

Thematic – Interest Rates UK.

This copy is based around the Bank of England raising interest rates to 5pc.

To navigate, click a menu item.

If an item has ~~strike through~~, it is not available in this copy.

Contents:

Longer form blog post

Shorter form blog post

Email campaign

YouTube video

Advert text

Social media post

Short form social media post

Paid search Ad

This copy uses publicly available data to draw conclusions that the previous decade of low rates was actually an anomaly, and things are going to be sticking at 'hard' for some time.

Monthly interest rate decisions are a good base to start themed, curated, dialogues. Not only because the outcome affects so many consumers, meaning there is real engagement, but it is also a good platform to engage contributors for reciprocal exposure.

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Longer form blog post.

[\(back to top\)](#)

High Rates: Another New Normal?

The recent increase in the Bank of England's base rate to 5 percent has brought significant changes to daily life. The impact will be particularly felt by borrowers as they transition from their fixed-rate mortgages. While these mortgages have been stress tested to withstand higher rates, the actual increase in monthly payments can be much more challenging than anticipated. Merely demonstrating affordability on a spreadsheet does not guarantee a painless experience.

Moreover, the stress tests conducted did not account for the rising prices of essential commodities, such as food and energy. Inflation remains persistently high at 8.7 percent, indicating that the current situation is not a fleeting issue but a long-lasting one. Those who believe that things will return to how they were before are likely deceiving themselves. In fact, the previous decade, characterized by lower rates, was the exception rather than the norm.

Mortgage brokers are concerned that the worst is yet to come. It is projected that the bank rate may reach 6 percent this year. This should be worrisome for anyone with a mortgage, except those with ten-year fixed-rate mortgages. Although the immediate impact may not be felt today, tomorrow, or next month, there will come a time when the consequences will be undeniable.

While many borrowers will still manage to afford their new mortgage payments, their lifestyles are expected to undergo significant changes. Luxuries such as extended vacations may need to be shortened, and other discretionary expenses, like home renovations or second cars, may have to be put on hold or eliminated altogether.

It is important to note that not everyone will be affected by these mortgage rate changes, as not all individuals have home loans. However, there are approximately 8.5 million outstanding residential mortgages in the UK, the majority of which are on a fixed rate. This accounts for around 30 percent of households, and the repercussions will also be felt by tenants, as landlords are likely to raise rents further. Given that rent already consumes an average of 28 percent of income, finding affordable accommodation will become even more challenging.

Fortunately, older individuals who have paid off their mortgages will be relatively better off. Although they will also face the impact of high inflation, the triple lock on state pensions has provided some protection to the older generation amidst the current financial difficulties. Those in this fortunate position may be able to support their struggling children financially, if needed.

In summary, we are now entering a "new normal" where borrowers and renters bear the brunt of the economic challenges we face. It will undoubtedly be a difficult period, so it is important to prepare and brace ourselves for the road ahead. The message is 'start planning now', and be sure to keep up to speed with all things finance by subscribing to our newsletter.

[\(back to top\)](#)

Shorter form blog post.

[\(back to top\)](#)

No rest for the wicked.

I am sorry to say, But from where I am sat, life is about to take a wild turn as the Bank of England's base rate reaches a staggering 5 percent. Borrowers coming off fixed-rate mortgages will feel the pain like never before. Stress tests can only do so much—reality hits hard when those higher payments kick in. And don't even get me started on soaring prices and stubborn inflation. This isn't a temporary blip; we're in for a long haul of higher rates. Brace yourself for a new normal where vacations get downsized, luxuries take a backseat, and financial resilience becomes the name of the game. It's a bumpy road ahead, my friend.

[\(back to top\)](#)

Email campaign.

[\(back to top\)](#)

Subject: BoE hits 5pc, with no sign of slowing, this is the path ahead.

Dear [subscriber],

We stand at the precipice of a new reality. The Bank of England's base rate has surged to 5%, reshaping the contours of our lives. Pause, reflect, and embark on a transformative journey as we navigate the path ahead.

We discover the untold stories of borrowers emerging from fixed-rate mortgages and the challenges they face. Stress tests may provide reassurance, but the weight of increased payments paints a different picture. Let us not overlook the persistent presence of inflation, driving prices skyward across essentials, now standing at 8.7%.

This is not a momentary blip; it is an enduring shift. Rates will persist above the levels we once knew. Those who cling to the hope of a return to familiarity are, unfortunately, in for a stark awakening. Mortgage brokers predict further escalation, with the bank rate expected to reach 6% this year. Concerns loom for mortgage holders, except perhaps those under ten-year fixed deals. While the pain may not be immediate, its arrival is inevitable.

Join us on this unrequested journey as we adapt to a dramatically changing landscape. It is time to reassess priorities, embrace a more mindful approach, and bid farewell to excesses. The dreams we once envisioned may transform into more grounded realities.

While not all are directly impacted by mortgage rates, it is important to acknowledge the magnitude of the 8.5 million residential mortgages, primarily fixed-rate, affecting nearly 30% of households, according to the trade body UK Finance. The repercussions extend to tenants as well, as landlords increase rents further. In the face of rising costs, finding affordable accommodations becomes an even greater challenge.

Yet, amidst the turmoil, there is solace for older individuals who have paid off their mortgages. While inflation takes its toll, the triple lock on state pensions provides a measure of protection, offering respite amid financial uncertainties.

We step into yet another "new normal" where borrowers and renters bear the brunt of our fractured economy. The road ahead may be arduous, but within lies the potential for growth and resilience.

Unlock the full story and equip yourself with insights to navigate this transformative landscape. Dive deeper and discover how to navigate the uncharted waters that lie ahead.

Embrace change, embark on the journey, and discover the path that leads to a more resilient future by joining our finance community today.

[sign-off]

[\(back to top\)](#)

YouTube video.

[\(back to top\)](#)

Title: "The Great Rate Awakening: Navigating the Impact of Bank of England's 5% Base Rate"

[Opening shot: Captivating visuals of a city skyline with dramatic music playing in the background.]

Narrator (voice-over): Well here we have it, the financial landscape as you know it is about to undergo a seismic shift. Today, we delve into the aftermath of the Bank of England's base rate hitting a staggering 5 percent. Buckle up and prepare for the ride of your financial life.

[Cut to the host standing in front of a vibrant backdrop, ready to engage with the audience.]

Host: Hey there, money mavens! Are you ready for a reality check? In this video, we're diving into what life truly looks like now that the Bank of England has cranked its base rate to an unrecognisable 5 percent. Trust me, it's time to pay attention.

[Cut to visuals of families and individuals going about their daily lives, intercut with images of mortgage papers and stress test charts.]

Host (voice-over): Remember the energy crisis from last year? Well, get ready, because borrowers coming off their fixed-rate mortgages are about to experience a whole new level of pain. Sure, those mortgages underwent stress tests to ensure they could handle higher rates, but let me tell you, the

reality of increased payments is a whole different story. Spreadsheet numbers don't always translate to real-life financial struggles.

[Cut to the host sitting at a desk, explaining the impact of inflation.]

Host: And here's the kicker. Those stress tests didn't even consider the rising costs of essentials like food and energy. Inflation is soaring at an astonishing 8.7 percent, and it's not going away anytime soon. Brace yourselves, folks. We're looking at a long-term change in the game. The last ten years of lower rates? Yeah, that was the exception, not the rule.

[Cut to a mortgage broker being interviewed, interspersed with visuals of concerned homeowners.]

Mortgage Expert / Reporter: And that's just it. Now I hate to be the bearer of bad news, we're anticipating the worst is yet to come. Bank rates could reach a jaw-dropping 6 percent this year. And that might be the peak, we are yet to see. Unless you're on a ten-year fixed-rate mortgage, it's time to be concerned. The impact may not hit you immediately, but mark my words, it will catch up with you eventually. So it is imperative you start planning ahead now. You really want to be ahead of this one.

[Cut to the host offering practical advice and suggestions.]

Host: Absolutely. While some borrowers may still manage to handle the new mortgage payments, let's face it—life as they know it is about to change. Extended vacations? Well, they may need to be shortened and relocated. Those little indulgences we've grown accustomed to? Time to tighten the belt, my friends. Home renovations can wait, second cars may need to be sold, and non-essentials will have to take a backseat.

[Cut to graphics displaying the number of outstanding mortgages and the percentage of households affected.]

Host (voice-over): Now, let's talk numbers. We're talking a staggering 8.5 million outstanding residential mortgages, with the majority on fixed rates. That's nearly 30 percent of households feeling the pinch. And here's the kicker—tenants won't escape unscathed either. Landlords will likely be forced to hike rents even higher. Finding affordable accommodation? It's about to become a Herculean task. Especially if a sell-off occurs in the buy to let sector.

[Cut to the host discussing the impact on older individuals.]

Host: Silver lining alert! (Ok mainly for the silver surfers out there). If you've paid off your mortgage, congratulations! You'll be in a better position than most. While high inflation will still affect you, the triple lock on state pensions offers some protection amidst the financial storm. You might even have the chance to lend a helping hand to your struggling children.

[Cut to the host standing in front of a vibrant backdrop again.]

Host: So, folks, I am sorry to say it but welcome to the "new normal," where borrowers and renters bear the brunt of our broken economy. It won't be an easy journey, but knowledge is power, and being prepared is half the battle.

[Closing shot: Host delivering a motivational closing line with upbeat music.]

Host: Get ready to take control of your financial future! Remember to hit that subscribe button and stay tuned for more valuable insights. Until next time, this is [Your Name], signing off.

[End screen: Subscribe button, links to related videos, and social media handles.]

[Background music fades out.]

[\(back to top\)](#)

Advert text.[\(back to top\)](#)**Life After 5% - A Financial Awakening.**

Are you prepared for the seismic shift in the financial landscape? Hold on tight as the Bank of England's base rate hits an astonishing 5 percent! Brace yourself, because borrowers are about to experience a whole new level of pain. Stress tests may offer some reassurance, but the reality of increased mortgage payments is a game-changer. Don't forget about soaring prices and stubborn inflation, either. It's time to face the truth: this is no temporary blip, but a long-term change in the financial game. Say goodbye to extravagant vacations and hello to a new normal where financial resilience reigns supreme. Don't get left behind—embrace the challenges, seize the opportunities, and navigate the road ahead with confidence. Join us for "Life After 5%" and unlock the secrets to thriving in this brave new financial world. Don't miss out—reserve your spot now!

[\(back to top\)](#)

Social media post.

[\(back to top\)](#)

🌿 Take a moment and reflect... 🌿

The financial landscape is about to undergo a profound transformation, and we're here to guide you through it. Brace yourself as the Bank of England's base rate reaches a staggering 5 percent. It's time to contemplate the impact this will have on borrowers emerging from fixed-rate mortgages. While some may offer temporary reassurance, the weight of increased payments cannot be ignored. As inflation soars and prices continue their relentless climb, we must pause and consider the long-term implications. ☒

Amidst these challenges, a new path awaits—one of financial resilience and conscious decision-making. Let's bid farewell to extravagant indulgences and embrace a new normal that prioritises financial stability and foresight. By joining us on this transformative journey, you'll uncover invaluable insights and strategies to navigate the uncharted territory that lies ahead. ✨

Take a moment to contemplate your financial future and reserve your place in our enlightening exploration of "Life After 5%". Together, let's embark on a mindful voyage towards a more secure and empowered tomorrow. 🔄

#ContemplatingChange #FinancialResilience #EmbracingTheJourney

[\(back to top\)](#)

Short form social media post.

[\(back to top\)](#)

As the Bank of England's base rate hits 5%, take a moment to reflect on the profound impact. Higher payments, soaring inflation—it's a time for contemplation. Prioritize resilience, discover new perspectives, and join us on the transformative path of "Life After 5%". ✨💬 #ContemplateChange #FinancialResilience #LifeAfter5Percent

[\(back to top\)](#)

Paid search Ad.

[\(back to top\)](#)

Headline: "Life After 5%: Embrace Change"

Long headline: "Discover Life After 5% BoE Rate Hike "

Description: "Navigate higher rates & inflation. Prioritize resilience. Join us."

[\(back to top\)](#)