



# The future of the UK credit market

How data, technology and innovation  
can power inclusive growth

Co-authored by ClearScore and Ernst & Young LLP



Shape the future  
with confidence

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# Joint foreword



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Over the past 18 months, confidence has begun to return to the UK credit market. After a period of volatility, lenders, investors and regulators are starting to see stability and opportunity emerge once more. This shift matters deeply, because access to credit stimulates economic growth and helps financial inclusion.

But the recovery remains incomplete. Lending volumes have not yet rebounded to pre-2019 levels, and many consumers – particularly those outside the prime market – struggle to access affordable credit due to limitations in the data and confidence in lending decisions. The market is not constrained by a lack of demand, but by the system, regulatory risk appetite, technology and the data that underpins it.

The imminent regulation of Buy Now Pay Later (BNPL) products should ensure the long-term health of the market but, in the short term, risks further disruption unless industry level improvements are made.

Now is a pivotal moment. The current alignment between government, regulators and industry creates a unique opportunity to build a credit market that truly delivers for a much greater portion of consumers. By leveraging data, technology and innovation responsibly, the UK can become a global model for inclusive, technology-driven credit.

This paper sets out how we can grasp that opportunity.

# Executive summary

Access to affordable, responsible credit supports economic growth and enables people to participate more fully in society. As the UK economy begins to stabilise and the regulatory environment resets, confidence among lenders and investors is returning. However, in order to see the supply of credit return to the market and meet both the needs of consumers and the government's growth strategy, the remaining barriers need to be addressed. The impact of doing so would be considerable:

- An estimated **16.3 million UK adults** continue to have unmet credit needs. Although not all of this demand can be met responsibly or commercially, analysis suggests that of the £7 billion in unmet demand, around £2 billion could be addressed through more sophisticated credit decisioning.<sup>1</sup>
- Closing this gap would support financial inclusion as well as wider economic growth, given lack of access to financial services is estimated to cost the UK **£6.4 billion in lost GDP annually**.<sup>2</sup>

There is a focus on financial inclusion from both the FCA and HM Treasury. Yet increased attention alone has not translated into a material expansion of credit supply.

This whitepaper argues that the UK must now focus on unlocking the potential of technology and data to drive financial inclusion and, in turn, economic growth. Open banking, artificial intelligence, and new forms of product innovation – such as automated debt consolidation and small-sum loans – can transform how credit is delivered, assessed and managed. But this requires coordinated action:

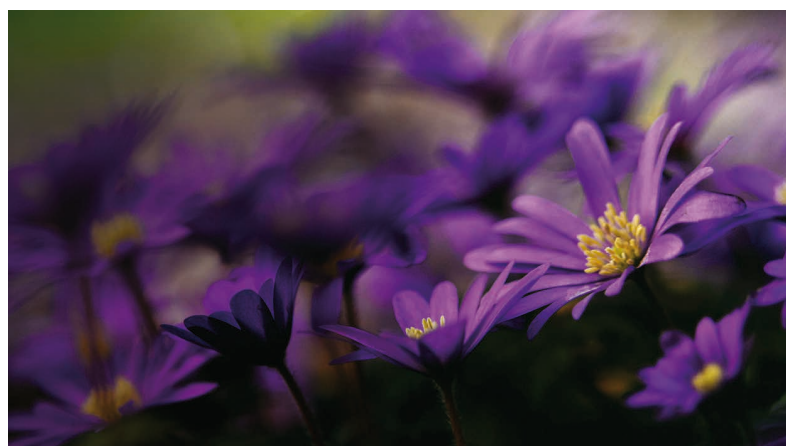
- **Government** should champion the next wave of open banking adoption, promote responsible credit as a positive force for growth, and monitor and publish metrics demonstrating outcomes achieved.
- **Regulators** should reduce friction that doesn't support improved decision making or creates uncertainty, provide greater clarity on the use of new data and technologies to enable better commercial decision-making, and encourage innovation through proportionate supervision.

- **Industry** must invest in data-driven innovation, inclusive product design, and responsible communication that challenges any stigma which exists around credit.

Delivering inclusive growth requires accountability. We propose two measurable targets to guide progress over the next three years:

1. **Financial inclusion benefits individuals.** A good outcome would be to reduce the share of underserved consumers from 30%<sup>3</sup> to 20% given the high numbers of consumers who do not have access to appropriate and affordable credit.
2. **Better data results in better credit decisions and greater financial inclusion.** A good outcome is we observe a 20 percentage point increase in open banking connection rates at point of quote for credit decisioning.

By tracking these metrics – and publishing progress annually – industry and policymakers can maintain focus on outcomes, not just intentions. In addition, achieving these goals should also drive GDP contribution through improved financial inclusion. The next phase of the UK credit market should not be defined by retrenchment, but by inclusive innovation leading to the creation of better products and scaled delivery that increases the appropriate credit options available to all consumers.



1. 'Improving Access to Lending for the Financially Vulnerable', L.E.K. Consulting (November 2023).

2. 'The £6.4 billion growth opportunity – it starts with inclusion', Fair4AllFinance (July 2025).

3. 'Improving Access to Lending for the Financially Vulnerable', L.E.K. Consulting (November 2023).



# SECTION ONE

## Confidence begins to return to credit

Three years on from the height of the cost-of-living crisis, consumer credit market conditions are beginning to improve. Inflation has eased, interest rates are slowly declining, and regulatory consistency has helped restore investor confidence. For the first time in several years, the outlook for responsible lending appears more positive.

### A more stable regulatory environment

The government's Financial Services Competitiveness and Growth Strategy and the FCA's 2025-2030 Strategy both signal a clear shift toward growth, innovation and appropriate risk taking. Such alignment signals a promising, coordinated approach to tackling the challenges facing the industry and consumers. The Chancellor's 2024 letter to the FCA explicitly called for regulation that supports competition and financial inclusion:

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*"The FCA should have regard to... [c]reating a regulatory environment which facilitates growth through supporting competition and innovation."*<sup>4</sup>

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In turn, the FCA acknowledges that consumer protection and regulatory requirements need to evolve.<sup>5</sup> This has included supporting innovative approaches to promote digital inclusion; openness to the deployment of artificial intelligence; and a willingness to revisit existing rules and regulatory approaches, including through rebalancing risk in the system.

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*"Too often the focus has been on the risks of a decision taken rather than the lost opportunity of taking none."*<sup>6</sup>

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4. Letter from the Chancellor of the Exchequer to the FCA Chief Executive, HM Treasury (November 2024).

5. 'Catalysing productivity and growth: A change in mindset on financial inclusion', FCA (September 2024); 'Rebalancing risk to facilitate innovation and growth', FCA (September 2025).

6. 'Strategy 2025-2030', FCA (March 2025).

This recalibration has created a climate of measured optimism. Recent steps – such as the implementation of the Consumer Duty, collaborative thematic reviews, and the manner of ongoing reforms to Buy Now Pay Later (BNPL) – are seen by lenders as evidence of a more proportionate, forward-looking regulatory philosophy that values both protection and progress.

Despite improvement in the regulatory environment, there is still a concern that future regulatory changes will lead to a reassessment of current industry practice. This has been seen in the past, particularly during mass redress events. These arrangements often see the regulator group past compliant practice with wider poor practice to simplify the delivery of the redress to the customer. This seriously undermines firm and investor confidence in the market and is the single greatest blocker to innovation amongst lenders.

To facilitate long term investment, it is essential that firms can believe that FCA-compliant activity today will not be rejudged at a later date to a different standard. Delivering the proposed redress reforms<sup>7</sup> alongside the other reforms identified is essential to ensure industry and investor confidence in the regulatory environment.

## Improved investor sentiment

Lenders interviewed for this report note a renewed willingness from investors to deploy capital, particularly in the near-prime market. Several firms report that institutional investment, which had previously

dried up amid uncertainty, is returning as the FCA demonstrates greater predictability and engagement. As noted above, the proposed recalibration of the Financial Ombudsman Service (FOS) framework and reforms to redress schemes have contributed to a greater sense of stability at a market level. This must continue and be long-lasting.

One lender summarised this shift succinctly: “There’s confidence in the regulator’s intent again – that’s what unlocks investment.”

## Market data: Signs of stabilisation

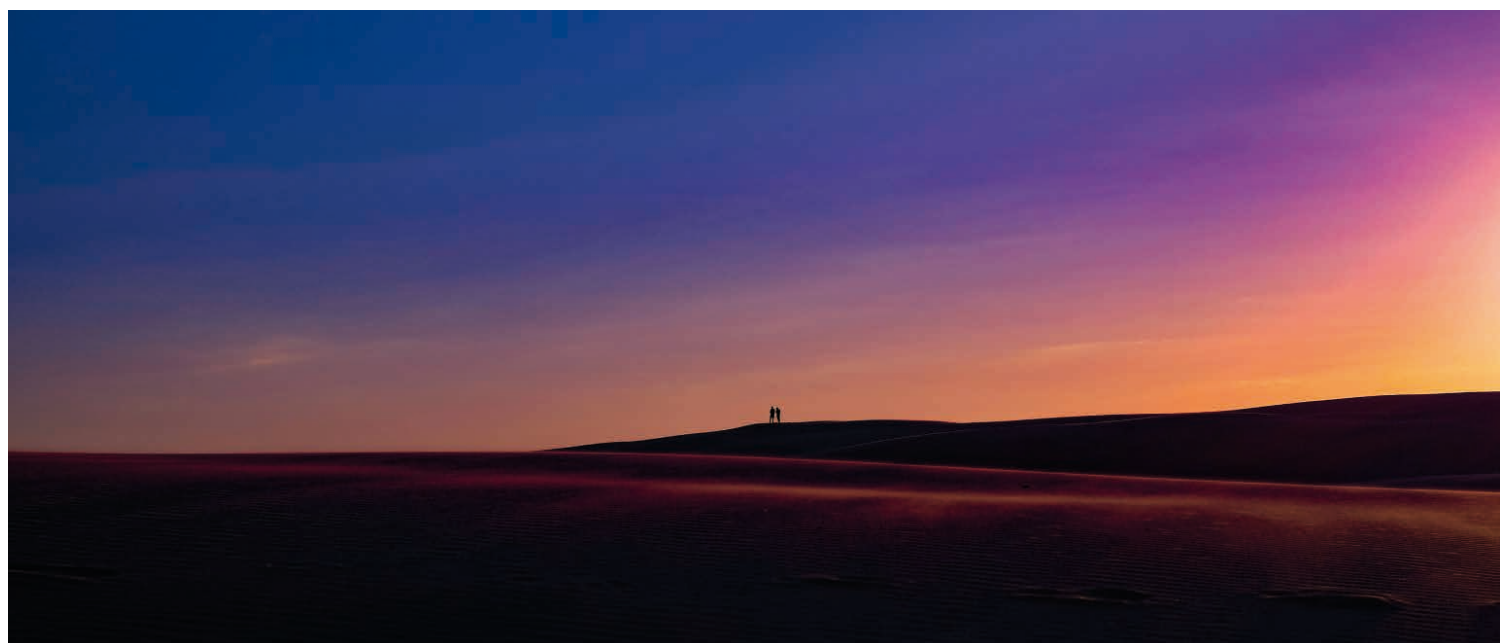
ClearScore marketplace data shows early, encouraging signs of recovery. Offer rates across near-prime and prime segments have modestly rebounded since the 2022 market contraction, but sub-prime lending still remains significantly below early 2022 lending rates indicating lack of access to credit for those most in need. On the other hand, consumer demand for credit only grows – up 9% year-on-year<sup>8</sup> – indicating significant unmet need.

The market is stabilising, but confidence alone will not bridge the access gap.

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*The challenge for policymakers and lenders alike is to convert confidence into lending capacity – to ensure optimism translates into tangible access to credit for many more consumers.*

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7 'Review of the Financial Ombudsman Service – Consultation', HM Treasury (July 2025).  
8 ClearScore analysis.



## SECTION TWO

# Credit as a force for inclusion and growth

A well-functioning credit market does more than support individual consumers; it underpins the UK's broader economic resilience. Access to affordable, regulated credit allows households to manage income volatility, build resilience, and invest in their futures. Collectively, this supports productivity, consumption and GDP growth. It protects vulnerable households from the spectre of unregulated lending.

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*"This is a pivotal moment for financial inclusion and capability."<sup>9</sup> - Chief Executive of the FCA, Nikhil Rathi*

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### Financial inclusion as a national priority

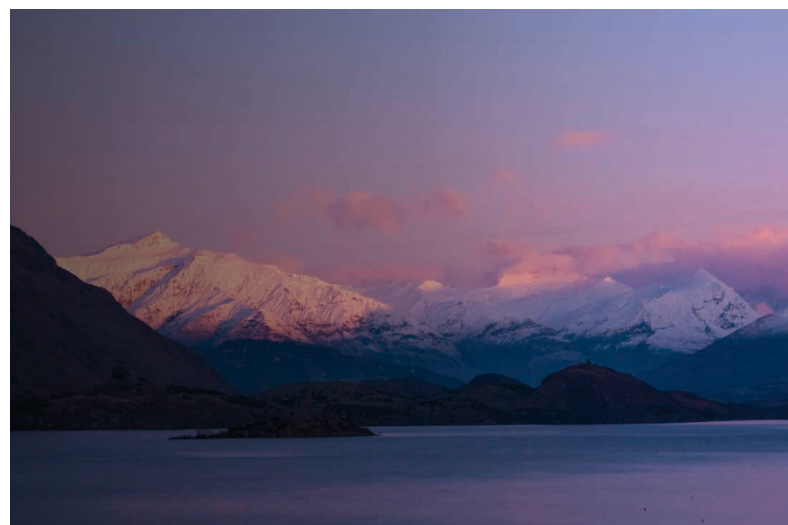
Financial inclusion now features prominently in the FCA's and government's growth agendas. The FCA's strategy identifies inclusion as essential to enabling individuals to participate in the economy, while HM Treasury's 2024 Financial Inclusion Strategy sets out specific actions to expand the provision of affordable credit.

Furthermore, in November 2025, the Government released its Financial Inclusion Strategy which sets out six key themes spanning access, savings, insurance, education and credit - including actions to expand "the provision of affordable credit to financially excluded people."<sup>10</sup>

Crucially, the industry and government's shared ambition is explicitly focused on improving access to credit where it is appropriate and sustainable. Even when excluding those experiencing acute financial

difficulty, there remains a substantial cohort of the **16.3 million UK adults with unmet credit needs** who are currently underserved despite being capable of managing credit responsibly. Addressing this presents a significant opportunity, both in closing the **£2 billion shortfall in affordable credit supply** and also in delivering meaningful social impact through improved financial resilience.<sup>12</sup>

Beyond credit alone, research has found that wider improvements to financial access could yield **an additional £6.4 billion in GDP** annually through increased participation and productivity.<sup>14</sup>



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<sup>9</sup> 'Resilient futures: strengthening financial capability and inclusion for all', FCA (November 2025).

<sup>10</sup> 'Financial Inclusion Strategy', HM Treasury (November 2025).

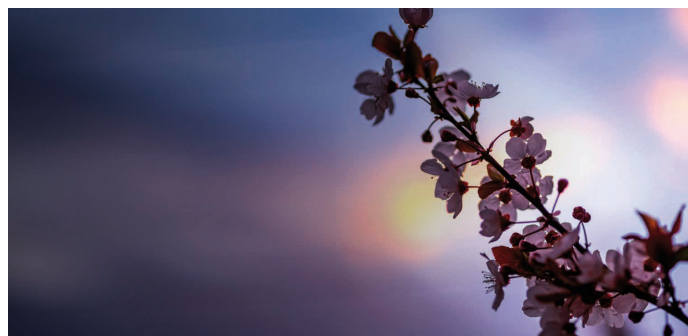
<sup>12</sup> 'Improving Access to Lending for the Financially Vulnerable', L.E.K. Consulting (November 2023).

<sup>14</sup> 'The £6.4 billion growth opportunity - it starts with inclusion', Fair4AllFinance (July 2025).

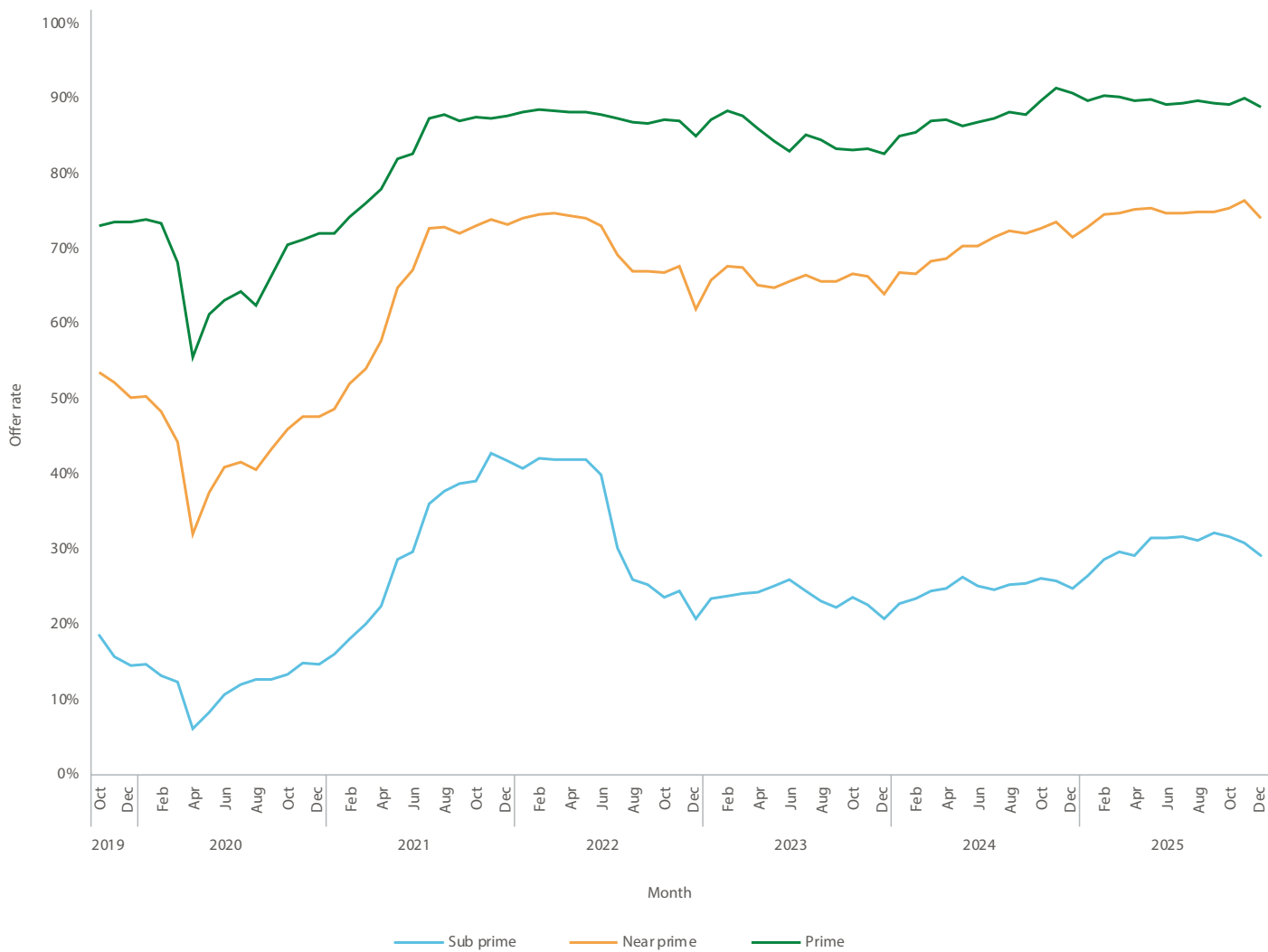
## SECTION THREE

# Confidence without credit: The remaining gap

While the regulatory climate and sentiment have begun to improve, market supply borrowers has not recovered at the same pace. This is not simply a sub-prime problem: near-prime and even some prime consumers remain underserved, with limited or no access to credit as seen in ClearScore data.



**Chart 1: Loan offer rate across sub-prime, near-prime and prime consumers**



Source: The ClearScore Group

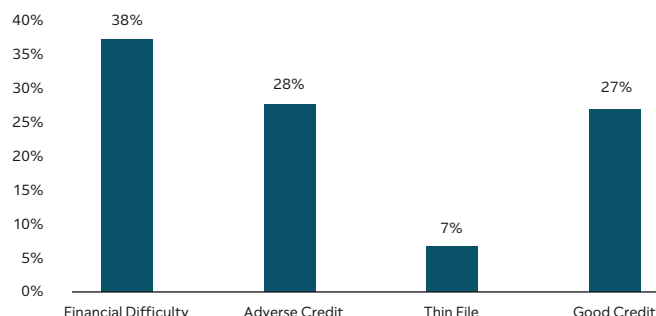
Note: 'Eligibility over 7' means that the chance of customer being approved for a loan is over 70%.

## The persistence of the underserved

**30% of UK adults** are underserved meaning that they still struggle to access affordable credit.<sup>15</sup> Many are declined not because they cannot repay, but because affordability and risk assessments remain rooted in outdated models. ClearScore found that among the group of users who received no credit offers, over 60% of individuals may be creditworthy if assessed using richer data such as Open Banking.

The segmentation analysis below illustrates this.

**Chart 2: No-offer users by credit segment**



Source: The ClearScore Group

**Table 1: Solutions for no-offer users**

Segment	Share of no-offer users	Typical barrier	Fairer solution pathway
Financial difficulty	38%	Recent formal problems with their credit payments	Free debt advice
Adverse credit	28%	Borderline negative markers like historic missed payments	Open banking-based assessments
Thin file	7%	Insufficient credit history	Greater financial footprint or open banking-based assessments
Good credit but no-offers	27%	Income volatility, high debt-to-income ratio	Debt consolidation or enhanced affordability models

For those in financial difficulty, greater access to debt advice is often the most suitable solution.

15. 'Improving Access to Lending for the Financially Vulnerable', L.E.K. Consulting (November 2023).

## The affordability paradox

Traditional affordability assessments rely on population averages rather than individual circumstances. This lack of personalisation leads to unnecessary declines, particularly for lower income but creditworthy borrowers. Conversely, a more accurate use of real-time transaction data, such as that enabled by open banking, can improve accuracy without increasing risk.

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*The affordability challenge is not about lowering standards; it is about raising precision.*

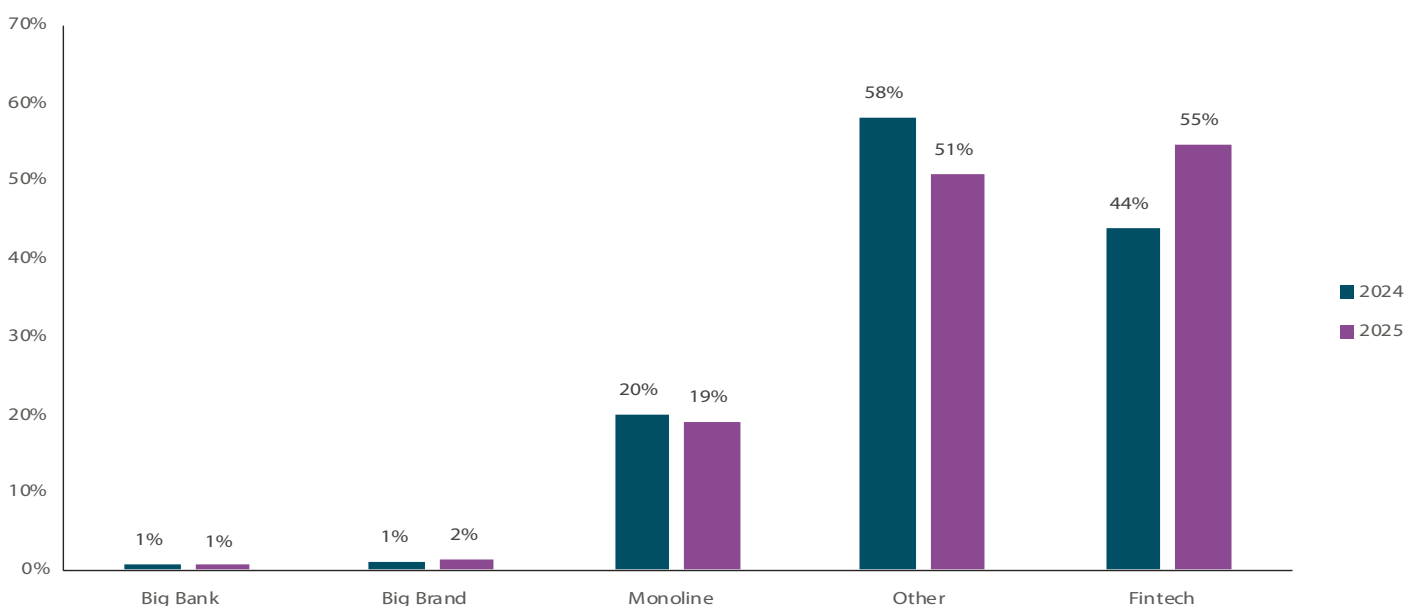
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## Risk aversion among mainstream lenders

Whether directly, through the provision of consumer credit products to underserved borrowers, or indirectly through the provision of capital to other providers, the involvement of mainstream lenders, specifically High Street banks, is essential to meet consumer needs. This was recognised in the recently published Government Financial Inclusion Strategy which noted the importance of “cross-sector delivery of affordable credit”, particularly calling out “the role of mainstream financial services firms” to “meet these needs at scale”.<sup>16</sup>

Still, high-street banks remain largely absent from the non-prime market. Concerns around brand reputation, regulatory scrutiny and compliance risk continue to limit participation. As a result, the market lacks scale, and alternative providers are unable to fill the **£2 billion gap**<sup>17</sup> alone.

**Chart 3: Offer rate by lender segment for sub-prime users**



**Source:** The ClearScore Group

**Note:** Big bank: traditional, full-service retail banks; Big brand: large, established brands which often have multiple business lines; Monoline: specialist lenders that focus on a single type of credit product; Fintech: typically newer technology-led firms delivering financial services; Other: does not fit into one of the above.

At the same time, the regulation of BNPL, though necessary and in the long-term likely to improve the health of the market, could create further short-term tightening of credit supply. The FCA's cost-benefit analysis identified that over the period of their analysis 18% of BNPL transactions would have failed a creditworthiness assessment and so

likely be underserved once regulation is introduced.<sup>18</sup> Many of these borrowers may be protected in future from unaffordable lending, but almost certainly some will not have passed because of ‘thin’ or incomplete credit files. This makes the case for better data and technology all the more important.

<sup>16</sup>. 'Financial Inclusion Strategy', HM Treasury (November 2025).

<sup>17</sup>. 'Improving Access to Lending for the Financially Vulnerable', L.E.K. Consulting (November 2023).

<sup>18</sup>. 'CP 25/23 Deferred Payment Credit (unregulated Buy Now Pay Later): Proposed approach to regulation', FCA (July 2025).

## SECTION FOUR

# The unlock: Data, technology and innovation

The convergence of open banking, AI and fintech innovation presents the single greatest opportunity to expand access to affordable credit in a generation. Used responsibly, these technologies can help lenders serve more people, more fairly, and at lower cost.

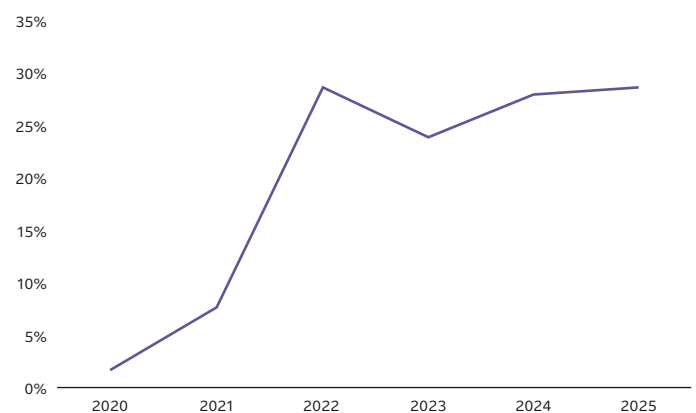
### Smarter data: Unlocking the power of open banking and AI

Open banking adoption has grown rapidly – more than 15 million UK adults now use open banking services.<sup>19</sup>

Where adopted, the impact is transformative. The ClearScore Group's open banking service, D-One, has modelled and scored consumer transaction data at scale - proving conclusively that it is a highly accurate predictor of repayment risk. By leveraging either raw open banking data or enriched, categorised insights, participating lenders have been able to make fairer and more personalised credit decisions, often extending offers to traditionally excluded segments whose credit history may be limited. ClearScore's 2025 data indicates that use of open banking data for credit decisioning resulted in a 14% increase in marketplace lending volumes. Further to this, one major lender reported a 25% improvement in approval rates for near-prime borrowers without any increase in arrears.

There are, however, still notable barriers to the collection of open banking **data with data sharing consent rates plateauing at around 30%**. Without adoption at scale amongst consumers, industry adoption will remain stalled.

Chart 4: Open banking connected user views



Source: The ClearScore Group

<sup>19</sup> 'Open banking surges to 15 million UK users as July marks record adoption', Open Banking Limited (September 2025).

To fully realise the potential of open banking data to drive financial inclusion:

- Government should promote open banking awareness amongst consumers, mirroring campaigns like the Direct Debit Guarantee or Current Account Switching Service.
- The FCA should provide clear guidance on the use of open banking data in affordability testing and revisit friction in ongoing consent management. For instance, where a lender has used open banking data in making a lending decision, it stands to reason that having perpetual access to this data throughout the product lifecycle would support both lender and consumer.
- Industry should invest in system integration and model testing to accelerate adoption with the additional benefit of stimulating growth by enabling the adoption of new technologies.

AI can further amplify this progress by enabling personalised, dynamic assessments of affordability. Responsible AI can identify behavioural trends, detect vulnerability, and tailor repayment schedules in real time. However, firms require regulatory clarity to ensure safe deployment.

The FCA's Innovation Hub, AI Lab and TechSprint programmes are fostering dialogue on responsible AI deployment. Industry participants, including ClearScore, advocate for proportionate, principle-based guidance rather than prescriptive rules. The UK's emerging AI regulation offers an opportunity to position financial services as a model sector for safe, transparent innovation.

## Smarter products: Innovation that serves real needs

Historically, broad regulatory approaches and a lack of risk appetite have constrained product innovation. Broadly designed frameworks have unintentionally limited beneficial innovations alongside the risky products they were designed to prevent.

- **Automated debt consolidation:** ClearScore's Clearer technology demonstrates how lenders can automate repayment of existing debts, improving affordability and reducing default risk (see case study 1).
- **Small-sum loans:** Inspired by US small-dollar loan programmes, these products could provide affordable, short-term credit for essential expenses. Partnerships between mainstream lenders and community finance institutions could scale this model (see case study 2).

- **Products designed for the underserved:** Partially secured cards, low-and-grow credit products, and embedded financial education can help borrowers move from sub-prime to near-prime and prime segments.

Building an effective credit-building ecosystem requires innovation that changes real-world outcomes. The FCA's November 2025 update on credit-building products emphasises that many current offerings in the UK produce synthetic score improvements that do not correlate with stronger repayment patterns or improved financial wellbeing.<sup>20</sup>

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*"There's little proof that these [credit builder] products will help improve your credit score or make it easier to get affordable credit."*<sup>21</sup> – FCA

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The FCA's findings underline the need for a new generation of UK credit-building products that combine behavioural incentives, real-time data and transparency. The goal should be to help consumers build enduring habits – making regular payments, reducing reliance on high-cost credit, and managing cashflow effectively – rather than simply gaming credit metrics. Open banking and cashflow based analytics can enable this shift, offering lenders the ability to design personalised credit-building journeys that reflect actual financial behaviour.



<sup>20</sup> 'Credit builder products: what you need to know', FCA (November 2025).

<sup>21</sup> 'Credit builder products: what you need to know', FCA (November 2025).

## Case study 1: Clearer – automating debt consolidation for better outcomes

The UK's debt consolidation market has long suffered from a critical inefficiency: lenders cannot guarantee that funds advanced for consolidation will be used to repay existing debts. ClearScore's analysis of over 200,000 consolidation loans booked between 2023 and 2024 found that up to 63% of non-prime borrowers did not use at least half of their new loan to repay old debts, despite indicating 'debt consolidation' as the purpose at application.<sup>22</sup> This behavioural gap weakens repayment performance and limits lenders' willingness to offer lower rate consolidation products.

## How it works

Clearer, a proprietary ClearScore technology, was developed to close that gap by routing loan proceeds directly to selected creditors in real time. Built using the Faster Payments rails, Clearer ensures that intended debts are paid off within seconds of disbursement and that lenders receive automatic confirmation once repayment is complete.

## Results and Impact

- **Repayment assurance:** 92% of loans selected for full repayment reached a £0 balance within two months of monthly updates from the bureau; 100% within three.
- **Lender performance:** Up to a 61% uplift in eligible consolidation offer rates and lower default risk, enabling reduced APRs for borrowers.
- **Customer experience:** NPS of +72 and satisfaction score of 9.3/10, with three in four users reporting faster than expected repayments.
- **Market alignment:** Fully consistent with Consumer Duty and Product Sales Data requirements.

## Why it matters

Clearer converts borrower intent into guaranteed repayment action. It offers lenders a measurable reduction in behavioural risk and gives consumers greater peace of mind, addressing one of the most persistent inefficiencies in consumer credit. By automating repayment, Clearer creates a healthier market where responsible lending and responsible borrowing reinforce one another. Regulatory frameworks should allow innovation that delivers good consumer outcomes, while ensuring debt advice regulation does not unintentionally inhibit progress.

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*This approach illustrates how automation can improve debt consolidation outcomes and support financial wellbeing.*

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22. The ClearScore Group.

## Case study 2: The US small dollar loan programme – expanding access responsibly

The US provides a compelling example of how targeted policy and industry collaboration can expand access to affordable short-term credit while maintaining consumer protection.

Following a successful pilot in 2008 and renewed focus during the pandemic, US banks and credit unions have been offering ‘small dollar loans’ – typically ranging from \$100 to \$1,000 – to consumers with limited savings or sub-prime credit scores.

### How it works

- Banks and credit unions partner with the US Treasury and the Federal Deposit Insurance Corporation (FDIC) under voluntary guidelines encouraging safe, transparent small sum lending.
- Loans carry repayment terms of one to twelve months, fixed interest rates well below payday alternatives, and caps on fees and rollover costs.
- Participating lenders integrate credit builder features, reporting repayments to credit bureaus to help users improve long term access to mainstream credit.
- Automated underwriting based on transaction data reduces operational costs, allowing lenders to serve riskier borrowers sustainably.

### Results and impact

- Since 2020, the small dollar loan programme has unlocked over \$800m of loans issued to more than 2 million borrowers.
- Small sums, on average \$500, are being repaid in three or four instalments with overall repayment rates within acceptable tolerance levels.
- Borrowers are benefiting from fairer alternatives to much higher cost lending and greater access to short term credit to help build their financial resilience and lenders are tapping into a significant market demand.<sup>23</sup>

## Lessons for the UK

The US experience demonstrates that small sum lending can combine commercial viability with social impact when supported by clear regulatory frameworks and responsible data use. The recently announced small sum lending pilot led by Fair4All Finance<sup>24</sup> has the potential to replicate the success seen in the US and provide essential liquidity for lower income consumers.

## Smarter culture: Resetting how we think about credit

Despite its central role in the UK economy, credit is still burdened by stigma in public discourse. Too often, it is discussed solely through the lens of harm or over-indebtedness, rather than recognised as a tool that, when appropriately managed, can enable progress. This narrative shapes investor sentiment, discouraging capital from flowing into communities where affordable, regulated credit could deliver the greatest social impact. Without the necessary support, such regulatory and reputational risks for investors and lenders often outweigh any social and commercial upside.

Within this dialogue, lenders who do pursue expansion are often cast as inherently problematic, without sufficient consideration of the real alternatives available to underserved borrowers. When access to regulated credit is restricted, demand is not eliminated but instead diverted toward informal routes, including unregulated or illegal lending, where the associated risks are far greater.

A crucial first step in rebuilding trust in the credit system is through greater transparency. A collaborative research project between ClearScore and Plain Numbers demonstrated that simplifying how monthly repayments and costs are presented can significantly improve consumers' understanding of the true cost of credit, outperforming current regulatory requirements.<sup>25</sup>

The Government, regulators and industry have a shared opportunity to strengthen confidence in the regulated credit ecosystem by jointly promoting responsible borrowing and demonstrating the positive impact of affordable credit on financial wellbeing. A coordinated national campaign that reframes credit as a contributor to financial health, not merely a risk to it, could shift attitudes in a meaningful and lasting way.

<sup>23</sup> 'Small Sum Loans – Insights from the USA', Fair4All Finance (June 2025).

<sup>24</sup> 'Financial Inclusion Strategy', HM Treasury (November 2025).

<sup>25</sup> 'Changing how we present the cost of borrowing on loans', ClearScore, Plain Numbers and Think Insight & Strategy (January 2025) – cofunded by Fair4AllFinance.

## SECTION FIVE

# A shared agenda for inclusive growth

The UK has an opportunity to build a credit market that delivers both growth and fairness. To seize it, all stakeholders must act decisively.

### Government should:

- Track and publish measurable outcomes to guide progress in delivering inclusive growth.
- Embed financial inclusion as a pillar of its Financial Services Growth and Competitiveness Strategy.
- Ensure momentum to deliver genuine reforms to the redress arrangements.
- Promote responsible credit as an enabler of productivity and inclusion.
- Champion open banking adoption through national awareness campaigns.
- Encourage investment in fintech innovation through regulatory sandboxes and targeted tax incentives.

### Regulators should:

- Continue and formalise the conversation with industry involving the Financial Ombudsman Service on the topic of redress.

- Reduce friction in consent management and consider perpetual consent where there is evidence of consumer benefit.
- Review debt consolidation and advice rules to ensure they do not inhibit innovation.
- Provide greater clarity on the use of open banking and AI in affordability testing.

### Industry should:

- Expand responsible credit products serving near-prime and underserved consumers.
- Partner with community finance providers to deliver inclusion at scale.
- Work collectively to change perceptions of credit in the media and policymaking.
- Invest in open banking and AI to modernise credit risk assessments.

## Next steps and measurable outcomes

Turning inclusive growth into reality requires clear ownership and consistent measurement. To ensure our progress is aligned and having the intended impact, we will track and report against the following targets over the next 3 years:

- 1 Financial inclusion benefits individuals. A good outcome would be to **reduce the share of underserved consumers from 30% to 20%** given the high numbers of consumers who do not have access to appropriate and affordable credit.
- 2 Better data results in better credit decisions and greater financial inclusion. A good outcome is we **observe a 20 percentage point increase in open banking connection rates** at point of quote for credit decisioning.

These outcomes will not be achieved by lenders, regulators or government acting alone but rather through the shared ambition and collective effort to deliver a fair and inclusive market for all.

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*Confidence has returned. The task now is to turn it into capacity – and build a credit market that truly works for everyone.*

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## About ClearScore, Ernst & Young LLP and Fair4All Finance

**The ClearScore Group** is a global leader in financial marketplaces covering credit, insurance and Open Banking. Our credit marketplaces empower people to achieve greater financial wellbeing by giving them control of their data and access to tailored credit products. With over 25 million users across five countries, ClearScore partners with more than 200 financial institutions globally to help lenders connect responsibly with borrowers.

**Ernst & Young LLP** through our four integrated service lines – Assurance, Consulting, EY-Parthenon Strategy and Transactions, and Tax – and our sector knowledge, we help clients capitalise on new opportunities and assess and manage risk to deliver responsible growth. Our high-performing, multidisciplinary teams help them fulfil regulatory requirements, keep investors informed and meet stakeholder needs.

**Fair4All Finance** are a not for profit organisation working to boost financial inclusion with a mission to increase the financial resilience and wellbeing of people in vulnerable circumstances by increasing the availability of fair and accessible financial products and services.

The ClearScore Group, Ernst & Young LLP and Fair4All Finance are committed to promoting financial inclusion and responsible innovation across the credit market.

### Disclaimer:

The views reflected in this paper represent insights from lender interviews, market data and ClearScore analysis. They do not necessarily represent the views of the global EY organisation or its member firms.





 **ClearScore**