



HINCKLEY AND RUGBY

BUILDING SOCIETY

CASE STUDY:

Hinckley and Rugby Building Society

Hinckley and Rugby Building Society was formed in 1983 by a merger of the Hinckley Permanent Building Society (founded 1865) and the Rugby Provident Building Society (established 1861). Today, the Hinckley and Rugby Building Society is in a top 25 building society with 11 branches and four agencies, employing 95 staff. The Hinckley and Rugby Building Society is represented in many of the larger towns and cities of the East Midlands and they are also committed to providing outlets in smaller village communities. The Community is at the heart of Hinckley and Rugby's values and they remain committed to local community initiatives. In 2009, the building society won a new award recognising their contribution to the community. They have also pioneered a volunteer scheme whereby staff members are paid up to 3 days leave each year to get involved in local volunteering projects.

Conversion to a bank is not an option for the Hinckley and Rugby Building Society. They remain steadfast in their belief that the future clearly lies in providing the benefits of mutuality to its members.

Stephen Castling, Secretary and Solicitor for Hinckley and Rugby Building Society provides more information on their move to online voting.

So, why did you decide to move to online voting?

"We had noticed that about two thirds of the building society sector already offered online voting as an option. We always look at ways to improve and enhance client service, so we canvassed customer opinion regarding

offering an online voting function. The positive feedback we received encouraged us to provide the facility. We are very committed to being seen as a modern building society that continues to move with the times whilst retaining our traditional core values such as providing high levels of service and having a prudent approach to mortgage lending (resulting in a mortgage book of the highest quality)."

Why in particular did you select Howsons Electoral Services to provide the online service?

"Hinckley and Rugby Building Society in their 'beauty parade' of voting services providers selected Howsons because in their presentation Howsons came across as being the most capable and cost effective of the voting service providers."

What benefits has Hinckley and Rugby Building Society seen since moving to online voting?

"We have received excellent feedback from our members who use the online channel to vote. They have found it to be a very good and convenient alternative to voting by post or in person. We always make a donation to a local charity for each vote cast. This year we have been able to donate 30p for every online vote to a local children's hospice. We have been able to increase this donation due to the lack of additional cost that online voting incurs such as postage."

"We were impressed by Howsons' professionalism throughout, their daily presentation of voting statistics, prompt response to queries, and the presentation of the voting completion statistics, and certification documentation delivered during the AGM" Stephen Castling, Secretary and Solicitor

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