



## CASE STUDY: Tipton & Coseley Building Society

Founded in 1901, this independent West Midlands based Building Society has four branches in Tipton, Coseley, Bilston and Sedgley. The Society has grown by concentrating on its strengths and focussing on core business activities and has a philosophy of treating customers as individuals who deserve personal attention. There are currently 67 people employed at the Building Society who work on behalf of approximately 45,000 members.

John Miller, Director, General Manager & Secretary for the Tipton & Coseley Building Society provides an insight into their voting systems.

### **Why did Tipton & Coseley Building Society move to online voting?**

“The society has almost 27,000 voting members and the Building Society wanted to provide members with another method of becoming involved with the Society. There was a strategy to particularly engage with younger members; therefore online voting would be more appealing.”

### **So why did you select Howsons Electoral Services to provide the service?**

“I was aware that Howsons Electoral Services acted for other Societies and they were very pleased with the service. We asked a couple of organisations to

present to us. The presentation that we received from Howsons Electoral Services was not only much more thorough but it was personalised to our Society. It also covered all of the pre-meeting questions that we had so at the end of the day, it wasn't the cheapest option presented to us, but I felt that Howsons had much more to offer us. We were able to offer online voting for our 2009 AGM.”

### **What benefits has the Tipton & Coseley Building Society seen since moving to online voting?**

“We used Howsons Electoral Services as scrutineers as well as for online voting and we received more management information than we had been able to collate when acting as scrutineers ourselves. Although we only had a limited number of online votes this year I believe that this will grow. It also raises our profile with our members by being able to offer online voting.”

### **So has it been a success?**

- ✓ 282 online votes in the first year
- ✓ 10% increase in votes cast

*“I have been very pleased with our first attempt at online voting. It has helped to raise our profile with our members.” John Miller, Director, General Manager & Secretary – Tipton & Coseley Building Society*

More information from:

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