



Enterprise
Credit Union

ANNUAL REPORT

2024-25

Enterprise Credit Union, in common with all UK Credit Unions, is authorised by the Prudential Regulation Authority (PRA) and regulated by the Financial Conduct Authority (FCA) and the Prudential Regulation Authority. Our Firm Reference Number (FRN) is 213291.



CONTENTS

01 ABOUT US

02 OUR YEAR AT A GLANCE

04 CHAIR'S REPORT & CEO'S REPORT

06 FINANCE REPORT

07 AUDITORS REPORT

12 INTERNAL AUDIT REPORT

14 MEET THE BOARD & BOARD TRANSITIONS

16 CONSUMER DUTY REPORT

18 AWARDS & ACCREDITATIONS & FRIENDS OF ENTERPRISE

20 ECU IN THE COMMUNITY & EXPANDING TEAM

21 WHAT OUR MEMBERS SAY



We have over **25,500** members



We have lent over **£73.3 million** in the last 3 years



We look after over **£37.2 million** of our members' savings

ABOUT US

Enterprise Credit Union is a financial co-operative that exists for the benefit of its members and is open to those who live, work or study in the Knowsley, Liverpool, St Helens, Wirral, Halton and Warrington Boroughs of Merseyside. The Credit Union is owned and controlled by its members.

Our head office is in the heart of our region in Huyton, Knowsley and we have two other branches, one in St Helens and another on Pilch Lane, Liverpool.

OUR VISION

To be the leading ethical member-owned financial services provider for the communities in which we serve.

OUR MISSION

To provide quality, inclusive savings, loans and relevant products for our members throughout their lives

OUR VALUES

We will deliver our strategy by:

- ✓ Being responsive to the needs of our members, now and in the future.
- ✓ Being inclusive to all those living or working within our community.
- ✓ Being responsible and ensuring we operate our business ethically and acting to treat all members well.
- ✓ Being honest and fair and acting at all times with integrity.
- ✓ Being respectful to our members circumstances and consistent with our approach.





OUR YEAR AT A GLANCE

It's been a year full of activity, accolades, and awards at ECU, one that's seen us grow stronger, deepen our community impact, and celebrate our members and team. From new milestones and partnerships to national recognition for our service and success, this year truly reflects our shared commitment to making a positive difference together...

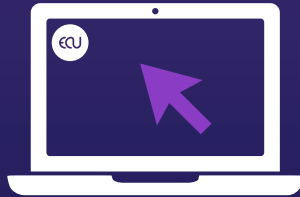


We welcomed over **2,300** new members

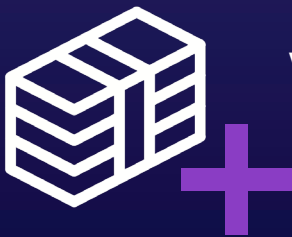
Friends of Enterprise

Surpassed **£180k** in donations to local community groups thanks to the lottery

Over **24,000** of our members are registered online



We've helped over **24,800** families in Merseyside



We have approved over **£24.9 million** in loans to help our members



2,500+ members downloaded our mobile app

We were recognised by Feefo with a **Platinum Trusted Service Award** for outstanding member satisfaction



Our **Net Promoter Score (NPS)** average was a **'World Class' 97.5** for the year



2024-25



November: we held our **36th AGM** at St Aidan's Club, declared a 2.5% dividend and celebrated another successful year



November: Liam, Operations Officer and Member Services Lead represented ECU at the **Filene big.bright.minds.** conference in San Diego, USA

£9.2 MIL

December: we approved **£9.2 million** in loans over the Christmas period

£40 MIL

February: we surpassed **£40 million** in lending, a huge milestone in supporting our members



March: we attended the **ABCUL Conference**, with CEO Karen and board members Paul and Cath representing us across the sessions



March: **Peach State Federal CU's** CFO, Michael Santoro, visited us from Georgia, USA



June: CEO Karen visited **Downing Street** championing the work of credit unions and co-operatives across the UK



June: Head of Finance, Danny, graduated from his final year of the **Southeast Regional CU School (SRCUS)** in Georgia, USA, earning his CCUE!



July: CEO Karen attended the **WCUC in Stockholm, Sweden**, with board chair Tony and board member Jenny



September: Junior Loans Underwriter **Stacey** graduated from the **DEEU** in Dublin

CHAIR'S REPORT

Welcome again to the 37th AGM of Enterprise Credit Union, it's amazing how fast a year passes. This has been another outstanding year for Enterprise, one in which I am delighted to report on this evening.

Our Board of Directors are constantly looking at our strategic vision and plans to make sure our Credit Union is serving the needs of our members and identifying how we can improve moving forward.

I would like to thank my fellow Board members, staff, and you, our members, for helping us to go from strength to strength for yet another year.

We ended the year with just under £50 million of assets. These assets belong to all of us and stand as a great testament to what a community credit union can achieve with good, robust governance structures in place. The Board of Directors have continually reviewed not only the governance framework but also our overall risk strategy.

With our continued growth, we must also embrace the regulatory challenges that

come our way. We will achieve the £50 million category in a few months, and we have a strong, robust plan in place to deal with the added regulatory responsibilities that brings.

I mentioned last year our commitment to Consumer Duty, with one of our Board members taking a lead role in this area. I am delighted to share our Consumer Duty Annual Report and to announce that we won "Credit Union of the Year" and "Best Credit Union North" at the Consumer Credit Awards.

Externally, there continue to be many challenges for our members, with the financial outlook still uncertain and the cost-of-living crisis continuing to bite hard in our communities.

To close, I want to again say a big thank you from me to our Board, CEO, leadership teams, and all our staff.

This has been another fantastic year for Enterprise, driven by our commitment to our members. Let's go again!

With thanks,



Tony Denny
Chair of the Board

We live our values by being...



CEO'S REPORT

I would like to begin by expressing my heartfelt gratitude to Tony and the entire Board for their unwavering support and commitment throughout the past year. Their dedication and breadth of expertise have been instrumental in guiding our progress and ensuring the continued success of our credit union.

Reflecting on Our Achievements

This year has been marked by meaningful progress and impactful initiatives, all driven by our incredible team's dedication to delivering outstanding service, in every member interaction. The report highlights some of these achievements, and yet there are many more.

Looking Ahead

As we prepare for the new year, our focus remains on evolving our products and services to meet your needs. Upcoming initiatives include:

- **Improved Loan Offerings & Credit Builder Loans:** We're revamping our loan products and will support at least **300 younger members** in building their credit and financial capacity.
- **Integrated Junior Saver Accounts:** We're developing a more streamlined way for parents to join their children as savers, integrating this feature into our digital journey.

- **Enhanced Savings Products:** We'll be refreshing our interest-bearing accounts with more flexible rates and offerings. We're also exploring **ISA options** to bring to our members soon.
- **Digital Experience Improvements:** Both our **Mobile App** and **Website** are being revamped to better serve your needs, based on your feedback.
- **City Centre Branch:** We're working with a dedicated firm to identify the ideal location for our new **city centre branch** and hope to share exciting news soon.
- **New Insurance Products:** We're exploring a range of insurance products tailored to our members' needs and will keep you updated as this progresses.

Acknowledgements

None of this would be possible without the dedication of our team here at Enterprise. As highlighted in tonight's report, we've welcomed several new team members in recent months, each bringing valuable skills and vibrant personalities. My sincere thanks to each and every one of them.

Finally, to you, our members, your continued support and trust inspire us every day. We are deeply grateful to have you as part of the **Enterprise Credit Union family**. Thank you for being with us on this journey.

Warm regards,



Karen Bennett
CEO

Responsible

FINANCE REPORT

The 2024–2025 financial year closed with Enterprise Credit Union continuing on a strong upward trajectory, ending the year with just under £50 million in total assets.

Our strategy of expanding loans, shares, and assets has once again proven highly effective, delivering an average annual growth rate of over 8% across these key areas.

This performance reflects ECU's sound financial management, ethical practices, and ongoing commitment to meeting member needs through innovative, high-quality products and services. The alignment between our mission, vision, and financial results demonstrates ECU's ability to remain relevant, resilient, and responsive within an increasingly competitive financial landscape.

A key driver of ECU's success is the loyalty and engagement of our members, who remain the foundation of our continued growth and our reputation as a leader in ethical financial services. Our strong net worth, consistent cost-effectiveness, and healthy loan growth provide a firm platform for future investment and position ECU well for continued share expansion.

While our foundation is solid, we recognise opportunities to enhance performance, deepen engagement, and broaden our reach. Addressing challenges and capitalising on emerging opportunities will be essential to sustaining long-term growth. To support this, ECU will maintain a strategic focus on member acquisition and engagement, with particular emphasis on attracting new members and driving share growth.

Most ECU members fall within the 25–49 age range, representing a group with strong lending potential. Additionally, around 30% of members are aged 50 and above, a demographic that typically holds higher savings balances. Expanding within

this older segment offers the potential to increase savings and share growth, while attracting younger members remains vital for long-term sustainability. By diversifying our membership across age groups, ECU can achieve a healthy balance between credit demand and savings growth, ensuring continued stability and success.

To attract a wider membership and strengthen communities, ECU will continue to invest in local engagement initiatives, including sponsorships, community events, and charitable partnerships. These activities enhance visibility, reinforce ECU's ethical values, and position us as a trusted, socially responsible financial institution.

Our long-term strategy also includes expanding branch locations and increasing member activity. With current branches concentrated in a limited geographic area, opening new branches in underserved communities represents a significant opportunity to attract new members and strengthen ECU's presence within our field of membership.

Continuing to look ahead, enhancing digital services, refining marketing strategies, and exploring innovations, such as immediate borrowing access, will help ECU remain competitive and is a future focus for investment. Many of our competitors offer short-term loans and flexible savings products supported by advanced digital technology however, our competitive loan pricing, supported by strong cost management, remains a key advantage. Furthermore, ECU's effective controls and procedures have maintained consistently low delinquency rates, highlighting our operational excellence and prudent management. Continued investment in staff development will also ensure ECU maintains a competitive edge, optimises service delivery, and adapts to evolving member expectations.

ECU's performance this year highlights a resilient, forward-looking institution built on ethical values, financial strength, and member trust. By continuing to focus on innovation, engagement, and sustainable growth, ECU is well positioned

to achieve our vision of becoming the leading ethical, member-owned financial service provider for the communities we proudly serve.

Thanks to the continued loyalty and support of our members, ECU has delivered another outstanding year of growth and value. In recognition of this success, the Board of Directors is pleased to propose a 3% dividend, equating to approximately £1,000,000 to be distributed among our members.

This proposal will be presented for approval at the Annual General Meeting.

We extend our sincere thanks to all our members for their trust, commitment, and continued confidence in Enterprise Credit Union.



Daniel Peers
Head of Finance

AUDITORS REPORT

Report of the independent Auditors to the Members of Enterprise Credit Union Limited

Opinion

We have audited the financial statements of Enterprise Credit Union Limited for the Year Ended 30 September 2025 which comprise the Revenue Account, the Balance Sheet, the Statement of changes in retained earnings, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparations is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the credit union's affairs as at 30 September 2025 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Co-operative and Community Benefit Societies Act 2014 and the Credit Unions Act 1979.

SB&P | Oriel House, 2-8 Oriel Road, Bootle, Liverpool, Merseyside



Enterprise Credit Union Limited

Revenue Account for the Year Ended 30 September 2025

	30.9.25 £	30.9.24 £
Loan interest receivable and similar income	5,424,431	4,975,017
Interest payable	(925,560)	(1,121,914)
NET INTEREST INCOME	4,498,871	3,753,100
Fees and commissions payable	(36,202)	(53,716)
NET FEES AND COMMISSIONS RECEIVABLE	(36,202)	(53,716)
Other income	82,910	29,146
Administrative expenses	(1,626,770)	(1,375,846)
Depreciation and amortisation	(44,765)	(74,847)
Other operating expenses	(366,955)	(299,544)
Impairment losses on loans to members	(811,050)	(1,079,846)

Enterprise Credit Union Limited

Revenue Account
for the Year Ended 30 September 2025

	30.9.25 £	30.9.24 £
SURPLUS BEFORE TAXATION	1,696,039	998,447
Taxation	(49,662)	(70,965)
SURPLUS FOR THE FINANCIAL YEAR	1,646,377	927,482
TOTAL COMPREHENSIVE INCOME	1,646,377	927,482



Enterprise Credit Union Limited

Balance Sheet 30 September 2025

	30.9.25 £	30.9.24 £
ASSETS		
Cash	20,729	20,658
Balances at banks	10,604,642	9,456,810
	10,625,371	9,477,468
Loans and advances to members	38,097,777	35,008,225
Intangible fixed assets	-	1,950
Tangible fixed assets	533,884	568,918
Prepayments and accrued income	302,113	254,022
TOTAL ASSETS	49,559,142	45,310,583
LIABILITIES		
Subscribed capital – repayable on demand	36,787,730	34,456,698
Deferred shares	100,000	100,000

Enterprise Credit Union Limited

Balance Sheet 30 September 2025

	30.9.25	30.9.24
	£	£
Other payables	943,073	681,920
	<hr/>	<hr/>
	37,840,803	35,238,618
Retained earnings	11,718,342	10,071,965
	<hr/>	<hr/>
TOTAL LIABILITIES	49,559,145	45,310,583
	<hr/> <hr/>	<hr/> <hr/>

Statement of changes in retained earnings 30 September 2025

	30.9.25	30.9.24
	£	£
As at 1 October 2024	10,071,965	9,144,483
Total comprehensive income for the year	1,646,377	927,482
	<hr/>	<hr/>
AS AT 30 SEPTEMBER 2025	11,718,342	10,071,965
	<hr/> <hr/>	<hr/> <hr/>



INTERNAL AUDIT REPORT

The Internal Audit function is a regulatory requirement for financial firms including credit unions. Its purpose is to provide oversight of the policies and procedures adopted and to ensure that there are effective systems and controls in place to safeguard members savings and to comply with the many regulations that apply to credit unions. We are dual regulated by both the Prudential Regulatory Authority (PRA) and the Financial Conduct Authority (FCA) who have set regulation specific to credit unions, but we must also follow other regulation common to all financial institutions including areas such as Money Laundering and Data Protection.

The Internal Audit function's role is to strengthen our governance and risk management frameworks by advising on and recommending improvements to the systems and controls we have in place, which assists the Board of Directors in fulfilling its responsibilities, including but not limited to:

- ✓ Regulatory compliance and reporting requirements
- ✓ Adherence to Enterprise's Rulebook
- ✓ Internal policies, systems & controls, including our Code of Conduct
- ✓ Consumer Duty – ensuring fair outcomes for members
- ✓ Risk assessment & monitoring, ensuring processes and controls effectively manage key risks
- ✓ IT systems & cybersecurity, including data protection and resilience planning
- ✓ Review and follow through of external audit reports

All of our Directors give their time voluntarily and receive no honoraria or remuneration for their work.

At Enterprise the Internal Audit function consists of two areas:

1. An independent external firm of Auditors who specialise in auditing financial firms currently Alexander Sloan Accountants and Business Advisors
2. An Internal Audit Committee made up of:
 - Paul Jones Director
 - Jenny France Director
 - Karen Bennett Chief Executive Officer
 - Phil Crawley Head of Compliance & Risk

The external firm conduct comprehensive reviews of our policies, procedures, systems and documentation to ensure that they are comprehensive and compliant with regulation. They undertake various reviews during the year in different areas so as to provide full coverage over a period. They provide in depth reports on their findings which provide assurance that we are doing things correctly, along with recommendations for changes where they see a need.

Over the last year the reviews have covered areas including:

- > Governance
- > Unsecured Lending
- > Shares & Deposits
- > Account Maintenance

The Internal Audit Committee meet quarterly to review the Auditor’s findings and to discuss other internal audit matters. They undertake full reviews of Enterprise’s Risk Register to identify risks to the business and put in place mitigation and monitoring processes to minimise any impact.

In turn, the Committee report directly to the Board of Directors at the monthly Board Meetings.

COMPLIANCE REPORT

Financial regulation is extensive and at times complex, but it is there to protect you in your financial dealings. We are dual regulated by the Prudential Regulation Authority who are concerned with prudential aspects i.e. the soundness of the firm and who regulate via their own “Rulebook”, and the Financial Conduct Authority who are concerned with the fair treatment of customers, they have their own “Handbook”. Both are concerned with ensuring that Legislation (the law of the land) is complied with.

Here at Enterprise, we take the safety of your money extremely seriously and adhere to all regulations to ensure that your money is secure. To support this, we employ a Head of Compliance & Risk whose role includes maintaining full regulatory compliance and reporting to the Board of Directors on any related matters. In addition, we have oversight from the independent Internal Auditors and our Internal Audit Committee who have reported separately.

This year, I have taken over this role from my long-serving predecessor Frank Corcoran, who retired in March. It is an honour and a pleasure to join the team and contribute to Enterprise’s continued strong financial and regulatory health. I am pleased to say that Frank left a very strong framework in place, including robust policies and procedures.

One of our key priorities is to ensuring ongoing compliance with the Consumer Duty regulations, much of which is embedded in Enterprise’s culture and has been for many years. There is a dedicated section within the Annual Report which showcases our strong performance in this area, however we remain focused on improvement and have appointed a Consumer Duty Champion within both the Board of Directors and the staff team. In line with Consumer Duty, we continuously assess our products to ensure we are serving you, the member, in the best possible way to help you achieve your financial objectives.

We can confirm that all requirements have been met in respect of regulation for:

- Depositor Protection
- Fidelity Bond Insurance
- Additional Activities as defined by the Regulators
- Consumer Duty
- Financial soundness
- Regulatory Returns
- Senior Managers & Certification Regime



Phil Crawley
Head of Risk & Compliance

MEET THE BOARD

The Board is responsible for the strategic direction of the credit union, establishing policies and procedures for the operation of the business. It also holds management responsible for delivery of the business plan and maintenance of high-quality service to members.

During the financial year 2024-2025 the directors (listed below) held office following the AGM in November 2024. The Board is comprised of unpaid members of the Credit Union who commit to volunteer on a regular basis.



Tony Denny
Chair of the Board

I have been involved with the Credit Union for the past 8 years and have been Chair of the Board of Directors for the past 6. I have been involved in my local community for over 20 years and live in the Prescot area with a young family. The credit union is something I am extremely passionate about, the fact we change people's lives through the services we provide inspires me and the board to be the best we can.



Jenny France
Vice Chair

I have been on the Board for 8 years and have thoroughly enjoyed learning and being a part of the credit union. I am currently Vice Chair and a member of the Internal Audit and Risk Committee. I work in the commercial banking industry and live in St Helens.



Julie Delaney-Lynn
Secretary

I have been a Director for the past 24 years and have seen this credit union grow at a phenomenal rate during that time. I am currently Secretary of the credit union and love being involved. I have recently retired from the civil service, I live in Huyton and I am married with three grown up children and a granddaughter.



Dr Paul Anthony Jones
Director

I have been involved in credit unions for over 30 years and more recently as a Director with Enterprise. I am on the Internal Audit and Risk Committee. I am a Reader in Social Economy at Liverpool John Moores University, where I have developed a national and international profile in credit union and co-operative research. I am also the Director of Research at the Swoboda Research Centre, a credit union research organisation based in Dublin, Ireland, a trustee of the Just Finance Foundation, London, and a director of Financial Inclusion Europe AISBL, Brussels.



Josh Austin
Director

I have been involved with Enterprise Credit Union for over 12 years as a member and joined the Board in 2020 as a Director, and I am now Treasurer. In my day to day role I am a Software Delivery Manager responsible for a team of over 50 developers, building solutions to meet business requirements and offer improved customer service. I joined the Board to help with the digital transformation and offer my expertise and knowledge along the way.



Cath Wohlers
Director

I joined the Board in 2022. I have been the manager of the LIAISE team for the past 16 years (The England Illegal Money Lending Team (IMLT) and I am passionate about ensuring people have access to fair financial services. I am committed to ensuring that illegal money lenders (loan sharks) do not take advantage and profit from other people's hardship and have been instrumental in bringing many criminals to justice. I have many years of experience in financial inclusion. I have a young family and work across Merseyside.



Gary Morley
Director

I joined the Board in 2024. With over 32 years' experience in financial services, I bring extensive knowledge of compliance, risk management, and corporate governance. My work as a non-executive director and regulatory consultant has given me a strong understanding of how to help organisations thrive responsibly. I'm passionate about using this experience to support Enterprise Credit Union's continued growth and commitment to its members.

Kay Davies, Director – retired from the Board in August 2025.

BOARD TRANSITIONS

Following recent changes to the Board, we're pleased to recognise this period of transition and welcome new members, bringing valuable experience and enthusiasm to the team.



We're delighted to welcome **Mark Campbell** back to the Board. A member of ECU for nearly thirty years, Mark is an accomplished writer with numerous published poems and four books, including *What A Difference (It Makes)* celebrating ECU's 35th anniversary. He has a diverse career background, including senior roles in local government, music promotion, and working as a Knowsley taxi driver, where he has introduced many to ECU. Mark has also chaired a Motor Neurone Disease charity and brings a wealth of experience and passion to supporting ECU's ongoing development.



We're also thrilled to be welcoming **Paula Skinner** to the Board. With over 39 years in financial services, Paula brings extensive expertise in compliance, risk management, and corporate governance. She previously worked at ECU as a money advisor for several years and understands the ethos of the credit union and the local community.

CONSUMER DUTY REPORT

As we reach the end of the second year since the Consumer Duty rules were introduced by the FCA, this report documents how Enterprise Credit Union has been performing in relation to the obligations under the Duty.

Governance and Culture

Despite the removal of the expectation to have a dedicated Consumer Duty Champion on the Board, we have retained the role. Cath Wohlers, a Director here at ECU, oversees the four outcomes and ensures that any policy reviews are considered within the expected framework.

Lesley Baker has also been appointed as our staff Consumer Duty Champion and is monitoring standards of service for our members. Additionally, all staff carry out Consumer Duty training, as well as specific training on Understanding Vulnerable Members, via the ABCUL Academy annually, helping to ensure that our culture remains strong.

The Board

Each month, key metrics relating to Consumer Duty are provided within the Risk & Compliance Report presented to the Board. These highlight key performance areas, enabling the Board to scrutinise how well Enterprise is delivering against the Consumer Duty rules and to identify opportunities for improvement.

Monitoring and Outcomes

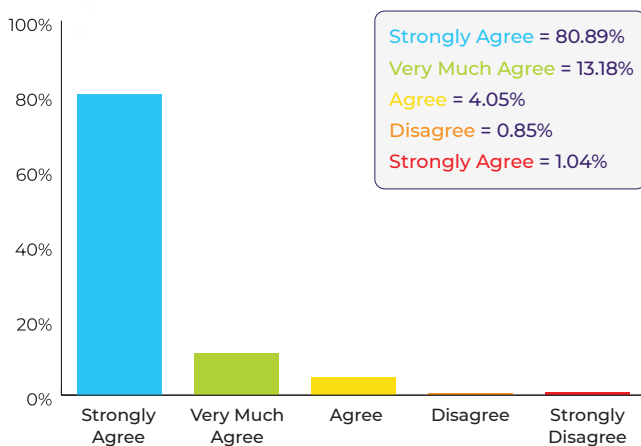
We have an effective feedback loop with our members, who have various channels to share their experiences with Enterprise. Overall, feedback remains overwhelmingly positive across all platforms.

The 1872 Financial Wellbeing Temperature Check is particularly valuable, as its questions explore specific themes that align closely with the four Consumer Duty outcomes.

Some examples of those questions and answers are below.

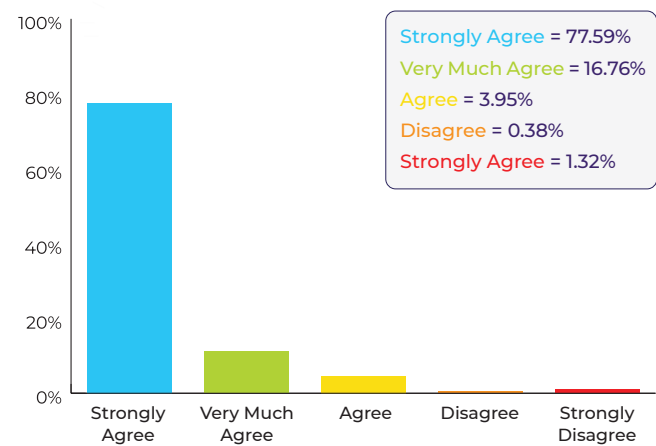
Price and Value

We asked our members to assess the statement: ***'This Credit Union offers me good value for money'***. 98.1% of members answered, ***'Strongly Agree'***, ***'Very Much Agree'*** or ***'Agree'***.

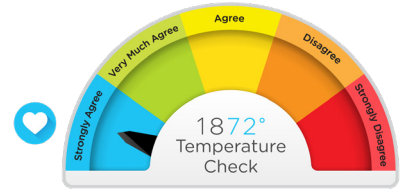


Consumer Support

We asked our members to assess the statement: ***'I feel, if I have difficulties, this Credit Union will work with me to create a mutually satisfactory resolution'***. 98.3% of members answered, ***'Strongly Agree'***, ***'Very Much Agree'*** or ***'Agree'***.



(Graphs above based on 1,062 responses, September 2025)



Once again, the qualitative data is overwhelmingly positive on this subject – staff are seen as empathetic and non-judgmental something we pride ourselves on.

We have extended office hours as part of the 4-day week, in large part to enable more focused, one-to-one conversations to be conducted with members where there are signs of stress on members' accounts.

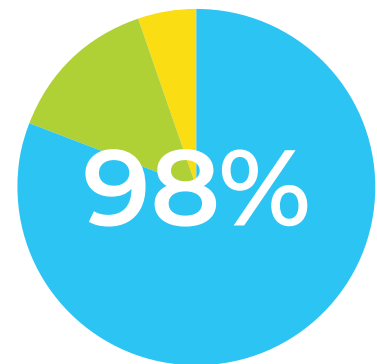
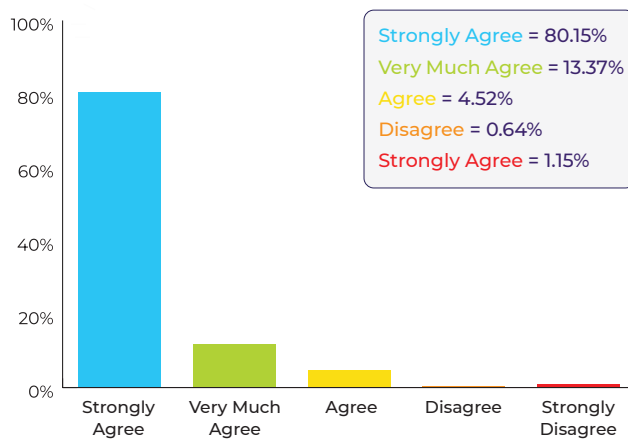
The Board of Directors at Enterprise Credit Union are please to present this report and will continue to ensure we are delivering good outcomes for our members, not because we have to but because it's the right thing to do.

Member Temperature Check - In Partnership with 1872 Culture

As part of our continued commitment to Consumer Duty, we're always listening to what our members have to say. Working with 1872 Culture, we've once again carried out our Member Temperature Check Survey to understand how supported, valued, and confident our members feel when engaging with ECU.

Now in its second year, the survey has become a trusted way to measure progress. Using the 1872 Culture Scoring System, members rate their experiences across key areas, giving us a clear view of where we're excelling and where we can enhance our services even further.

Overall Member Satisfaction
(Graph based on 3,071 responses, October 2024 - September 2025)



Overall Member Satisfaction

This year's results reaffirm that Enterprise continues to deliver a warm, supportive, and fair experience for our members, in line with the Consumer Duty principles.

We're proud that our members continue to report high levels of trust and satisfaction. To hear their stories in their own words, see our **"What Our Members Say"** page later in this report.

As we move forward, we'll keep building on your feedback, ensuring that every member feels heard, valued, and supported in every interaction.

Now turn the page to see what an incredible year it's been, and how your voices have helped ECU achieve national recognition for excellence in Consumer Duty and member service.

AWARDS & ACCREDITATIONS

It's been an outstanding year for us at ECU, one filled with recognition, growth, and gratitude. From industry awards to ethical accreditations, we've been honoured to receive acknowledgement that reflects not only our success but also the values that drive everything we do. Each achievement is a testament to our members' support, our team's dedication, and our ongoing mission to do things the right way.

The year began with an exciting recognition from **Feefo**, who awarded ECU with their **Platinum Trusted Service Award** in January. This award is given to organisations that consistently deliver exceptional service, based entirely on verified customer feedback. It's a huge honour that reflects the trust our members place in us every day and the dedication of our team to always go the extra mile.



STANDING OUT AT THE ABCUL CONFERENCE

In March, our team headed to the annual **ABCUL Conference**, where we were thrilled to take home two **Member Sentiment Awards**, recognising our outstanding member satisfaction ratings both across the North West and nationwide. These awards were **powered by the 1872 Culture**, with the sheer number of reviews and feedback from our members on the platform helping us become winners. These awards reinforce that the dedication of our team and the trust of our members truly set us apart.



DOING BUSINESS THE RIGHT WAY

March also saw us earn accreditation from the **Good Business Charter**, a recognition that reflects our commitment to doing business ethically and responsibly. This means paying our staff the Real Living Wage, supporting their well-being with fair working hours, promoting equality and diversity, and taking environmental responsibility seriously. It also includes ensuring we pay our fair share of tax, make prompt payments, and, most importantly, put our members before profit.

Being part of the Good Business Charter shows that ethical finance isn't just something we talk about, it's something we live by.

JOURNEY TO CONSUMER CREDIT AWARDS SUCCESS

In April, we began our campaign for the **Consumer Credit Awards**, run by **Smart Money People**. These awards are extra special because they're based entirely on feedback and votes from members like you.

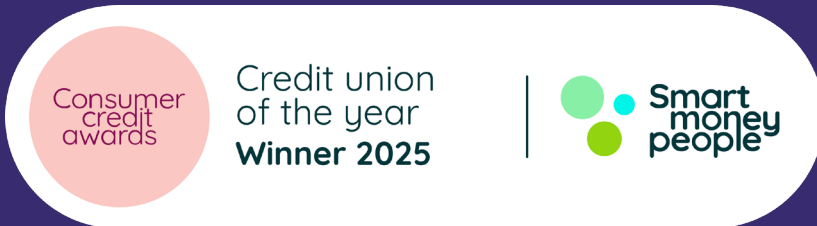
Thanks to your support, ECU was named a finalist in six categories:

- ★ Best Credit Union (North)
- ★ Best Credit Union Loan Provider
- ★ Credit Union of the Year
- ★ Customer Service Champion
- ★ Treating Customers Fairly Champion
- ★ Best Credit App



During the campaign, we proudly received **Consumer Guardian** and **Customer Satisfaction Gold** badges, early accolades recognising our commitment to fairness and high-quality service.

Then came the big moment in August, when it was announced that we were winners of not one, but two major titles, further acknowledging the impact of our hard work...



We were over the moon to go on and win these awards: **Best Credit Union (North)** and **Credit Union of the Year**, achievements that reflect both our regional roots and our growing national reputation.

While we didn't take home every award, being recognised in so many categories shows the strength and impact of the work we do. Each nomination inspires us to keep improving, listening, and innovating. because at ECU, there's always more we can do for our members.

Each award, badge, and finalist place is a testament to the collective effort of our staff, board, and members. They remind us that when we lead with integrity, care, and community, success will follow. We're so proud of what we've achieved together this year, and we can't wait to build on it as we continue growing, innovating, and doing things the right way.

FRIENDS OF ENTERPRISE

As we celebrate **four fantastic years** of the Friends of Enterprise Lottery, we're reflecting on our journey and the incredible impact we've achieved together. Since launching in November 2021, our community has continued to grow from strength to strength, from 1,650 entries in our first month to over 9,900 entries in November 2025. This growth reflects your amazing support and belief in making a difference.

Together, we've donated **over £189,000** to community groups across Merseyside, creating positive change for those who need it most and building brighter futures across our communities. A huge thank you to everyone who has taken part, past and present, your support makes it all possible.



378,000+
entries



£189,000+ to **140**
community donations



£189,000+ to **191**
prize winners

ECU IN THE COMMUNITY

At ECU, community is at the heart of everything we do. We're proud to have a presence at community centres and groups across Merseyside. Here are some highlights from the past year...



EXPANDING IN THE RIGHT DIRECTION

This year has been one of incredible progress and excitement for ECU, our biggest year yet for welcoming new faces to the team! Each addition has brought fresh energy, new ideas, and a shared passion for helping our members and communities thrive.

In October 2024, we were delighted to welcome **Shelley** to our Community & Development Team, followed by **Jenny**, who joined Member Services in January. Soon after, we were thrilled to see one of our own board members, **Phil**, step into a new chapter as our Head of Risk & Compliance. It didn't stop there, as **Louise** became part of our Payments Team, helping to keep things running smoothly behind the scenes.

Toward the end of the financial year, our momentum only grew stronger with a fantastic intake of new talent: **Ruby** and **Amy** joined Member Services, **Joanne** came on board as a Junior Loans Officer, and **Nathania** added her expertise to our Community & Development Team. To top it all off, we proudly launched our brand-new Credit Builder Team, welcoming **Margaret** and **Molly** into these exciting new roles.

And the expansion hasn't stopped yet, we've most recently welcomed **Abbie** to our

Member Services Team, continuing to strengthen the support we provide to our members every day.



This wave is more than just new names on the staff list, it's a sign of ECU's continued development, innovation, and commitment to delivering even more for our members. Our long-term vision is one of sustainable growth, community investment, and creating opportunities, both for our members and for those who want to join us on this journey.

We can't wait to see what the next year brings. If you're inspired by what we do and want to be part of our growing story, keep an eye on our **Join Our Team** page for future opportunities at ECU!

WHAT OUR MEMBERS SAY

We're proud to receive feedback from our members through trusted review platforms, helping us understand their experiences and improve our services. This year, we've collected **over 8,500 reviews** this year across **Feefo, Smart Money People, and 1872° Culture**. The insight we gain from this feedback helps us continue delivering the best possible support to our members.



"I've been with ECU for nearly 10 years, but it was when I lost my job that I truly saw their value. The staff were kind, non-judgmental, and helped me understand everything while setting up a savings plan. Thanks to them, I got my washing machine fixed and uniforms for my kids. They didn't just help me financially, they gave me peace of mind."

Luke, ECU Member



★5/5
average rating
3,100+ reviews



"Without ECU, I wouldn't be able to afford the things I have for my home and my child. They've helped me save and manage money, something I never thought I could do. Over the past four years, they've supported me through everything from birthdays and Christmas to buying a new washing machine and beds. I'm really grateful for everything they've done. Without the support I've had, I wouldn't have my home I'm in now."

Jasmine, ECU Member



★4.98/5
average rating
2,800+ reviews



"I have been with the ECU for over 20 years. They have helped me become financially resilient, and if it wasn't for them, my daughter wouldn't have had her dream job. As a single parent, I would have struggled to find the money to help her move to London and chase her dreams...and she chased them and has a fantastic career. Thank you for giving me the support financially!"

Anonymous, ECU Member



1872°CULTURE

♥41.35
'Super Cool' / Strongly Agree
average rating
3,000+ reviews

The people behind ECU's success, our dedicated staff and Board members who make it all possible...



you're better off with us

 Enterprise Credit Union

 @EnterpriseCU

 @enterprisecreditunion

 Enterprise Credit Union