

Credit Union - Strategy Benefits

East Riding Financial Inclusion
Forum - 15 June 2017

Strategy Elements

- **Goole Branch**
- **Driffield Branch**
- **Pennies2Pounds School Banks**
- **Payroll Partnership**
- **Christmas Saver**

Current and Future Projects

- **Loan Shark campaign**
- **Engage Prepaid Cards**
- **Smartcash**
- **Rural Areas Project - Howdenshire**
- **Withernsea Big Local**

Other information

- **Child Benefit Savings & Loan Plan**
- **Fairbanking Mark**
- **Save as you Borrow**

Goole Branch

- **900 members**
- **3 days a week**
- **Moorlands contact point**
- **Loans over 8 years
£800k +**
- **Money saved in local economy around
£492k**



Payroll partnership

- ERYC staff have payroll deduction facility
- Around 200 members use this.
- A valued employer benefit
- Advertised in *Grapevine*
- Popular with all grades of staff
- Enables “save as you borrow”



School banks

- 20 school banks
- Volunteer run
- 1,000 savers
- Savings £200k
- Adults as well as children



Christmas Saver campaigns

- Run from 2014 to 2016
- Funds provided to allow £10 sign up bonuses
- Over 500 accounts were opened in ERYC area.
- Generated interest in planning ahead to cope with Christmas financial pressure.
- Many of these members have gone on to use other CU services.



**Thank you
and
any questions?**