

# A different financial services business

✓ **Sue Hunter explains how The People's Pension is making a difference to millions of UK savers**

**D**elivering improved services and products to customers and members means a business has to generate money beyond its costs and liabilities.

So, when the opportunity came to join B&CE – provider of the largest independent UK master trust, and a leading financial services profit-for-people organisation, I was intrigued.

My question naturally was, how does such an organisation provide value for money and investment options for one in six of the UK adult population and still generate enough profit to directly benefit its members?

The idea of focusing on doing what is right for members, with no need to satisfy shareholder investors was a very exciting and liberating prospect. As I learned more about the vision and values of the company, I was sold and knew this was an organisation I wanted to join. Somewhere where our combined efforts could help make a difference to millions of UK savers. And so the vision of being a different financial services business made a lot of sense to me.

So how do we go about achieving our vision of providing straightforward, accessible, trusted products and services that deliver value for members? As we



don't have to pay shareholders we can put profits to good use supporting our members.

Examples of how we've done this is when we moved members from older more expensive legacy pensions products, which when developed were good value for money but over time were not providing what we wanted for our membership, into our better-performing and cheaper master trust. We could have continued to allow our membership to remain where they were but this would not have benefitted them, so we chose to fund the move on their behalf for their benefit. We also introduced a rebate on our management charge last year, and we're now returning £1 million to members in reduced charges every month – a figure that'll increase substantially the more members save. We believe this is the right thing to do as it incentivises people to save more for their future.

People have entrusted all pension providers with protecting their hard-earned money and that doesn't only mean keeping it safe, it means making sure charges are fair and proportionate and good returns are generated. A big part of delivering that sits with good financial control and making sure that monies are available at the right time to fuel growth and provide products and services customers need now, and will need in their future.

It's our duty to ensure the business

remains financially strong and future proofed for members – the people we serve. And it's also our duty to constantly evolve, along with the industry, to meet the needs of retirement savers, making sure they have what they need to make good decisions later on in life.

Further increases in scale are important. Our size is absolutely correlated to the positive role we want to play in our wider society. Whether it be through our parliamentary work on pension scams or our calls on the government to lower the earnings trigger and make auto-enrolment more accessible to lower-paid workers, our aim is to improve the pensions industry for all savers. And let's not forget, greater scale also gives us greater influence over where and how our members' money is invested.

Quite simply, we want to help our members become financially stronger, today and tomorrow, and to help them build better financial foundations for life. To find out more about what makes us a different financial services business, visit [www.thepeoplespension.co.uk/buildingfoundations](http://www.thepeoplespension.co.uk/buildingfoundations).



✎ **Written by Sue Hunter, chief finance officer at B&CE, provider of The People's Pension**

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