costs:**

**£180.08**

**That's an EXTRA  
saving of £19.92!**

**Thanks to his  
NIC savings**

	With Standard AVC	With Shared Cost AVC
Gross monthly pay <small>(before main scheme contributions)</small>	£2,500	£2,251
Joe's LGPS contribution	£162.50	£162.50
Joe's AVC contribution	£250	£1
Employer's AVC contribution	N/A	£249
Total AVC contribution	£250	£250
Joe's Income Tax	£208	£208
Joe's National Insurance	£116.16	£96.24
Joe's monthly pay after tax	£1,763.34	£1,783.26

# Employer savings opportunity

As employee contributions into Shared Cost AVCs are on a salary sacrifice basis, the organisation makes savings on employer National Insurance contributions (NICs) when their LGPS members use the scheme.

The employer can therefore save 15% NICs (with a possible 0.5% apprenticeship levy) on the value of employee contributions.



**To date, we've helped our partners save over £46,000,000 with Shared Cost AVCs!**



# Case study

Blackpool Council

Blackpool Council partnered with My Money Matters in 2020.

LGPS members:	3077
Shared Cost AVC members:	256
Registered users:	1190
<b>Employer savings to date:</b>	<b>£445,000</b>



39% of the workforce registered to their online platform



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# Testimonials

“ I think Shared Cost AVCs are the greatest benefit in Local Government, it has the potential to be the one scheme that keeps employees working in Local Government.

-Andrew, Head of IT

“ Introducing Shared Cost AVCs was the easiest benefits introduction decision I've ever made.

-James, Head of Reward and Recognition

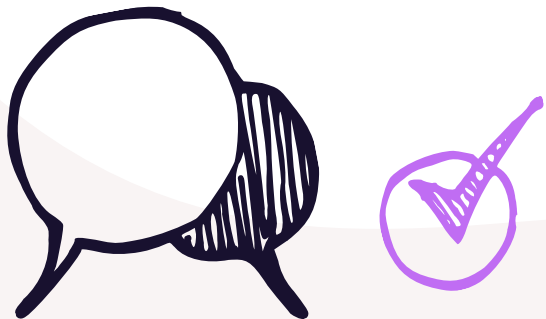
“ I thought that surely there must be a catch? But, actually there wasn't. Even better, launching our scheme was simple - and we have made significant financial savings since its launch.

-Lyn, Deputy Director of HR

“ The whole process is easy from start to finish, and it puts the employee in charge - they can sign up, increase or reduce their savings via the online portal.

Colleagues found the webinars helpful as they not only explained the benefits of taking out an AVC but also explained the LGPS pension; it's given employees a better understanding of how they can plan for their retirement.

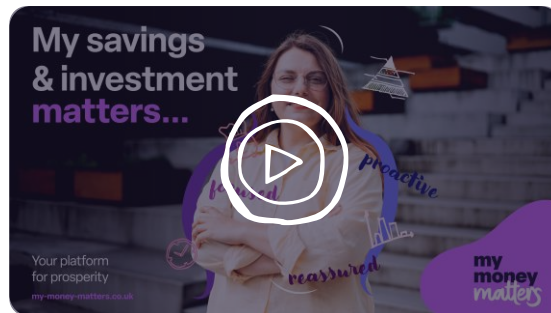
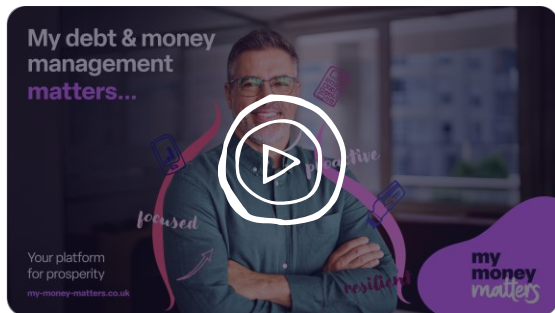
-Tracey, Chief HR Officer



# Financial Education

Financial knowledge is vital for empowering individuals to make informed decisions about their money.

Employees will be invited to join relevant educational webinars to enhance their knowledge and improve their financial wellbeing.





# The fully managed solution

Our fully managed Shared Cost AVC solution is designed to make the employer's life easier.

From implementation onwards, employers are supported closely with the management and communication of their benefit.

We remove the administrative burden on your team, so you can offer a fantastic retirement benefit without the hassle.

- ✔ Implementation Manager
- ✔ Account Manager
- ✔ Bespoke Platform
- ✔ Invitation Facility
- ✔ Employee Helpdesk
- ✔ Webinars & 1-2-1s
- ✔ Employee Communications
- ✔ Employer Training
- ✔ Technical Support
- ✔ Investment Advice



# Effective employee communications

With regular contact at launch and throughout, the My Money Matters marketing team and your Engagement Manager will manage your Employee Communications Plan and drive employee engagement with your scheme.

We provide you with tried and trusted suite of employee communication collateral on a monthly basis to keep the employee benefit at the front of mind in your workplace.

We utilise as many of your channels of communication as we can, including collateral for your intranet and payslips.

## Examples:

1 Poster for launch

2 A5 Double Sided Flyer for Launch



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# My AVC Investment Matters

## Empower your employees with digital Investment Advice

We want more employees to have confidence in the choices they are making when it comes to their AVC, and we don't want employees not making a choice because they don't know what choice to make.

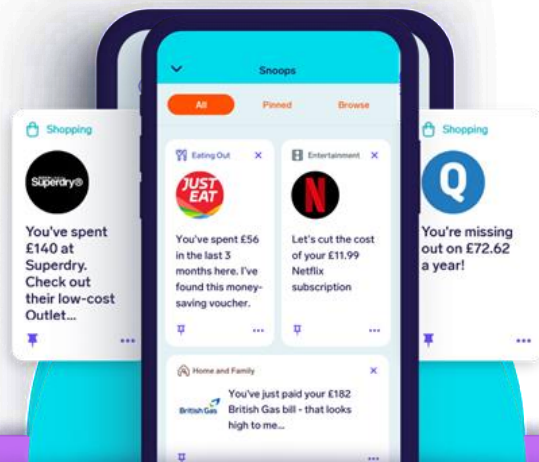
Giving your workforce access to FCA regulated investment advice equips them with the knowledge to move forward and make an investment choice that's more right for them, potentially leading to a better performing AVC pot, and increasing participation in your AVC scheme.

This service is valuable even for those already with an AVC plan. Accessing this bespoke investment advice enables them to review and adjust their investment choices based on their ever-changing goals and risk tolerances.



# My Budget Matters

snoop



Show smart ways  
to save money

For your employees, the stress of the future and whether they'll have enough saved for it can be worrying and impact their overall wellbeing significantly; and it's only compounded by the ongoing cost-of-living crisis.

The stress of living paycheck to paycheck, grappling with debt, or the anxiety of not saving enough for the future can significantly hinder their ability to stay focused and perform at their best.

Employees need tools that can help them to budget for the future, but also for the here and now.

Snoop is a free money management app that helps employees track their spending, set budgets, cut bills and control their finances. It has the resources they need to beat cost of living increases.

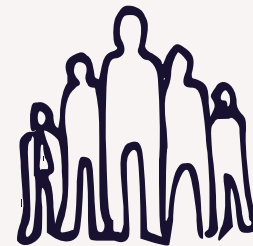
# My Mortgage Matters

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Empower Your Employees' Financial Futures with Expert Mortgage Advice

Our partnership with Mortgage Advice Bureau offers your staff:

- An extensive network of over 2,000 advisers across the UK
- All-age mortgage solutions
- Expert advice from Mortgage Advice Bureau (MAB)
- Personalised face-to-face and phone consultations



2,000+ advisers  
nationwide

Help your employees get excited about their futures!

# My Will Matters

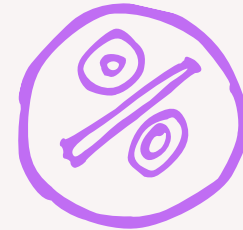
## Support Your Employees with Expert Will Writing Services

Over half of UK adults do not have a will.

With over 30 years' experience, The Will Guys can help your employees to ensure their assets are protected and distributed according to their wishes.

Give your employees access to:

- Expert guidance on estate planning
- Tailored wills to suit individual needs
- Clear, jargon-free support



Enable your workforce to access this benefit via the My Money Matters platform and help them to build peace of mind about their long-term financial planning.



# Questions?

Your platform  
for prosperity

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