

# JUST.

## NEWS RELEASE

Monday 2 March 2026



### Nothing to lose but £££ to gain – low-income pensioners urged to give Pension Credit a try

- DWP research finds many successful claimants applied without knowing if they are eligible
- Retirement specialist says cash-strapped pensioners need to take the initiative in claiming benefits

Pensioners who assume they don't qualify for Pensions Credit are being urged to 'give it a try' in the wake of a new report that highlights poor understanding of the rules is putting off potentially eligible claimants.

Retirement specialist **Just Group** said that research for the **Department for Work and Pensions (DWP)** published last week<sup>1</sup> showed that many successful claimants made speculative applications only to find out they were eligible.

"Pension Credit is the key 'top-up' benefit for low-income pensioners, but it's not well understood, particularly the eligibility criteria and the access it gives to a range of other benefits," **said Just Group director Emma Walker.**

"This research shows how common it is for claimants not to know if they are eligible when applying but just to 'give it a try' on their own initiative. It also found many claimants aged 75+ only learned of Pension Credit by chance rather than from government sources."

About 1.4 million households claim Pension Credit, receiving £4,300 a year on average<sup>2</sup>, plus it acts as a gateway to other benefits such as the Winter Fuel Payment and free TV licences. But DWP figures from 2024 suggest about 910,000 eligible families did not claim, missing out on up to £2.5 billion a year or an average of £2,600 per household<sup>3</sup>.

Separate DWP figures released last week showed claims for Pension Credit are back close to long-term levels of about 4,000 a week. This follows a spike to more than 10,000 a week in 2024<sup>4</sup> after the government announced it would restrict Winter Fuel Payments to those receiving the benefit (a policy reversed a year later).

"The DWP is committed to boosting take-up through initiatives such as direct communications with potentially eligible pensioners, but this is one area where no-one should be waiting for a government letter to land on their doormat before acting." **said Emma Walker.**

"The research highlights three triggers encouraging people to apply – due to struggling on a low income, due to a change of circumstances such as bereavement or ill health, or due to being prompted by a family member, friend or organisation.

"Most found the application process quicker than they expected, although it can be easier if you have someone to help. Most pensioners have nothing to lose and potentially thousands of pounds to gain."

Pension Credit applications can be submitted by post, phone (0800 99 1234) or online at <https://www.gov.uk/pension-credit/how-to-claim>

**There are a range of resources to help people check their entitlement to benefits:**

- The government highlights free, independent third-party benefit calculators at <https://www.gov.uk/benefits-calculators>
- Local councils provide information on financial help to pay rent or Council Tax
- Organisations such as the Government's Money Helper Service and charities such as Citizens Advice and Age UK can be good sources of assistance.
- Professional advisers will charge but can provide regulated advice alongside information about benefit eligibility

**ENDS**

## Enquiries

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### Notes to Editors

**1 – DWP, Pension Credit Journeys: A report by Verian, February 2026**

<https://www.gov.uk/government/publications/pension-credit-journeys/pension-credit-journeys-a-report-by-verian#key-learnings>

**2 – DWP, Pension Credit toolkit, December 2025**

<https://www.gov.uk/government/publications/pension-credit-toolkit/pension-credit-toolkit-advice-and-guidance-for-stakeholders#:~:text=A%20quick%20guide%20to%20Pension,if%20they%20are%20a%20couple>

**3 – DWP, Income-related benefits: estimates of takeup, October 2025**

<https://www.gov.uk/government/statistics/income-related-benefits-estimates-of-take-up-financial-year-ending-2024/income-related-benefits-estimates-of-take-up-financial-year-ending-2024>

**4 – DWP, Pension Credit applications and awards, February 2026**

<https://www.gov.uk/government/statistics/pension-credit-applications-and-awards-february-2026/pension-credit-applications-and-awards-february-2026>

### About Just

Just (Just Group plc) is a FTSE-listed specialist UK financial services company.

A leader in the individual retirement income, care and defined benefit de-risking markets, Just has been trusted to manage more than £30 billion of customers' retirement savings and has helped customers release over £7 billion from their properties.

Just provides the following wide range of products, advice and professional services to individual customers, financial intermediaries, corporate clients and pension scheme trustees:

### Marketed Products

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- De-risking solutions for pension scheme trustees who want to remove the financial uncertainty of operating defined benefit pension schemes;
- Individually underwritten retirement income products delivering a guaranteed income for life;
- Long term care plans that provide those people moving into residential care with peace of mind by knowing a regular payment will be made to the care provider for the rest of their life;
- Lifetime mortgages for people who want to safely release some of the value from their home.

### Professional services

- Regulated financial advice and guidance services for individuals wanting help in using their pension savings and/or releasing some of the value from their home; and
- A range of business services tailored for our corporate clients, ranging from consultancy and software development to fully outsourced customer service delivery and marketing services.

The companies within Just Group are authorised and regulated in the United Kingdom by the Financial Conduct Authority and / or the Prudential Regulation Authority.

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