

2024 Members' Review



Furness[®]
Building Society



Contents

- Welcome to our 2024 Members' Review 3
- A note from Chris Harrison, Chief Executive 4
- Managing your money, your way 11
- Building your financial knowledge 12
- Our home in the heart of your community 16
- Taking care of our place 18
- Furness in the local community 20
- Creating accessible ways to live local 22
- A bright future, together 24
- Make your voice count at our AGM 26





Welcome to our 2024 Members' Review

We're excited to share this year's Members' Review with you – it's a snapshot of everything we've been up to together this year. Inside you'll be able to read about our achievements, the things we're proud of, and our hopes and dreams for the future.

We're a Building Society that's all about growing together, and this review is a chance for us to celebrate our journey with you, our valued Members.



A note from Chris Harrison, our Chief Executive.

Cumbria and North Lancashire are regions defined by their resilience and optimism. Nowhere is this more evident than in our branch network, which continues to thrive as the heart of our community. It remains a vibrant place to live, work, and visit. As we continue to invest in growth and innovation, there is much to celebrate and even more to look forward to as we shape the future together.

Throughout 2024, we have focused on adapting to change while staying true to the values that underpin our Society: supporting our Members, strengthening our community, and laying a solid foundation for sustainable growth.

Over the past year, we have embraced opportunities to better serve our Members. From launching new digital platforms to furthering the refurbishment of our branches, we are working to ensure that your experience with us remains exceptional and relevant to modern needs.



2024 Key Achievements



Empowering Through Education.

The introduction of our new Member Benefits and Education app provides tools and resources to help you make informed financial decisions.



Innovative Digital Savings.

We launched our new digital savings platform, providing Members with a simple, secure, and flexible way to manage their savings anytime, anywhere.



Enhancing Community Spaces.

The refurbishment of our branch network has continued at pace, with completion expected in 2025, ensuring our branches remain welcoming and equipped for the future.





Looking ahead...

The continued growth and vibrancy of Cumbria and North Lancashire are deeply inspiring. Increased investment in the region is creating new opportunities for living, working, and visiting. At Furness Building Society, we are committed to supporting this progress by offering financial products that adapt to your needs and helping ensure affordable housing remains accessible.

Whether through personal mortgage lending, funding local developments, or providing strong returns for our savers, our goal is to balance community support with financial strength. Together, we are building a brighter future for both the Society and the region we proudly call home.

Thank you for your continued support. Here's to the opportunities and successes that lie ahead.

**Chris Harrison,
Chief Executive.**



Manage your money, your way via our Digital Savings App.

In 2024, we drew on generations of superb Furness service to launch our brand new Digital Savings platform, revolutionising how we support our Members in an increasingly digital world.

Whether you're opening a new account, making a payment, or simply keeping track of your savings - you can now manage your money on the go with our Digital Savings App!

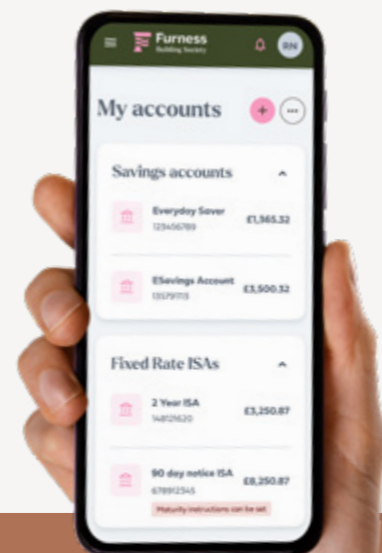
Designed to be simple and accessible, our Digital Savings App empowers you to choose how you save, whether it's in-branch, or from your pocket.

Download the app today, for:

Instant control, with real-time access to your savings.

Quick and secure payments at your fingertips.

Our great Furness service, on demand.



Do you want to start managing your money, your way?

Simply scan the QR code provided or visit www.furnessbs.co.uk/digital-savings.

Unlock a world where it pays to build your financial knowledge.

Furness has been lifting up our Members for 160 years – and now we're using next-generation digital tools to help our community grow together.

We believe that financial education is key to making confident decisions about your money, which is why we've created our education and rewards app.

Whether you're working towards a significant financial milestone, trying to grow your savings, or simply looking to manage your money more effectively, our app helps you to earn while you learn.

Housing hundreds of lessons, useful tools and daily missions, the app is designed to make learning about money engaging and accessible for everyone. Gain points towards high street gift cards for each lesson you complete!

Make your voice heard & earn points!

Download the app and vote in the AGM to earn 4,000 points towards a reward in the app.

Even better; if you join us at the AGM in-person, you'll receive another 1,000 points as a 'thank you' from us for helping to shape the future of Furness.



Download the app and start your financial education journey today.

Powered and developed by





Education and rewards.

What's more, we have partnered with some of the fantastic businesses in our community, with plenty of local benefits to unlock as you level up your financial knowledge.

Through our education app, we aim to encourage you not only to build your financial knowledge, but also to support the high streets across our branch network, providing essential support to local businesses.



How our FREE financial education app benefits the local community.

Improve your saving habits.

Access 100s of lessons, useful tools and daily missions to unlock a world of essential financial knowledge.

Earn perks for hitting goals.

Play to earn high street gift card rewards and anytime access to great benefits like 10% off Barrow AFC merchandise.

Redeem perks at local businesses.

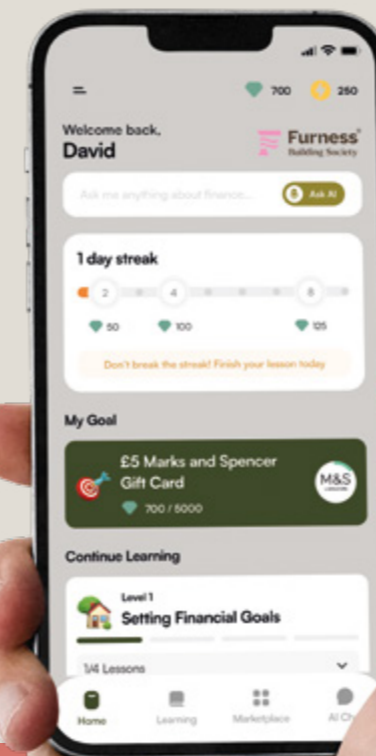
By redeeming your perks at local business, you are not only supporting your local high street, you are investing in building your community.

The local economy thrives.

By supporting the local high street you are improving the local economy and financial health of the community.

Personal financial freedom improves.

A financially healthy community has more financial freedom to invest in their future financial goals.



Download the app and start your financial education journey today.



Our home in the heart of your community.

In an increasingly digital world, we're remaining committed to giving you a choice in how you save. Whether you prefer to pop-in to your friendly local branch or manage your money on the go, we're here for you.

That's why, over the past year, we've been working hard to transform our branches into modern, welcoming spaces, where you can talk to us about your financial needs. Set up to serve – not to sell – your local Furness branch is the place to go to manage your money and improve your financial skills.

Following the refurbishment of our Kendal branch, 2024 saw exciting changes across our branch network. In November, we proudly opened our Preston branch in its new, city-centre location, making it even easier for us to serve you, our Members, where you need us – on your high street. Preston wasn't the only branch to undergo a transformation; we also relocated our Barrow branch and unveiled our refurbished Ulverston branch.

We're shifting the focus from transactions to interactions, with our refreshed branch spaces aiming to provide you with more than just financial services. They have each been designed with our local community in mind, paying tribute to the landscape around them to create a welcoming hub right in the heart of the high street. Whether it's discussing savings goals, exploring mortgage options, or simply dropping in for a chat, we're here for you.

The changes you've seen so far in Kendal, Preston, Barrow and Ulverston are part of our ongoing investment in our entire branch network, ensuring that each branch offers the warm, community-focused environment that we think you deserve. Keep an eye out for new self-service options that we'll also be introducing, to make managing your money simpler than ever.

With branches from Preston to Poulton, Barrow to Ulverston, we're right here, in the heart of your local community. Why not pop into your local branch for a tea or coffee and a chat with our friendly team?

We'd love to see you!



Taking care of our place

At Furness, doing things the right way is in our DNA. That's why we try to make a positive impact when it comes to managing our branches – not only to protect the natural beauty of our heartland, but also to ensure a brighter future for generations to come.

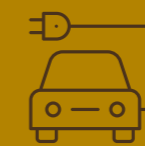
We're continually exploring new ways to minimise waste, reduce our emissions, and promote greener practices; not just within our organisation, but within our local communities too.

Whether you're introducing eco-friendly home improvements with support from our Green Further Advance mortgages, or you're helping us to reduce paper usage across our operations – we're all taking meaningful steps to preserve the natural beauty that defines our region.

Key Achievements for 2024



Using local and recycled materials to create a branch footprint that is kinder to the environment.



Encouraging our colleagues to reduce their own impact, by introducing our Cycle to Work Scheme and Electric Vehicle Salary Sacrifice Scheme.



Understanding the impact of our greenhouse gas emissions and setting clear targets to reduce our environmental impact.



Offering discounts on properties with better EPC ratings, helping our Members to purchase energy efficient homes.



Embedding our Diversity, Equity and Inclusion strategy to support the needs of our colleagues, Members, and the communities across our branch network.

You can find more information in our Annual Report and Accounts and on our website about the commitments we have made to reduce our environmental impact.



COMING UP
IN 2025

Furness in the local community

Meet just a few of the Furness team members who are making a real difference in their local communities...

Supporting our community isn't just something we do; it's at the heart of who we are. 160 years ago, we opened our doors and empowered people in the North West and Cumbria to come together and invest in each other – this is the legacy that we're proud to continue today.

Furness and our colleagues are part of the local landscape, and we feel a deep responsibility to help the place we call home flourish and thrive. Whether we're organising a beach clean or helping those who need it most, our colleagues truly embody our commitment to the community.

Many of our colleagues also dedicate their free time to the causes that matter most to them.

At Furness, our community commitment runs deep within our culture. In fact, our Poulton Branch was recently honoured with the High Street Hero Award at the Wyre Business Awards, recognising how our teams are making a positive impact in the areas they serve.

Looking forward to 2025, we're proud to sponsor the Keswick to Barrow event, which raised over £500,000 for good causes last year, and the Coast Road Festival, where we'll also be helping to deliver music workshops for children in the area. These initiatives are part of our ongoing efforts to give back and create meaningful opportunities for the communities we serve.

Whether through big initiatives, such as our Community Saver Accounts, or small acts of kindness, we see ourselves as members of the local community, just as Furness members are part of ours.

Help us make an impact!

For each vote at our AGM, we'll make a donation to Barrow Foodbank, supporting local families.



Creating accessible ways to live local.

At Furness, we're all in for our community, which is why we have committed to making the mortgage process easier and more accessible for our heartland customers.

Searching for the right mortgage can feel overwhelming – especially in today's market. This is why we offer unique support to local homebuyers within the LA, CA, FY, and PR postcodes, providing a bespoke service that you won't find from our national competitors.

How are we making a difference for our customers?

Local Expertise.

Our advisers and underwriters live and work in the heartland, with a deep understanding of the area, local employers, and the specific neighbourhoods you're looking to buy in.

Flexible Appointments.

We know life is busy so we offer evening and Saturday appointments to ensure you can access mortgage advice without disrupting your work schedule.

Multiple Ways to Connect.

Whether you prefer to meet in person, over the phone, or via video call, we offer flexible ways to connect with us on your terms.

Exclusive Local Rates.

As a local lender, we offer lower rates for those in our heartland, helping you secure your dream home without paying a premium.

Quick Decisions.

Our 'Decisions in Principle' are more thorough and tailored to your unique circumstances, providing you with real confidence in your mortgage application.

Priority for Local Customers.

Local mortgage applications are prioritised, ensuring you receive the attention and support you deserve.

Our Building Society was created by our community, for our community. That's why we're proud to offer mortgages that meet the individual needs of local people, just like you. With our tailored mortgage services, we're helping more customers secure the homes they love, whilst providing the personal support they deserve.

Whether you're buying your first home or moving into your forever home, you can rely on us to help you reach your mortgage milestones.





A bright future, together.

With 2025 marking our 160th year, it's the ideal time to reflect on the journey that we have taken since 1865. Back then, we started with a belief that when we save together and make decisions together, we benefit together. That truth and togetherness is what still makes our Building Society stronger each day.

The past year has been a period of growth, change, and strengthening connections across our heartland. From empowering you to manage your money your way, via our Digital Savings App, to supporting local homebuyers with our enhanced mortgage offering, we've focused on delivering an even greater service to our members.

Our colleagues continue to embody our values in all that they do, whether that's as a local financial guide in our branches, or dedicating their own time and energy to making a tangible difference in our communities. From good rates to great branch experiences, ethical investments to community initiatives, our commitment to the Furness Peninsula and surrounding areas stands stronger than ever. We're proud of our 160 year legacy and the impact we've made so far, but we know that our story is really just beginning.

Thank you for being a part of Furness. As we celebrate this important milestone for our building society, we look forward to helping you to reach the many milestones in your own individual journey.

**Furness Building Society,
Building a Society Together
Since 1865.**

1865 **160** 2025

160 YEARS TOGETHER

Make your voice count at our AGM.

This year, our Annual General Meeting will take place on **Tuesday 29th April 2025**.

Just as we see ourselves as members of the local community, our Members are part of ours. This year's AGM will be held on Tuesday 29th April 2025 at 4pm at Emlyn Hughes House in Barrow-in-Furness. We're inviting all Members to join us at our 2025 AGM, to share their valuable input on the future of Furness – we'd love for you to join us!

Casting your vote at the AGM is simple, and every vote will make a meaningful difference for Barrow Foodbank, directly supporting local families in need. For each vote cast by our Members, we will donate £1 to Barrow Foodbank, helping those in crisis during these challenging times of rising living costs.



Pop into a branch

These are staffed by people from your community. Branches offer a full service and you can open and access savings accounts from our agencies.

Head Office

Emlyn Hughes House, Abbey Road,
Barrow-in-Furness, Cumbria, LA14 5PQ.

T. (01229) 824560.

E. ask@furness-bs.co.uk

Branch offices

Barrow-in-Furness

Unit 9 Portland Walk, LA14 1DB.
T. 01229 826291.

Dalton-in-Furness

84 Market St, LA15 8DJ.
T. 01229 466 685.

Grange-over-Sands

9 Lowther Gardens, LA11 7EX.
T. 015395 33745.

Lancaster

2 Lancaster Gate, LA1 1NB.
T. 01524 66221.

Kendal

2-4 Stricklandgate, LA9 4ND.
T. 01539 729 020.

Millom

6 Market Square, LA18 4HZ.
T. 01229 773 671.

Poulton-le-Fylde

9 Queen's Square, FY6 7BW.
T. 01253 892 212.

Preston

43 Fishergate, PR1 2AD.
T. 01772 253 183.

Ulverston

20 New Market St, LA12 7LN.
T. 01229 582 924.

Call us on

0800 781 4311

A professional and personal service that's just like having a branch at the end of the phone.

Go to our website

www.furnessbs.co.uk

Like us on Facebook: [@furnessbuildingSociety](https://www.facebook.com/furnessbuildingSociety)

Furness Building Society Reg No. 221 B; Registered Office: Emlyn Hughes House, Abbey Road, Barrow-in-Furness, Cumbria LA14 5PQ.

The Society is covered by the Financial Ombudsman Service and has a complaints handling procedure.

A copy of the complaints handling procedure is available on request. Complaints we cannot settle may be referred to the Financial Ombudsman Service. Your call may be monitored or recorded to maintain a quality service.