

# Case study

## Marketing and publicity

### Swindon credit unions

**Clivey Credit Union**  
**Steam Ahead Credit Union**

#### Ownership

The co-operatives are both Industrial and Provident Societies.

#### How Co-operative Futures helped

Working with the two community Credit Unions, we were able to spot several opportunities to help to sell the benefits of joining a Credit Union in Swindon.

Co-operative Futures carried out some basic research on what other Credit Unions used as marketing material, and reviewed what had worked well with our previous material. Then, with ideas from members of the Credit Unions, a revised leaflet and new web site were developed.

With both Credit Unions being located in places that get a lot of passing trade, we maintain an eye-catching window display using laminated posters.

The web site has given the Credit Unions a web based presence and the leaflets are widely distributed throughout Swindon.

Through Co-operative Futures, the Credit Unions are in contact with all the locally based publications and articles are regularly circulated for publication. The more rural village locations around Swindon have recently been targeted with leaflets and a news article.

Swindon Borough tenants read about the Credit Unions in their own magazine, and this has led to more new members.

***"We have more members because of the publicity"***

**Read more about marketing and publicity here...**

**Visit their website [www.swindoncreditunions.co.uk](http://www.swindoncreditunions.co.uk)**

