



Plane Saver Credit Union Case Study

Plane Saver Credit Union is a not-for-profit financial co-operative owned by and run for its 12,000 members. They offer an ethical alternative to other financial providers providing a range of flexible savings and affordable loans straight from their members' payroll. Their mission is to support their members in making ethical and sound financial decisions.

Over 2,282 members currently have the personal loan product that was awarded a Fairbanking Mark in June 2017.

With the average UK household debt larger than ever, Plane Saver wants to ensure they play their part in providing options to help members where they can through an ethical alternative to other lenders in the market. Part of their motivation for the Fairbanking Mark was also a desire to increase the awareness and understanding about the benefits of borrowing from a credit union.

The CEO and marketing team drove the pursuit of the Fairbanking Mark working alongside fellow departments to provide evidence of past performance and case studies to help support Plane Saver in achieving the Mark.

The Mark helps prospective members and clients to feel reassured that the loan products Plane Saver offers are credible, fair and aim to have a positive impact on the applicant. The Fairbanking Mark has been applied across a range of marketing platforms, including Plane Saver's website, email signature, loan flyers and annual report document. It also importantly provides a credible certification to display when presenting to potential new payroll.