



Legal & General teams up with Royal Voluntary Service to inspire Britain's retiring generation to 'Step Forward'

- Legal & General Retail Retirement is supporting Royal Voluntary Service's campaign to inspire more people to volunteer their time and talents to support their local communities
- The campaign aims to encourage people approaching retirement, and the recently retired, to volunteer as they transition into life after work
- Both Royal Voluntary Service and Legal & General advocate volunteering and building connections with the local community to help people to enjoy a happier, healthier retirement

Legal & General Retail Retirement has today announced its support for the Royal Voluntary Service's 'Step Forward' campaign, aimed at inspiring Britain's retiring generation to volunteer their time and talents. A new campaign from Royal Voluntary Service, it seeks to galvanise people approaching retirement, and recent retirees, to help within their local community. The partnership reflects Legal & General's aim to help people enjoy a happy, healthy and colourful retirement.

According to research, more than two million people aged over 75 live alone and around 1.9 million older people often feel ignored or invisible.¹ However, 79% of Royal Voluntary Service volunteers said their work with the organisation helped them feel more connected with their community and nine in ten said volunteering gave them a sense of purpose. More than half even said that volunteering made them feel healthier. By reaching out to individuals aged 55 and over, Legal & General and Royal Voluntary Service are hoping to support more people to manage the transition from working to retirement.

The campaign partnership activity will focus on the 55+ audience and will:

- Recruit new volunteers in the over-55s demographic through advertising, events and social media
- Encourage positive ageing by promoting the benefits of volunteering to pre-retirees and the recently retired and helping them transition from careers into life after work

Legal & General Retail Retirement has worked closely with Royal Voluntary Service for five years, developing a multi-strand partnership.

A recent joint project was the establishing of a customer referral service; training employees at Legal & General's Home Finance business to recognise vulnerable customers who may be struggling with isolation or loneliness that would benefit from a 'safe and well check'.

Legal & General also supported the establishment of a new Home from Hospital service in Portsmouth, and runs a staff volunteering scheme which staffs retail trolley services in hospital wards at a number of Legal & General office locations including Cardiff and Brighton.

¹ <https://www.ageuk.org.uk/information-advice/health-wellbeing/loneliness/>

Staff at Legal & General are encouraged to volunteer their time to the charity and are entitled to take one full or two half days off each year for charity work. The company also matches funds raised from any volunteering activity outside of working hours. Since 2014, Legal & General has donated £280,000 to the Royal Voluntary Service and, by the end of 2019, over 400 employees at the financial services group will have volunteered a total of 768 hours.

“The prospects for today’s retirees are very different to those of previous generations. These days there are more opportunities to have a really varied and active, ‘colourful’ retirement; but for many people transitioning into life after work can still be a daunting prospect. Our sense of self, routine and even our friends are often tied up in our careers and it can be hard for people to adjust. What’s more, loneliness in later life is a serious issue facing older people up and down the country.

Volunteering is a proven way that people can find fulfilment in their lives. Not only can it help to build bridges with the local community, but it’s a great opportunity to develop social networks too. Research shows that volunteering can even improve health and wellbeing, and we really see this as integral to our aim to help all retirees have the best retirement possible.

We’re proud at Legal & General to have worked with Royal Voluntary Service since 2014, particularly in support of public services including the NHS. We’re a business which operates from a number of locations across the country, but supporting this fantastic charity is one of the things that brings us all together; something I know from personal experience having volunteered myself.

I’m delighted that we are working even more closely with the charity to support their ‘Step Forward’ campaign. We believe that by encouraging retirees to volunteer their time and talent, we can help those transitioning from full-time employment to a colourful retirement – one that is active, healthy and positive.”

Chris Knight, CEO, Legal & General Retail Retirement

“We are delighted that Legal & General are supporting our volunteer recruitment campaign. Volunteering is good for the recipient, for the community and for the volunteer themselves. With Legal & General supporting our new advertising campaign, we can inspire more people to volunteer, particularly those approaching retirement age.

The message in the campaign is clear: everyone has something special to offer as a volunteer and Royal Voluntary Service will use your talents to the full. We know that the work of our volunteers is treasured by those they support, but there are just as many advantages for those giving their time - that’s why we want to draw as many people as possible towards us from all walks of life, across all ages and backgrounds.”

Fiona Longhurst, Director of Communications and Marketing for Royal Voluntary Service

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The information contained in this press release is intended solely for journalists and should not be relied upon by private investors or any other persons to make financial decisions.

Notes to Editors

About Legal & General Retail Retirement

- LGRR's mission is to help its customers lead longer, healthier, happier lives. We believe everyone should be able to have a more Colourful Retirement.
- The Division comprises the Group's individual annuity, lifetime mortgage and care solutions businesses - it has more than half a million customers and over £20bn of assets under administration.
- In 2018, LGRR wrote £796m of annuity premiums, and issued £1.2bn of lifetime mortgages – both figures up almost 20% from the prior year.

About Legal & General

Established in 1836, Legal & General is one of the UK's leading financial services groups and a major global investor, with international businesses in the US, Europe, Middle East and Asia. With over £1 trillion in total assets under management, we are the UK's largest investment manager for corporate pension schemes and a UK market leader in pensions de-risking, life insurance, workplace pensions and retirement income. We have also invested over £19 billion in direct investments such as homes, urban regeneration, clean energy and small business finance.

Further information

Note: Call charges may vary

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