

Lloyds Banking Group Expands Support for Credit Unions Across Yorkshire

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As part of its commitment to Helping Britain Prosper, Lloyds Banking Group is expanding its scheme to support people to access and benefit from the services offered by credit unions into Calderdale and Sheffield, after an initial six-month pilot in Leeds.

Halifax and Lloyds Bank branches across the three areas are, where appropriate, signposting customers to their local credit union as well as money and debt advice organisations.

The pilot saw Leeds City Credit Union receive an increase in loan requests after 2,000 customers took away information from Halifax and Lloyds Bank branches across the city centre.

The activity will continue to expand across the UK over the next few months, supporting the Group in its ambition to take the lead in financial inclusion as part of its Helping Britain Prosper Plan. The Prosper plan also includes the Group's £4m funding commitment to the credit union sector from 2014-17.

The credit unions will also benefit from the Group's commitment to volunteering as local colleagues from across the area share their skills and expertise to help the organisations continue to develop and grow their offering.

Speaking about the initiative, David Nicholson, Yorkshire Regional Ambassador and Group Director of Halifax Community Bank, said: "Through our branches across Sheffield, Calderdale and Leeds we are working hard to help the credit unions increase the profile of the services they offer. By signposting to credit unions and support organisations in our branches we offer these vital services the opportunity to extend their reach even further across our communities. And by offering our colleagues' expertise we're also helping the credit unions develop and become more sustainable for the benefit of their local community."

Chris Smyth, Chief Executive, Leeds City Credit Union said: "It is our goal to support people who struggle to access credit through the more traditional routes. We can help them by providing safe and responsible lending, along with other services – but all too often people are not aware of credit unions. Working in partnership with Lloyds Banking Group has enabled us to reach more people, supporting them to make the most of their money, in what for some are very challenging times."

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