

## Spread the message there is no shame in claiming pension credit, says new campaign

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One in six pensioners would feel embarrassed to tell their family about applying for pension credit to top up their income, new research reveals.

More than half of people aged over 66 also don't like to ask for support or help from their friends or relatives even if they need it, according to the survey by Royal London.

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[Pension credit](#) boosts weekly income to a minimum of £218.15 for single people and £332.95 for couples, and gains you access to a lot of additional help with bills.

Crucially, that includes keeping the Winter Fuel Payment, which is worth from £100 to £300 a year, if you claim by the cut-off date of 21 December.

The Government announced in the summer these payments would be means-tested in future, sparking an outcry from charities and campaigners for the elderly like Ros Altmann.



Claiming pension credit: Find out how to top up your weekly income below



Winter Fuel Payment: Now means-tested so you need to apply for pension credit or another eligible benefit

Royal London found that among older people who have found out they qualify for pension credit, 11 per cent are yet to apply and only 2 per cent intend to do so before the deadline to get the Winter Fuel Payment.

This shows there is a real hesitancy for pensioners to go through the pension credit application process, says the firm.

Succession star [Brian Cox is currently leading a celebrity campaign](#) urging hard-up pensioners to claim.

He is being joined by film and TV actor Jane Asher and Sue Holderness, who played Marlene in sitcom *Only Fools and Horses*, in the initiative by national charity Independent Age.