

NARRATIVE ANALYSIS TOOL

# The BIG Checker

Paste the narrative. Reveal the questions. The Leveller for institutional communications.

## Analysis Report

CONSUMER CHECK

Source: Pasted text

## The BIG Checker – Analysis Report

AoLP

Consumer Check · 27 May 2026 · Source: Pasted text



### MEDIUM NARRATIVE RISK

Some framing or omissions warrant closer examination.

RISK SCORES (hover for explanation)



FULL ANALYSIS



### PLAIN-ENGLISH SUMMARY

The Financial Conduct Authority is consulting on simplifying advice rules to make financial advice more accessible. Industry figures suggest this could help millions currently excluded by cost and complexity, though success depends on implementation details. Some warn about unregulated AI advice tools emerging as alternatives.



### NARRATIVE BEING PRESENTED

Regulatory reform as solution to advice accessibility problem, with industry broadly supportive but concerned about implementation and AI competition

**WHAT IS BEING NORMALISED**

The idea that millions are currently 'excluded' from advice and that regulatory simplification is the primary solution; treating industry commentary as neutral analysis rather than interested party positions

**INCENTIVE CHECK**

Quilter is a wealth manager/platform that would likely benefit from expanded advice market; Capco is a consultancy serving financial services firms; TISA represents industry interests - these commercial stakes in the outcome aren't clearly disclosed to readers

**OMISSION CHECK**

Missing details on what specific rules would change, current advice costs, examples of excluded consumers, potential risks of simplified advice, and how this differs from current guidance options

**LANGUAGE CHECK**

Terms like 'unlock', 'democratise', and 'meaningful step' carry positive connotations without balanced discussion of trade-offs; 'advice gap' presented as established fact rather than contested concept

**CONSUMER AGENCY RISK**

Consumers may not understand what simplified advice would involve, how to assess if they need it, or what protections they might lose compared to full advice

**BETTER QUESTIONS TO ASK**

- 1 What specific advice rules would change and how?
- 2 What would simplified advice cost compared to current options?
- 3 What consumer protections would be reduced in simplified advice?
- 4 How would consumers know if they need simplified vs full advice?
- 5 What redress options exist if simplified advice goes wrong?

**BALANCED INTERPRETATION**

While simplified advice rules might increase accessibility for some consumers, the proposals involve trade-offs between cost/accessibility and consumer protection levels. Industry supporters have commercial interests in expanded markets, while implementation details will determine actual consumer impact.

**AGENCY-CENTRED REWRITE**

The FCA is consulting on changing advice rules that could affect what types of financial guidance you can access and at what cost. Before these changes take effect, you might want to understand what simplified advice would include, what protections you might gain or lose, and how to determine what level of advice suits your needs.