

Leeds Building Society Introduces Free Fraud Prevention Sessions

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Leeds Building Society has launched a new series of complimentary one-on-one fraud prevention clinics at its Southampton branch. The sessions aim to help individuals protect themselves from the growing threat of financial scams, as concerns rise over the scale and sophistication of criminal activity in the financial sector.

The initiative comes in response to research conducted by the society, which revealed that 42 per cent of its members are increasingly worried about becoming victims of fraud. As cybercrime and impersonation scams continue to evolve, financial institutions are under pressure to take a more active role in supporting public awareness and prevention efforts. Leeds Building Society's decision to provide direct, personal guidance marks a notable step in that direction.

United Kingdom Finance (UK Finance), the trade association representing the banking and finance industry, reported a staggering £1.17 billion lost to fraud in 2024. This figure reflects the persistent vulnerabilities in both digital and traditional banking channels, highlighting the need for stronger preventative measures. Unlike many broad awareness campaigns that often lack practical, individual support, these in-branch clinics offer tailored advice from trained staff to address specific concerns and questions customers may have.

Stephen Senior, Head of Financial Crime Prevention at Leeds Building Society, commented on the scale of the problem and the society's motivation behind the clinics. "According to UK Finance, £1.17 billion was lost to fraud in 2024, a shocking figure and something we want to help to tackle." His remarks underline the institution's commitment to protecting its members through more than just secure banking practices, by investing in direct customer engagement and education.

The move reflects a responsible and forward-thinking approach by Leeds Building Society, aligning with the broader need for stronger community-based solutions to financial threats. While major banks often lean on digital tools and apps to deliver fraud alerts, smaller institutions like building societies are uniquely positioned to offer more personal, human-centred support, something many customers still value in today's increasingly digital economy.

These fraud prevention clinics not only address current concerns but also help reinforce trust between the public and financial institutions. In a time when many feel vulnerable to exploitation, practical measures like these help restore a sense of control and resilience. Leeds Building Society's efforts serve as an example of how financial firms can act decisively, responsibly, and effectively in the face of a growing national challenge.