

Social Impact Report 2020

**How we Make a Difference
to the Lives of our Members**

www.serveandprotectcu.co.uk

PART OF THE SERVE AND PROTECT FAMILY



Credit Union Difference



An **ethical** alternative



Owned by our members



Receive an annual dividend



Only **certain people** can join

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Role of Credit Unions Within Society

Proud to be a part of a global movement, Serve and Protect Credit Union exists to provide an ethical solution to mainstream financial services and payday lenders.

Our savings and loans products are available to those who may otherwise be financially excluded. The scale of the Credit Union family highlights that this is a global issue, and we will work together to be there for those within our field of membership in times of financial hardship. The data in this Social Impact report is for the financial year of 1st October 2018 to 30th September 2019 unless otherwise stated.



Part of a Worldwide Community of Credit Unions¹

- › 118 Countries
- › 85,000 Organisations
- › 274 Million Members



4 in 10 UK adults Have less than £500 in savings

¹<http://cdn2.hubspot.net/hubfs/4022957/Retailcure%20March2018%20Theme/Docs/retailcure-impact-report-november-2017.pdf>

Our Members

We serve over 32,000 members throughout the Police, Military and Prison Service.

POLICE/CU



MILITARY/CU

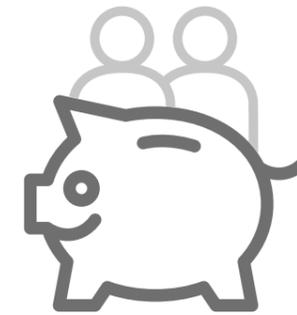


PRISON/CU



Statistics correct as of 1st June 2020

How we are Changing the Lives of our Members



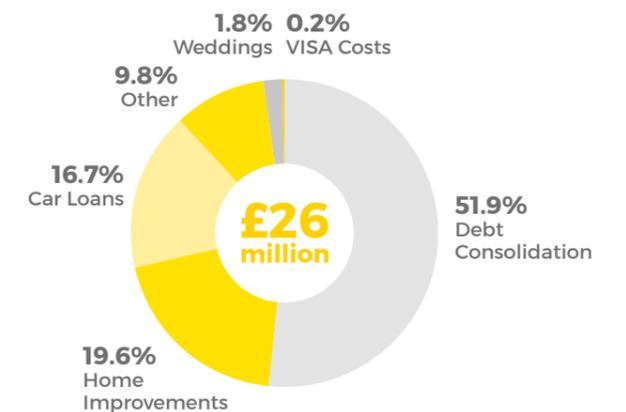
Proud to look after over **£60 million** of our member's savings

In addition to providing the traditional services offered by Credit Unions across the world, at Serve and Protect we deliver briefs to members and non-members to educate them about the importance of financial resilience. With an audience of over 4,000 people across the financial year, we are actively working to reduce the detrimental impact of payday lenders and iceberg loans, which are a threat to the financial resilience of individuals and families.



We are also proud to have a dedicated **Welfare Support contact in-office** who can respond to Welfare queries from organizations including Police Federations, the MoD Welfare support network and many others.

In 2019 we lent over **£26 million** to help our members



Where we are Making a Difference

-  Approved loans with a value of more than £15,000
-  Applicants credit score is below 499
-  Three or more loans have been approved at the same postcode

The trend indicates that the most serious loan activity clusters around the more deprived areas in the UK, including **Blackpool, Liverpool, Manchester, Birmingham, Newcastle, and Middlesbrough**, among others.² Traditionally, credit unions have been relied upon the most by people who live and work in these areas, and although mainstream banking is now widely available, as the map indicates a large number of people still count on their local or employer led credit union for financial support.

²For full report see https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/835115/loD2019_Statistical_Release.pdf

How we Support Local Welfare Providers

We work hard to provide an alternative for those who may otherwise turn to Welfare Funds, which have a finite amount of resources and cannot always support requests.

By providing a specific Welfare Contact within our organization, local Welfare providers can contact us if they feel we may be better placed to assist with certain cases. These cases may include times where a short-term loan may be more suitable, encouraging financial independence and a healthy credit score.



Our welfare contact can be reached at welfare@serveandprotectcu.co.uk.

In addition, we have worked closely with regional Police Federations and Welfare teams to help them assess the financial resilience of those they serve by creating custom Financial Resilience surveys and presenting the results in reports.

These reports highlight areas of financial struggle and assist decision makers in where to allocate funds on a wider scale.

Police

To increase support for the Police community, we became an annual member of the Team Police scheme. Team Police Ltd is the not for profit public facing brand created by Police Sport UK (PSUK) and Ethos. Team Police raises funds on behalf of PSUK's 300,000 members and the entire UK Police Force with the aim of delivering "Wellbeing through sport and physical activity".

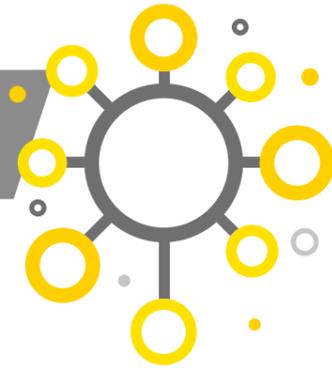
Prison

Prison officers face huge challenges every day, often providing the role of prison officer, emergency responder, teacher, and mentor. Wellbeing days present the officers with an opportunity to meet with organizations who provide products and services specific to them and their lifestyles. As an active presence at Prison Officer Wellbeing days throughout England, we ensure that we are on hand to talk to officers who have any questions about our products and services.

Military

We are proud to have been awarded the Silver Award by Armed Forces Covenant. This award recognizes the work that we have done as an organization to support Service Personnel and the armed forces community. We also worked closely with Welfare teams to help support Non-UK Serving Personnel, lending over £35,000 to help cover the cost of VISAs to remain.

Coronavirus Response in 2020



The unprecedented challenges set by the rapid spread of COVID-19 have affected everyone, and we took measures very early to ensure that we could remain fully operational during the pandemic, and that the reach of our social impact would not be affected.

The team ensured that all day to day functions of the organization remained operational, whilst putting in some very special new measures to provide an extra layer of support to staff and members.

Emergency Ministry of Defence Loan



Our **Emergency Loan** was launched at the request of the Ministry of Defence to help provide emergency support for Service Personnel and their family members to help with the financial impact of coronavirus.

More information about this product can be found on our website at: www.militarycu.uk/loans/helper

To further support service personnel and their family members, we sent mailshots to 80,000 military members containing help and advice.

We understand the value in talking to someone who understands, and so at the beginning of the nationwide lockdown, we launched a 'Wellbeing Call Service' so that we could provide telephone support to our members. Members were invited to request a call from a staff member to chat about how they were feeling about the lockdown, and the service proved to be as beneficial to staff member as to members.



Staff member Lindsey said,

"It is important to note that I also felt hugely uplifted from the call. I genuinely felt like I had made a little bit of a difference. It had cheered us both up and we laughed together. These calls are an invaluable part of showing our members we care; not to mention the huge difference it can make to staff morale at such a difficult time in all our lives".

FIRE//CU + HEALTH//CU

In order to help as many people as possible to overcome the financial struggles presented by coronavirus, we decided to bring the launch of **Fire Credit Union** and **Health Credit Union** forward. We recognize the enormous role that both health workers and the fire service play in keeping the nation safe and well, and wanted to ensure that our services could be available to them at the earliest possible opportunity.



During lockdown savings increased by **£5 million**

Total member savings increased from **£55 million** to **£60 million** over the course of lockdown, and £1.7 million was lent to 285 members for the purposes of debt consolidation.

Staff were well looked after with weekly pub quizzes, coffee mornings, and takeaway vouchers.

Our Goals for the year ahead

- Increasing digital channels to further enhance our member experience and service excellence
- Develop strong relationships with Employers via payroll partnerships, to improve the financial resilience of their employees
- Engage with local welfare funds across the country to improve access to affordable credit
- Continue to expand awareness across members of the Serve and Protect family, including the Health and Fire Service

Conclusion

Serve and Protect Credit Union works hard to ensure that we are there for our members when they need us most. By connecting with local Welfare Funds, delivering educational briefs to thousands of members and non-members, and by going above and beyond to understand the needs of our members, we have managed to create a stable and supportive community in which our members and their families can trust.

It is worth noting that the majority of this report refers to the financial year of 2018/2019, but there is a section dedicated to the COVID-19 pandemic situation, which occurred at the time of this document's production. It would have been impossible to remain fully operational without an incredible team of dedicated staff, who all played a part in ensuring that the organization could remain open and functional for all members. A special thanks to everyone in the Serve and Protect family.

An enormous amount has been achieved, and it is with a renewed energy that we look forward to the next financial year and the social impact that we will achieve for our members and their families. We look forward to the growth and development of Health CU and Fire CU, the newest members of the Serve and Protect family. By expanding our field of membership, we will be able to provide a safe

and ethical alternative to mainstream financial services as well as payday lenders for those who work in the Health and Fire services.

We exist for our members, and so we strive in the coming year to improve Service Excellence, and to become renowned for an exceptional service across all areas of the organization. In conjunction with this, we will be increasing our digital focus with the launch of a Mobile App which will enable our members to reach us faster and more conveniently than ever before.

We will continue our work with Local Welfare Funds, expanding our reach across the country so that we can provide short-term loans to eligible applicants and protect the finite resources of welfare funds. In the same manner, we will increase our audience and continue to spread the importance of financial resilience.



To book an educational brief about the importance of financial resilience for your team, please contact us via welfare@serveandprotectcu.co.uk or call us on **0121 700 1222**.



To find out more about
Serve and Protect Credit Union

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or call us on **0121 700 1222**

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t: **0121 700 1222**

e: welfare@serveandprotectcu.co.uk



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