

5 November 2020

### **HSBC UK TEAMS UP WITH BBC CHILDREN IN NEED TO BOOST FUTURE FINANCIAL LITERACY**

HSBC UK is working with [BBC Children in Need](#) to help improve financial capabilities and independence, to equip children and young people with financial skills to lift barriers and support them for years to come.

The bank has created a new financial education programme featuring a range of digital resources, as well as live and interactive sessions delivered via its branches directly to children and young people supported by BBC Children in Need. The programme is designed to help participants gain valuable, real-world skills and knowledge around managing their finances.

HSBC UK's digital financial education sessions will be available through local charities and projects funded by BBC Children in Need working to support children and young people in communities throughout the UK. BBC Children in Need is currently funding more than 3,900 local charities and community groups across the UK, who helped change the lives of over 500,000 children and young people facing disadvantage in the last year alone.

The sessions accompany the launch of HSBC UK's new ['Level Up Your Finances'](#) programme: a series of educational resources, available to young adults aged 16yrs+ via the bank's website, to help young people become more financially savvy.

**Stuart Haire, HSBC UK's Head of Wealth and Personal Banking said:** "We have a long history of working with BBC Children in Need and we're incredibly proud to play our part to make a positive difference and help children and young people facing disadvantage – but this is more than one night.

"Our financial education programme will equip young people with the financial skills they need to build a better future for themselves. We've created a series of fun, easily digestible and age appropriate financial support and tools, which will be available through charity partners and our new [financial education hub](#)."

The programme will include digital lesson plans, infographics, glossary sheets, budget trackers, and short films featuring sporting heroes: Sir Chris Hoy, Kye Whyte, Nolli Waterman, Tim Henman and players from both the men's and women's teams at Tottenham Hotspur Football Club. The resources will make setting financial goals fun, engaging and educational and additional learning resources are anticipated to follow.

**Nolli Waterman, HSBC Rugby Ambassador, said:** "It's been great to be a part of the Level Up programme as financial literacy is something you only really learn about as you go through life and often when things haven't gone well or when you're in the process of having to make big life decisions. However, it is such an important part of everyday life and the earlier we can support and educate young people, the better equipped they will be to make informed decisions about their future."

**Sir Chris Hoy, HSBC Cycling Ambassador, said:** "It's exciting to be part of something like Level Up where we can make a positive impact as young people start to think about money and why it matters to them. I'm pleased that HSBC UK is supporting financial literacy in this way and it has been really rewarding to work with them."

**Tim Henman, HSBC Tennis Ambassador, Said:** "I'm thrilled to be part of Level Up - using sport is a fantastic way to engage young people on the subject of money and the programme has made setting financial goals fun, engaging and educational. It's really important that young people are given the knowledge and skills to be able to make sound financial decisions to build a better future for themselves and it's been great to work with HSBC UK on this important project."

**Simon Antrobus, BBC Children in Need's Chief Executive said:** "We are delighted to work together with HSBC UK to enable thousands of children and young people who are being supported by the projects and charities we fund to access HSBC UK's financial education resources, so they are able to develop vital financial literacy skills and go on to reach their full potential."

HSBC UK has a range of learning resources that can be downloaded and used at home: [www.hsbc.co.uk/levelup](http://www.hsbc.co.uk/levelup)

**Ends**

**Photos from '[Level Up Your Finances](#)',** a series of resources which make setting financial goals fun, engaging and educational for viewers, aiming to help young people become more financially savvy:



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<https://www.about.hsbc.co.uk/news-and-media>

**HSBC UK**

HSBC UK serves around 14.5 million customers across the UK, supported by 32,000 colleagues. HSBC UK offers a complete range of retail banking and wealth

management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.

### **HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,956bn at 30 September 2020, HSBC is one of the world's largest banking and financial services organisations.

### **About BBC Children in Need**

BBC Children in Need's vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential. The charity will realise this vision by supporting, promoting and publicising work that addresses the challenges that children and young people face and work that builds their skills and resilience.

BBC Children in Need is currently supporting over 3,900 local charities and projects in communities across the UK that are helping children and young people facing a range of disadvantages such as living in poverty, being disabled or ill, or experiencing distress, neglect or trauma.

Following The Big Night In appeal in April, BBC Children in Need launched a number of dedicated Covid-19 response programmes to support local charities and projects across the UK who are providing essential help to children and young people during the current crisis. To date, the charity has awarded £19.6 million in funding to specifically help organisations in communities across the UK provide essential support to children and young people facing disadvantage during the pandemic.

Further information on BBC Children in Need can be found at [bbcchildreninneed.co.uk](http://bbcchildreninneed.co.uk)  
Twitter: @BBCCiN  
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