True Potential®

For Financial Advisers Only

The new investing generation

Preparing for Britain's biggest advice opportunity in decades

A structural shift may be about to transform household wealth for the better. This True Potential white paper sets out the scale of the opportunity, the barriers constraining the profession and the practical actions advisers can take now to strengthen their position, ready for a new wave of demand.

£1.045 trillion	**14.6 million**	**7 million**
Assets held by people who could benefit from advice[1]	UK adults in the advice gap[2]	UK adults holding over £10k in cash savings[3]

[1,2] Boring Money

[3] Financial Conduct Authority

From **Saving to Investing**

Britain has created a culture that celebrates saving but not investing. UK households currently hold £2.19 trillion[4] in cash deposits and around £300 billion[5] of that is sitting in accounts earning little to no interest. Over time, even small returns on cash can be outpaced by inflation in certain market conditions.

The Government-backed Retail Investment Campaign - ***Invest for the Future*** - is seeking to change that. It aims to mobilise millions of British savers towards long-term investment for the first time.

A successful campaign could spark an attitudinal shift among new investors. Alongside other industry initiatives, such as targeted support, this shift may come at pace. And the change can be lasting.

This is a positive step for consumers and a critical moment for the financial advice industry. As more people begin to engage with investing for the first time, advisers must be ready to support a new wave of demand – demonstrating the value of advice to a new generation of investors.

'Invest for the Future' can be the bridge that introduces a generation of new investors to financial advice, many of whom have never engaged with the profession before. That is a remarkable opportunity. Advisers who position themselves well now will not just capture demand, they will build client relationships that last decades.

Gerry Mallon, CEO True Potential

[4] Mintel Group
[5] Bank of England

The largest organic growth **opportunity** in 40 years

From Tell Sid to Savvy the Squirrel

The 1986 'Tell Sid' campaign, for those who remember it, was one of the UK's most ambitious financial awareness moments. As the privatisation of British Gas mobilised first-time investors, millions were drawn into what felt like a once-in-a-generation investment opportunity.

When 'Tell Sid' ran, the product was simple. It was a single government-backed equity in a single nationalised business. There were no suitability assessments or no ongoing service obligations. Investors needed only to apply, pay and wait. The entire transaction could be completed via a newspaper coupon. The regulatory environment was permissive, the product was uniform, and the adviser's role, if one was even needed, was transactional and limited.

While the campaign succeeded in creating shareholders, it did not create lifelong investing habits.

History rarely repeats itself exactly, but it often rhymes. Four decades on, the Government has launched a new campaign – with Savvy the Squirrel as its mascot - to get people investing for the future. This time, it offers sustained political momentum around investing.

However, today's markets are more complex, households are facing new financial pressures and consumers hold higher expectations. They are more likely to be digitally literate, comparison-driven and increasingly sceptical.[6] Younger generations will research before they engage and, critically, they will ask AI for guidance. In fact, research published by the FCA in 2024[7] indicated that over 40% of adults used a digital tool or online resource as their primary source of financial information in the prior twelve months.

Today, consumers will arrive asking nuanced questions. What are the risks? How about ISA wrappers? Do I need to consider pension consolidation? What about Inheritance Tax planning?

They will need financial advisers.

[6] Edelman Trust Barometer Global Report, 2026

[7] FCA Financial Lives Survey, 2024

The cost of **standing still**

For many people, the greatest investment risk is not market volatility; it is never investing at all.

For decades, British households have been encouraged to save responsibly, building substantial cash reserves that provide security and peace of mind. Yet that sense of security comes at a hidden cost. While cash has an important role in financial planning, holding excessive cash over long periods may limit opportunities for growth. Every year that money remains idle is another year in which it misses the potential benefits of long-term investment, compounding returns and capital growth.

Consider the potential returns on a £10,000 ... portfo... £10,00... Balanc... was wo... 2026 (a... Bank o... turned... £12,12... differe...

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Over a 40-year period since the Tell Sid campaign was launched in 1986, a £10,000 investment could have grown to nearly £248,000 when measured against a 60/40 Global Equity and Bond benchmark (before charges). This compares with a return of £58,805 in cash (at Bank of England base rate) over the same period. While long-term investing has the potential to deliver significantly greater returns than cash, it is important to remember that capital is at risk. Investments can fall as well as rise in value, and investors may get back less than they originally invested.

The difference is not simply financial. It is the opportunity cost of choosing certainty today over greater financial resilience tomorrow.

If the Government's ***Invest for the Future*** campaign succeeds, it could encourage millions of people to rethink that balance.

The 60/40 Global Equity and Bond benchmark represents a portfolio invested 60% in global equities and 40% in global government bonds, rebalanced monthly and hedged to GBP. Total return on a £10,000 investment equates to £247,517 between 1st July 1986 and 30th June 2026. Source: Morningstar 30th June 2026