



## **SEVEN FAMILIES HELPS INCREASE ADVISER IP ACTIVITY**

- **More than a third of advisers researched speaking about IP more frequently**
  - **Positive improvement in consumer awareness of IP**

Seven Families, the charity-led campaign with Disability Rights UK, has considerably helped to raise awareness of income protection (IP) amongst advisers, according to an adviser poll<sup>[1]</sup>. Almost a third (31 per cent) said they believed Seven Families has greatly raised the profile of IP with advisers, with a further 63 per cent saying it had raised IP's profile a little. All advisers researched deemed the campaign of benefit to the protection industry, with 44 per cent believing the campaign is of significant value.

When addressing the need for protection with clients, 70 per cent of advisers researched said they had found Seven Families useful, with more than a third (37.5 per cent) saying they had used Seven Families material directly with clients during their discussions. The same number (37.5 per cent) also said they have talked about IP more frequently with clients since the campaign began.

**Barry Pappin, of protection specialist Vita commented:** "I think the campaign can only have a positive impact, but when it comes to the people that can have the biggest impact on income protection sales, not just awareness, it's us, the advisers. The information available through Seven Families, combined with additional ways of getting advisers to talk about IP, such as roadshows like LV=s 'Wake up to IP', are a great example of getting on the frontline, and arming advisers with the knowledge, tools and material to sell IP."

When looking at the benefit of the Seven Families campaign amongst consumers, three quarters of advisers surveyed (75 per cent) said they believed the campaign has helped raise people's awareness of income protection a little. Indeed, recent Seven Families consumer research<sup>[2]</sup> showed that there has been a 4 per cent improvement in awareness of IP between 2014 and 2015, with the same research showing a 4 per cent fall in those saying they only vaguely understand IP.

Recent ONS statistics show the number of people out of work due to ill health has risen by 62,000 in the last year, meaning today, two million people in the UK are not seeking

employment because of long-term illness<sup>[3]</sup>. The Seven Families research shows many in the UK would be unable to cope financially if they were seriously ill. When asked how they would be affected if they were unable to work because of long-term illness or disability, 50 per cent of those in employment said they would be much worse off financially, equating to 15.4 million people<sup>[4]</sup> being unable to cope.

People's financial vulnerability could be largely due to having no financial safety net in place if they lost an income. Almost a fifth (19 per cent) are confident the state would provide enough financial support to maintain their lifestyle if they couldn't work, despite the benefits system being in decline. A further fifth (19 per cent) have never given any thought to whether the state would support them, while 61 per cent are unconfident they would be able to maintain their lifestyle through state benefits.

Almost a quarter (22 per cent) also believe that the state has adequate resources and rehabilitation benefits to get them back to work if they were suffering from ill health or a disability, while over half (53 per cent) do not believe this would be the case.

Despite life and health insurance products paying out on 98 per cent of claims<sup>[5]</sup> in 2014, Seven Families research shows that people believe they pay out just 51 per cent of the time on average, much lower than is the case in reality.

**Peter Le Beau of Seven Families commented:** "It's alarming that even though the message is coming loud and clear from The Government that the benefits system is being cut back to balance the economy, some have unwavering belief that they will always be looked after if they can't work. This is a dangerous strategy and advisers are best placed to help people see where the gaps are and when people require a financial safety net. Part of the reason the Seven Families campaign exists is to help advisers bring home the financial reality of suffering a long-term illness or disability, and we're pleased that many have been using the material and the momentum of the campaign to do just this."

Advisers can find further information and Seven Families material at [www.facebook.com/7Families](http://www.facebook.com/7Families).

**-ENDS-**

**Media enquiries**

- Peter Le Beau, Seven Families spokesperson  
07799 074020 Email: [peter@lebeauvisage.co.uk](mailto:peter@lebeauvisage.co.uk)

- Kevin Carr, Carr Consulting & Communications  
07887 838811 Email: [kevin@carrcandc.co.uk](mailto:kevin@carrcandc.co.uk)
- Matthew Morris, Carr Consulting & Communications  
07717 420693 Email: [matthew@carrcandc.co.uk](mailto:matthew@carrcandc.co.uk)

### **Notes to editors**

[1] Research carried out online amongst 20 of the most prominent UK protection adviser firms and networks in October 2015, with 16 companies answering the research fully.

[2] Research carried out online by ICM on behalf of Seven Families, amongst a nationally representative poll of 2019 people from 4<sup>th</sup> - 6<sup>th</sup> September 2015.

[3] ONS Labour market statistics September 2015

[4] Latest ONS figures (October 2015) show there are 30,850,000 people aged 18 and over in employment in the UK. 50% of those aged 18 plus in employment said they would be much worse off financially if they lost their job. 50% of 30,850,000 = 15,425,000 people.

[5] The Association of British Insurers statistics released in August 2015 show that 97.7% of all types of protection policy claims were paid in 2014.

Seven Families, in partnership with Disability Rights UK and the Income Protection Task Force, is providing a tax-free income for one year to seven families across the UK who have lost an income through ill health or disability. The campaign also provides the families with access to advice from a range of volunteering financial advisers to help with basic finances and budgeting, and they will also have the opportunity to benefit from independent living, rehabilitation and emotional support services. Each family is being put in the position they would have been had they taken out income protection. Each family's story can be seen at [www.Facebook.com/7Families](http://www.Facebook.com/7Families)

### **About Seven Families**

Seven Families is a charity led campaign to raise public awareness of the financial impact of long term illness or disability. It is administered by Disability Rights UK and The Income Protection Task Force (IPTF). Supporting companies: Aegon, AIG, Aviva, British Friendly, Canada Life, Cardif Pinnacle, Ellipse, Exeter Friendly, Fineos, Friends Life, Hannover Re UK Life, LV=, Royal London, Pacific Life Re, Vitality, RGA, Scor, Scottish Widows, Unum, Zurich.

### **About Disability Rights UK**

Disability Rights UK is the leading charity of its kind in the UK. It is run by and for people with lived experience of disability or health conditions. It works with its members to influence national policy on independent living, benefits, education, employment, transport, human rights and other issues - shaping policy through direct experience and expertise. It also work with its local individual and organisation members to empower and to influence local policy and services.

### **About IPTF**

Peter Le Beau is the Chairman of the Income Protection Taskforce, which was formed to promote awareness of Income Protection and long term disability amongst consumers and all parts of the life and health insurance industry.