

Darlington Credit Union

SOCIAL IMPACT REPORT 2024-2025

Darlington Credit Union



darlington
credit union



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A message from our CEO, Jo Price



“ Our heart and passion are in serving our members ”



‘The purpose of Darlington Credit Union is to **provide a safe and ethical place for savings and loans; to be an affordable and fair lender, and to build financial resilience for our members and our community.** We are proud to bring people together with these common goals and where there is so much conflict in the world get back to a simple principle of humanity: **people helping people.**

To enable us to support more people we must embrace new technologies and adapt our communication strategy to meet the demands of the community we serve. It is vital to remember that not everyone is being swept along on the digital tide so we continually strive to be **‘digital when you want it, human when you need it’.**

In preparing this report we hope to demonstrate that **our heart and passion are in serving our members;** helping them to reach their financial goals in a safe and sustainable way. 2024 was our 15th anniversary and by following best practices and keeping our member’s financial dreams alive we can ensure that we are here to help in another 15 years.

Our small team is comprised of exceptional individuals, motivated by the journeys of our members with us. **I would like to thank them all for their dedication, kindness and care; this report is testament to them.’**



In 2024/2025 we were able to donate £1,200 to charitable causes thanks to our members



We extend our heartfelt gratitude to all members who have opened a 'With You DCU' account. Your commitment not only strengthens Darlington Credit Union but also fosters positive change within our community.

This account invites members to deposit £200, maintaining this balance to qualify for a monthly prize draw. Each month, one member is selected to direct a £100 donation to a charity or community organisation of their choice, allowing your savings to have a meaningful impact.

Through this initiative, we've supported numerous charities and worthy causes, reflecting the diverse passions of our members. For example, Guide Dogs UK, Alzheimer's Society, Mainstay UK and so many more. Some of our community members have won, choosing to donate to their own organisations.

These philanthropic investments help us lend to those who need it most and who, for many reasons, cannot access other forms of borrowing.

For a glimpse into the organisations we've donated to, please visit our Facebook page, where we regularly highlight our winner's stories.

Our role in the community

We got to meet so many of the communities we serve through different events this year. We attended various events in Richmond, with our **coffee morning partnered with the Military WAGS choir**. In Darlington, we participated in key community events such as **Darlington By The Sea and the Eco Fair**. Additionally, we extended our outreach across our **payroll partner organisations** by hosting stalls to connect directly with employees. We also took great pride in hosting pop-up events in our banking hall, bringing essential services directly to our members. These included partnerships with **Age UK, Ecologico, NECA Gambling, and many more**.

We look forward to another year of community outreach this year. If you have any services you would like to bring to our banking hall as a pop-up please contact us.



Our partnerships



We want to say a huge thank you to our valued partners for their support this year.

Payroll Partners

Our partnerships with organisations such as Tees, Esk and Wear Valleys NHS Foundation Trust and Darlington Borough Council have been pivotal in promoting financial stability among employees. Special thanks for facilitating our payroll stalls across their organisations, helping their employees access easy payroll savings and borrowing with us.

These partnerships have significantly impacted our community, fostering financial resilience and well-being. We look forward to continuing these collaborations and exploring new opportunities to serve our members better.

Community Collaborations

We're proud to have received the Stop Loan Shark Partner Recognition Award, highlighting our commitment to ethical lending and protecting our community from illegal money lenders. We've also worked with NECA Gambling Services, hosting them in our banking hall to connect members with vital support.



Operations review

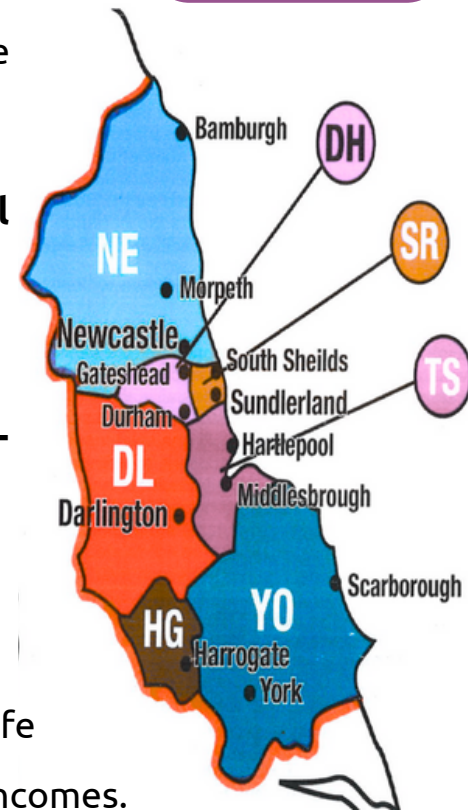
More than 1 in 4 (26.7%) kids in working households in the North East are now growing up in poverty.*

Darlington, Bishop Auckland, Middlesbrough and Hartlepool are amongst the constituencies with the **highest child poverty levels in the North East****

We estimate that some **1.1 million adults – or 2.1% in the UK – are unbanked**. The proportion of 18-24 year old's unbanked is more than double that of those aged 25 and over.***

People across Britain faced a **“triple savings challenge”** of insufficient savings, an inability to cope financially with major life events such as family breakdown, and inadequate retirement incomes.

11.2 million people lived in households that had savings of less than £1,000, accounting for about one in three working-age households. ****



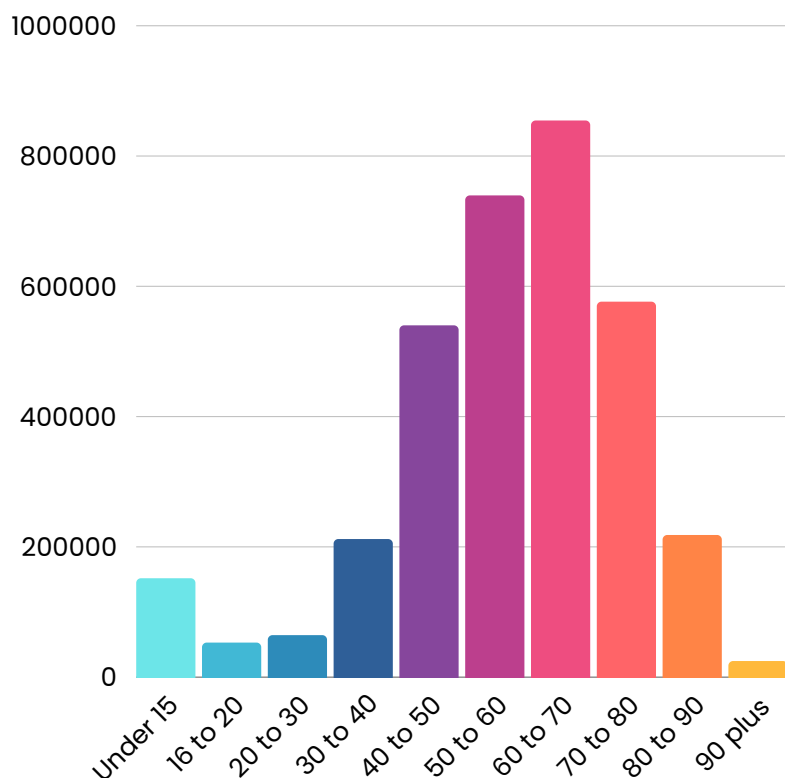
Financial inclusion - how we are helping

- **Savings** – we seek to encourage everyone, irrespective of their circumstances to save. Our **Christmas savings account helped 115 members save an average of £270** taking the pressure off one of the most expensive times of the year.
- **Loans** – we issued **1359 loans totalling £1,141,806** with a maximum APR of 42.6%. Many of the loans are of low value and to members with poor credit files whose only alternative would be to borrow from high cost lenders or even loan sharks.
- **Education** – through our MoneySmart project funded by the National Lottery Community Fund we have supported **more than 500 people to better understand their finances and take control of their bills**.

*Trades Union Congress Data 2024. ** End Child Poverty Data 2024. *** FCA. ****Resolution Foundation

Member review

Savings by age group

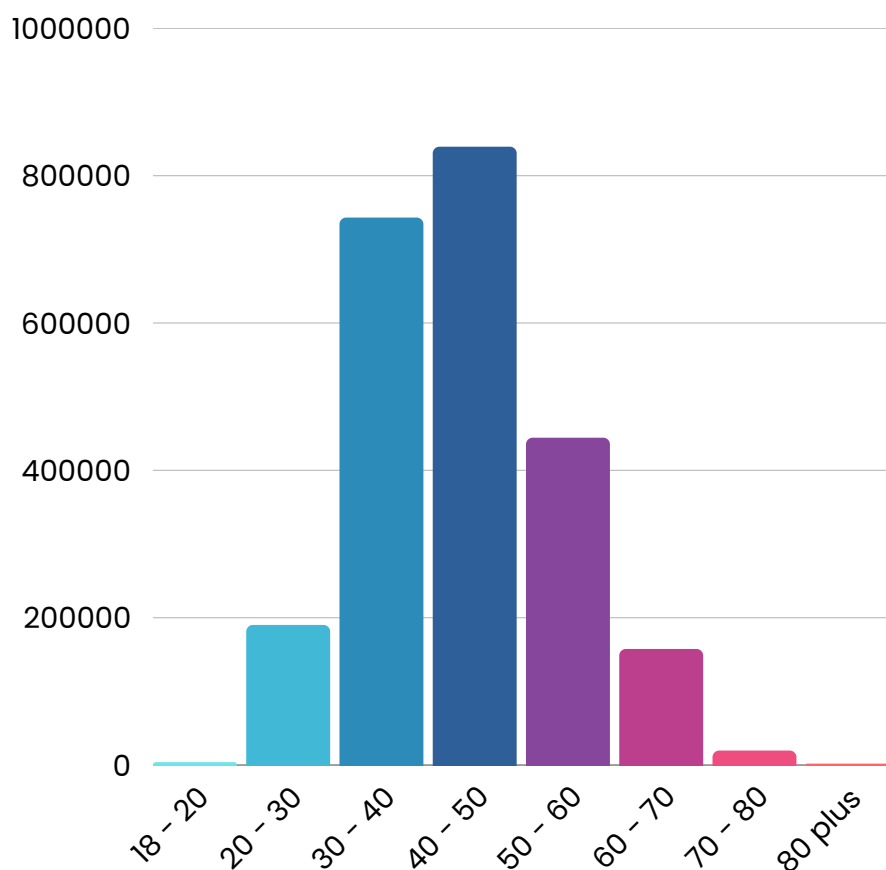


We reached over
25,900
people on our social media platforms

600+
people joined our online and email community

333
new members joined us

Loans by age group





November 2024



Was easy to apply and kept up date with...

"Was easy to apply and kept up date with everything that was happening, very friendly staff."

November 2024



Helped me sort out my finances so bills...

"Helped me sort out my finances so bills always paid on time. Friendly and know me by name. Available to chat to online by phone or appointment."

October 2024



Best Credit Union in the North East!

"Very useful for savings, friendly and willing to help when they can and have always put their customers at heart."

October 2024



Excellent customer service.

"The staff are super friendly, always willing to help and go the extra mile for you."

We are proud of our positive member feedback. Your reviews not only help us improve our services but also guide new members who need our support. If you've had a great experience with us, please share your feedback—it makes a difference in helping others find the services they need!

Scan the QR code to review us on TrustPilot.

**THANKS
FOR
THE REVIEW**

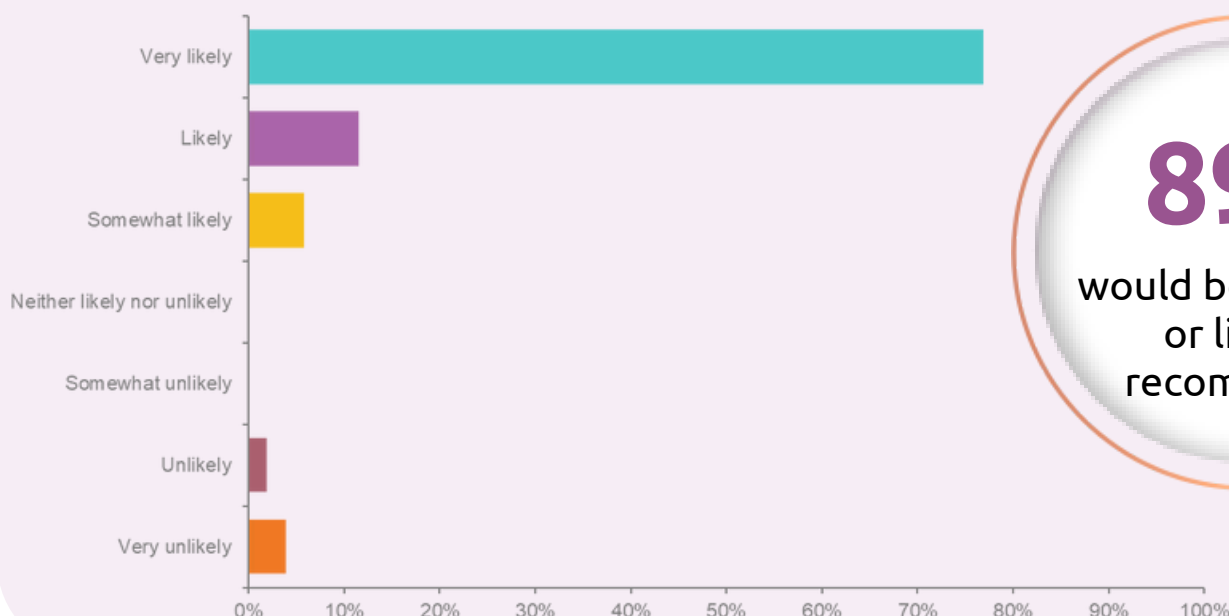


Customer satisfaction survey



darlington
credit union

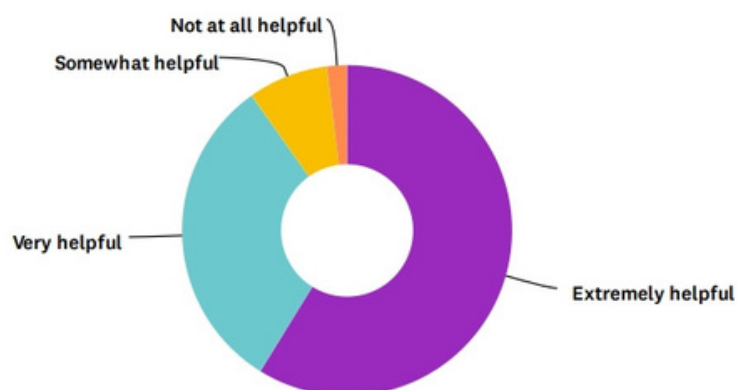
How likely are you to recommend Darlington Credit Union to others?



89%

would be very likely
or likely to
recommend us

If you have contacted us recently how would you rate the service and help you received?

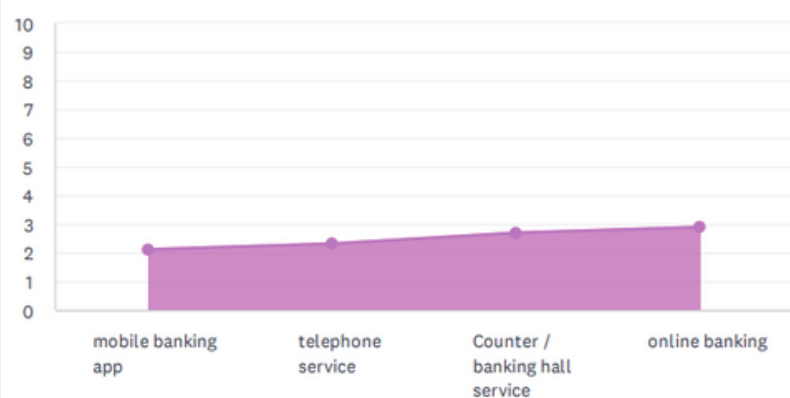


90%

of members said our
service was extremely
or very helpful

Which of our services do you use / value the most for your everyday banking needs?

On average, members value our online banking service the most. Our banking hall / counter being a close second



Survey responses collected in July 2024

Looking to the future



Refer & Earn – Share your personal referral code and you could win £100!* It's our way of saying "thank you" for helping our community grow. Check online banking or contact us for your code.



If you would like the opportunity to **host a pop-up** in our banking hall, don't hesitate to contact us.



By **saving little and often** with us you are helping us to grow, and offer loans to more people that really need our services. We have savings accounts that mean you can save a little, but win big. These include our save to win, with you DCU, and our Christmas Savings Account*.



Stay connected with us. Follow our social media accounts on to stay up-to-date with our latest news and activities. Make sure you are signed-up to our mailing list via email, SMS, or post. Simply call or email us to sign up. Our monthly newsletter is filled with the latest updates you don't want to miss out on.



Borrow - If you are thinking of borrowing consider DCU; our interest rates start from 6.16% APR*. You can get your free quote today using our loan calculator on the website. You don't need to sign up or enter any personal details to use this free tool.

***Terms and conditions apply. Please read these in full on our website before applying.**

Thank you



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