

20 September 2010

**LEMOS APPOINTED AS CHAIR OF CONSUMER FINANCIAL EDUCATION BODY (CFEB)**

Gerard Lemos is today appointed as chairman of the Consumer Financial Education Body (CFEB), the independent body responsible for helping consumers manage their finances better. CFEB was established by the Financial Services Authority (FSA) in April 2010.

Gerard Lemos is a partner at social researchers Lemos & Crane, where he leads the research team. He has written widely about social policy, has extensive Board experience and is currently chair of the Lending Standards Board.

Tony Hobman, CFEB chief executive said:

*“Gerard’s appointment is a key milestone for CFEB. He brings a wealth of Board level experience and expertise in research and social policy, which will be invaluable for our work. I very much look forward to working with him to shape our long-term strategy and build the national financial advice service.”*

Gerard Lemos, who joins CFEB as chairman on 27 September, said:

*“I am delighted to be joining CFEB because it has a huge opportunity to make a difference and change the behaviour of the nation. CFEB’s mission has incredible significance - if people are able to manage their finances better, the social benefits for the UK will be enormous. I look forward to taking up this challenge and building on the work already begun.”*

Gerard Lemos has chaired public and private bodies in financial services, the arts and housing. He is currently Vice President of the British Board of Film Classification, Chair of the Institute of International Visual Arts and non executive director of the Crown Prosecution Service.

He was formerly a Civil Service Commissioner and has worked closely with several government departments, including HM Treasury and the Foreign and Commonwealth Office. Previous Board appointments include Chair of the Notting Hill Housing Group and Acting and Deputy Chair of the British Council.

## Notes to Editors

1. The FSA appoints the Board members of CFEB, including the chair and chief executive.

The FSA regulates the financial services industry and has five objectives under the Financial Services and Markets Act 2000: maintaining market confidence; promoting public understanding of the financial system; securing the appropriate degree of protection for consumers; fighting financial crime; and contributing to the protection and enhancement of the stability of the UK financial system.

2. CFEB is an independent body, created in April 2010 by the Financial Services Act 2010. It is responsible for helping consumers understand financial matters and manage their finances better.

It does this by providing impartial information, education and advice through a national financial advice service. The national financial advice service provides free, impartial advice and is available at [www.moneymadeclear.org.uk](http://www.moneymadeclear.org.uk), over the phone on 0300 500 5000 with face-to-face appointments in a number of priority areas across the UK (and from next spring, these will be available nationwide).

Alongside this, it runs strategic programmes that are targeted at helping people through critical stages and events in their lives. To reach people at the right time in the right place, it delivers these programmes in partnership with industry, consumer groups, professional bodies, voluntary organisations, government and the media.

4. For more information about CFEB visit [www.cfebuk.org.uk](http://www.cfebuk.org.uk).

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