

1st Alliance Ayrshire Credit Union Case Study

1st Alliance Credit Union is based in Scotland with over 3,000 members. As a not for profit financial services co-operative, it is owned by its members who save and borrow with their credit union. 1st Alliance CU pride themselves on offering their members a personal service that treats people as individuals putting the needs of their members at the heart of what they do. 1st Alliance is a one stop local service that offers secure savings, attractive loan packages and prepaid debit cards.

1531 members hold the personal loan product, which received the Fairbanking Mark in 2015.

With Financial wellbeing always being on 1st Alliance's agenda, 1st Alliance's primary motivation for achieving the Mark was ethical although they did identify some commercial benefits. The Chief Executive and senior member support officer led the efforts to work with the Fairbanking Foundation.

They firmly believe that the Fairbanking Mark demonstrates that 1st Alliance treats their customers fairly. The Fairbanking application process afforded 1st Alliance Ayrshire an insight into their members' understanding of who and what they are. It also identified areas they needed to better communicate around such as the key functionality of saving as a member repays a loan, which has been identified as key to improving financial well-being. They have raised customer awareness of the Fairbanking Mark through using the Fairbanking logo on their website, front window and letterhead which has resulted in positive media exposure from members.