



The UK is facing a potential poverty crisis. Too few people are saving anywhere near enough to enable them to live comfortably in retirement.

Education, Prevention, Identification & Control of Problem Gambling (EPIC) talks about problem gambling being a “ticking time-bomb” with it being a hidden addiction and 60,000 problem gamblers in adolescence. Within the Financial Services industry, we are facing a ticking time-bomb of our own, and this one we know all about.

At True Potential, we refer to this as the *'The Savings Gap'*, and we want to do everything we can to help improve people's awareness of the issues, their knowledge of savings and investment and their attitudes towards ensuring they have adequate retirement provision.

We recently commissioned the first of our quarterly surveys, which is one of the largest of its kind, to capture current savings habits in the UK. A summary of the findings is now available to view in our newly launched white paper '[Tackling the UK Savings Gap](#)'. Throughout the last few years, the second most popular client goal was to save money, with reading more books in the top spot, and losing weight at third.

This ambition to save more is a promising sign, however, the reality is somewhat different. The results from [our national survey](#) of more than 2,000 people show that 29 per cent admit to currently saving nothing for retirement.

A recent survey from BBC News suggested 71% of those asked said they were scared about making the wrong decision, compared with 47% who said they did not know enough about what to do. Here at True Potential we want to empower clients, giving them the knowledge and the opportunity to make the right financial decisions.

Unless we take action, many of us will receive a much smaller pension than we would like. Dreams of going on Caribbean cruises and buying classic sports cars may need to be put on hold. The current maximum state pension is £113pw and how many of us could live as we would like on such a small amount.

Most people now face a 'pension gap' – the difference between the pension needed for a comfortable retirement and the pension which existing arrangements are likely to achieve. From today you can start to regain control. True Potential Wealth Management will help you assess if you face a pension crisis, dispel pension myths and help you hit your pension target.

By providing the education and tools to make investing simple, we believe that we can pave a better future for everyone and one where personal goals become reality. 2014 is an exciting year for True Potential Wealth Management and for those members of the British public who are prepared to make saving a priority. A more comfortable financial future can become something to look forward to.

I offer a no cost, no obligation review. Contact me today on 07733 224669.

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