

Impact Report

2023



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Welcome to Serve and Protect Credit Union's latest Impact Report. This report will highlight our impact on the community that we serve, drawing upon the positive difference we are making to people's lives.

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Foreword from our CEO

In 2018, we as a credit union set out on a mission to improve the financial resilience of those who serve and protect. Today, our membership spans across the Police, Prison & Probation Service, Armed Forces, Fire & Rescue Services, and Health & Social Care sector.

We feel privileged to be supporting individuals who play a key role in society and are determined to make a positive difference to their lives.

At this time, our members are experiencing exceptional levels of financial stress, and there is a growing need for ethical financial services to turn to. In our recent Annual Membership Survey, our members revealed that they are very concerned with the continual increases in the cost of living, particularly in relation to energy costs and fuel. We are proud to provide much-needed support to thousands of employees and their families at this difficult time.

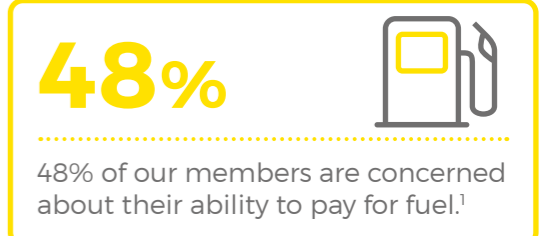
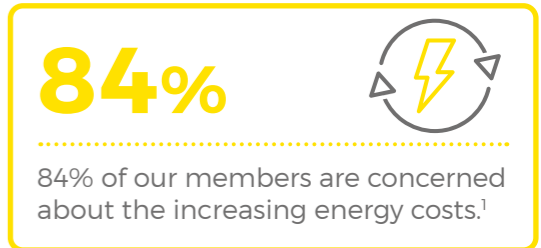
As you'll learn in this report, many of the people we serve may find it difficult to access affordable credit, so it is important that we act as a prevention tool to high-cost creditors. In the past year, we have saved borrowers millions of pounds in potential interest repayments, thereby putting them in a stronger position to deal with the cost-of-living rises.

This report is only a snapshot of the work that we have delivered over the past year. We will continue to strive to have a positive impact on the community of members that we serve.

I am certain that Serve and Protect Credit Union will continue to build a strong community among our members, helping to build financial resilience through savings while also providing an ethical alternative to high-cost creditors.



Paul Norgrove, CEO, Serve and Protect



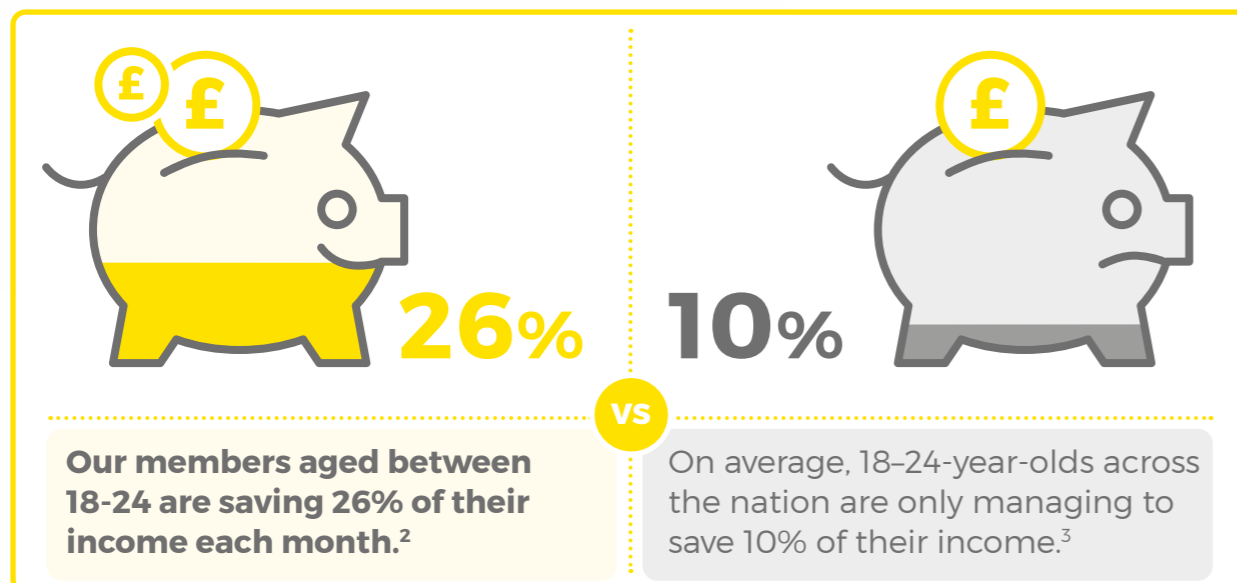
¹Data sourced from Serve and Protect Credit Union's Annual Membership Survey. Responses collected in April 2022.



Encouraging a new generation of savers

At Serve and Protect Credit Union we are proud to be helping our members build healthy savings habits, particularly for those that are early on in their careers.

We achieve this by encouraging every member to save at least £10 per month, as well as through our financial resilience programme where we look to educate employees throughout their career and beyond.



²Data sourced from Serve and Protect Credit Union's Financial Resilience Survey 2022. Responses collected in October 2021.

³Data sourced from <https://www.financialreporter.co.uk/savings-and-investments/18-24-year-olds-saving-more-than-any-other-generation.html>

⁴Data sourced from Serve and Protect Credit Union's Annual Membership Survey. Responses collected in April 2022.

"I would say it is one of the best ways to save. If you really want to save, this is the best way to save because you can tell them how much you want to save, and it will be taken out straight from your pay each month before it reaches your bank account"



Kwaku,
British Army

Watch the full video from our member Kwaku on our YouTube channel



Or visit - <https://youtu.be/ADBJmyAosGU>



Treating members fairly

As a responsible lender, we aim to provide fair and affordable credit to those who serve and protect our nation.

We are committed to treating our members as more than just a credit score. In 2022, we helped our members consolidate over £15m of existing debt, with many being charged high rates of interest from credit card providers and other lenders.

383 Average Score

The average Equifax credit score in the UK in 2022 is 383.⁵



'Poor'



Equifax credit score is:

0 to 438⁶

In this range, applicants will find it more difficult to qualify for loans.

'Fair'



Equifax credit score is:

439 to 530⁶

In this range, applicants may find it more difficult to qualify for better loan terms.

'Good'



Equifax credit score is:

531 to 670⁶

In this range lenders generally see applicants as acceptable and low risk borrowers.



49%

According to comparison site, Uswitch, the average Annual Percentage Rate (APR) for bad credit loans in the UK is around 49%.⁷

VS



9.22%

In contrast, the average APR for loans issued by **Serve and Protect Credit Union** in the calendar year of 2022 was just 9.22%.



Gerard,
Merseyside Police



95%

95% of borrowers agreed that we made it easy for them to apply for a loan.⁸

⁸ Data sourced from Serve and Protect Credit Union's Annual Membership Survey. Responses collected in April 2022

⁵ <https://www.carmoola.co.uk/blog/average-credit-score-uk>

⁶ <https://www.which.co.uk/news/article/equifax-revamps-credit-score-scale-what-does-your-rating-mean-now-a1fx5E3mnDc>

⁷ <https://www.uswitch.com/loans/bad-credit-loans>



At this credit union, we do things differently, our members are automatically covered by Free Life Cover on savings and loans up to the value of £25,000⁹



Supporting family members

Our members can be assured that their savings and loans are covered by free life cover, should the worst happen to them, allowing our members to borrow with confidence and support their families when they need it most.

This means, any savings up to £25,000 can be doubled, and any loans up to the same value can be cleared (subject to certain terms and conditions).⁹



£26,154

Worth of funds were paid out to clear member's loans.¹⁰



£76,219

Worth of funds were added to deceased member's savings.¹⁰



94%

94% of our members consider Free Life Cover to be an important feature of the Credit Union.¹¹

⁹The free life cover benefit is subject to the terms and conditions of Serve and Protect Loan Protection and Life Savings policies, arranged by CMGL and underwritten by Covea Life Ltd. Note that this protection is a benefit of membership provided at no extra cost to the member. The Credit Union is the policyholder for Loan Protection and Life Savings.

¹⁰Based on our Free Life Cover data between 1 January 2021 and 31 December 2022.

¹¹Data sourced from Serve and Protect Credit Union's Annual Membership Survey. Responses collected in April 2022.



Promoting wellbeing through sport

At Serve and Protect, we recognise the importance of using sport as a force for good, and the impact it can have on an individual's relationships and wellbeing.

In February 2022, we launched our annual #StayForceFit campaign to encourage people to get active whilst raising much needed funds for Police Force Welfare Funds. Participants were required to submit miles on behalf of their Police Force. The challenge saw hundreds of people working together, covering over 24,000 miles in the space of just one month.

24,330

Miles were covered across the #StayForceFit challenge

296

Contributors



1,578

Submissions



14

Police forces represented

£1,350

Raised for Police Force Welfare Funds

In May, we were also proud to sponsor the inaugural **Emergency Services Football League Euros**.

Over 20 teams across the Police, Prison, Military, Fire and Health services competed against one another to be crowned champions of the ESFL Euros 2022.



"We'd like to thank Serve and Protect for supporting the ESFL Euros. Their support has given keyworkers the opportunity to showcase their skills and reward them for all the sacrifices they make on daily basis."

Pete Overton, Founder of ESFL

Supporting our community

In August 2022, we relaunched the Friends of Serve and Protect Lottery, making it possible for our members to win monthly cash prizes, whilst supporting the credit union and good causes that are close to our member's hearts.



Play

Our members now have the chance to win cash prizes of up to £1,000 every month with the Friends of Serve and Protect Lottery - with deductions taken straight from your pay.

Monthly cash prizes are available: £1,000, £500 and 3 x £250 (£1 per entry; maximum 5 entries per month).



Give

Not only do we pay cash prizes back to the winners but we also give back to the Serve and Protect family.

The remaining funds raised by the lottery are used to support the credit union and good causes that are close to our members' hearts.

Charities we support



NHS CHARITIES TOGETHER



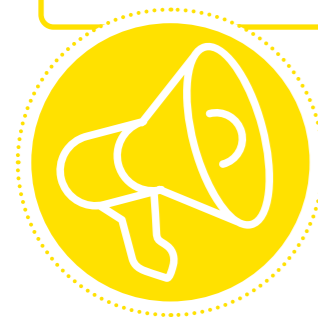
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Building a great place to work

We endeavour to make Serve and Protect Credit Union a great place to work for all. We strive to build an environment where our people can showcase their skills and make a difference to the lives of our members.

In recognition of our commitment to our people, we have maintained our status as a Great Place to Work-Certified company, amongst various other awards.



100%

100% of our employees are proud to tell others they work for Serve and Protect Credit Union.

“Working for Serve and Protect Credit Union gives me a sense of accomplishment every single day.

I feel my career within this company has only just started and I will continue to push myself further and I can honestly say that I know Serve and Protect will support me along the way.”

SERVE PROTECT  **Natalie,**
Member Services



Financial Resilience Programme

To achieve our mission of improving the financial resilience of those who serve and protect, we have developed a comprehensive programme to help organisations provide support to their workforce.

To learn more about our financial resilience programme, email businessdev@serveandprotectcu.co.uk

01. Assess



The first step to improving the financial resilience of your colleagues is to understand and identify the current challenges they face.

Identify Needs

- › We will produce a free financial resilience survey to help you understand the challenges faced by your colleagues

Review Findings

- › We then analyse the findings and summarise them into a simple report

Next Steps

- › Finally, we'll take time to help you understand the key findings and discuss next steps to help improve your colleague financial resilience

02. Educate



We have developed a series of inputs tailored to the needs of your colleagues. Whether online or face-to-face, these sessions aim to improve education and awareness.

Financial Briefs

- › New Recruit: Breakfast Sessions
- › Mid-Service: Pensions made simple
- › Pre-Retirement: Transition to civilian life

Wellbeing Events & Conferences

- › Wellbeing events
- › Support webinars

03. Communicate



To make sure your employees are in the loop and are getting most from their credit union, we'll be there to support you with comms.

Content Calendar

- › Our team will create a calendar of financial content you can expect to receive from us throughout the year

Share Content

- › The content will be prepared by our team, ready for you to share with colleagues

Request Literature

- › Whether it be pens, leaflets or some other freebies, contact our team and we'll send it straight to your workplace

Tailored Promotions

- › Do you have something you need help promoting, such as checking credit scores or gambling, we're here to help

04. Report



We'll measure the effectiveness of your financial resilience strategy and feedback any trends we're seeing.

Management Awareness

- › Educational inputs to help raise awareness to the financial challenges faced by your colleagues

Reports and Trends

- › Our team is on hand to send you tailored reports about saving and borrowing stats related to your sector

Open Banking Research

- › We can provide you with unique insights into the level of gambling and high interest credit usage amongst your colleagues

“Working alongside Serve and Protect Credit Union has helped us to gain valuable insight into the financial challenges faced by our colleagues.

They play a really important role in helping to improve the financial resilience of both our Police Officers and Staff.”



Garry Smith,
Secretary of Hampshire
Police Federation

**Learn more about our
Financial Resilience
Programme!**



serveandprotectcu.co.uk/financial-resilience-programme



W: serveandprotectcu.co.uk
t: **0121 700 1222**
e: partnerships@serveandprotectcu.co.uk

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