



LTAFs in ISAs: A Game-Changer – But Only If Executed Well

The UK government's decision to permit Long-Term Asset Funds (LTAFs) within Stocks & Shares ISAs from April 2026 is a landmark move — but success depends on how the industry responds.

At **HHG**, we work with both investment managers and wealth managers, each of whom will see this development through a different lens. Here's how we're helping both groups navigate and capitalise on this shift.

1. Investment Managers: New Distribution, New Demands

1 Opportunities

- **Retail capital unlocked:** ISAs are a major new channel for private market strategies.
- **Product innovation:** Scope to reshape existing capabilities into scalable, long-term retail vehicles.
- **First-mover positioning:** Early entrants could define the retail private markets landscape.

2 Challenges

- Complex LTAF structuring and liquidity design
- FCA scrutiny and evolving regulatory expectations
- Platform engagement: operational alignment is critical

3 How HHG Helps

- Full LTAF structuring and regulatory delivery
- Engagement strategy with platforms and custodians
- Governance and fund board support
- **Product-as-a-Service model** to pilot LTAFs before building in-house teams

2. Wealth Managers: Promise vs Practicality

1 Opportunities

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- Access to long-term returns for clients
- Differentiation through private market allocation

2 Concerns

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- Suitability and client communication
- Operational and platform readiness
- Liquidity alignment with client needs

3 How HHG Helps

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- Due diligence support and LTAF screening frameworks
- Platform integration and product access assessments
- Investor communication and education materials
- **Flexible resourcing through our Product-as-a-Service approach** to test adoption before committing to headcount


3. HHG: Bridging Strategy and Execution

LTAFs in ISAs could democratise access to private markets. But policy alone won't make it happen.

i HHG brings together technical expertise, strategic insight, and cross-industry engagement to make LTAFs work for all stakeholders.

Let's talk about how we can help you seize the opportunity.

Get in Touch

 **Get in touch with our team to explore how HHG can support your LTAF strategy—whether you're designing a fund, preparing for distribution, or helping clients navigate this new landscape.**

Email us at charlotte@hhgfinancial.com or visit www.hhgfinancial.com

#LTAFs #ISAREform #PrivateMarkets #HHG #WealthManagement
#InvestmentManagement #PlatformStrategy #FundGovernance