

**NORTHUMBERLAND COUNTY COUNCIL PENSION FUND
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TPR and FCA renew anti-pensions scam campaign as savers conned of £91,000 each

The Pensions Regulator (TPR) and Financial Conduct Authority (FCA) have launched a refreshed ScamSmart campaign to warn savers about unsolicited pension communications.

The advertising campaign comes after updated figures revealed savers lost around £91,000 each on average from scammers promising lucrative returns from fraudulent schemes, with a third unsure of how to check whether the person they are speaking to is legitimate.

The regulators are recommending four steps to savers when receiving unsolicited messages - either by phone, post, email or social media - to help recognise when they are at risk of being scammed. These are: immediately rejecting unexpected pension offers; check on the person making contact with the FCA; take time and do not succumb to pressure; and consider getting impartial information or advice.

Pensions and financial inclusion minister Guy Opperman said such scams could be "devastating for hardworking people".

A YouGov survey of 1,018 adults commissioned by the two watchdogs also found one in eight 45- to 65-year-olds would trust the offer of a 'free pension review' from someone claiming they were a pension adviser, but this is the most common gateway to becoming a scam victim.

TPR last month warned [scammers were masquerading as the watchdog](#) to offer free pension reviews to savers, while Prudential research published in May found [one in 10 over-55s feared they had been targeted by scammers](#) since the pension freedoms were introduced in 2015.

The campaign, launched today (14 August) will use advertising on television, radio, online video and website banners, as well as paid search results, and attempts to show the contrast between lifestyles endured by victims and enjoyed at their expense by criminals.