



Welcome to a

*new  
perspective*



**COVENTRY**  
Building Society





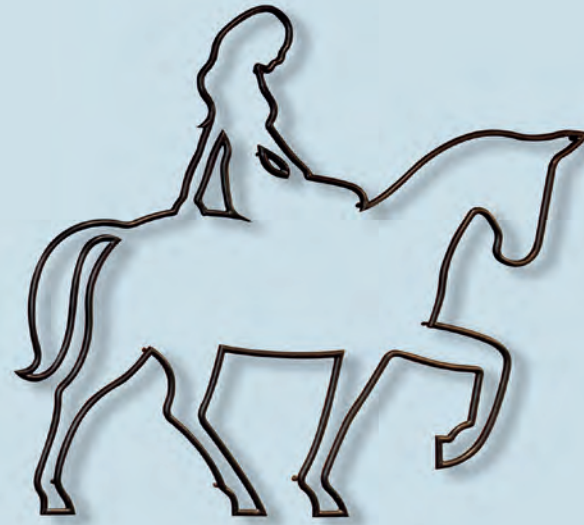
# Welcome

to your newsletter



**Mark Parsons**  
Chief Executive

Since the Society started in 1884 we've continued to grow and have members all over the country. But what we do hasn't changed – we're here to provide a safe home for people's savings and to help people buy houses. And all of these people – our members – have a stake in the Society. Over the next few pages we'll explain how we offer value and security, underpinned by great service and how we contribute to society. We believe that these are the things that matter to you – and getting them right means we'll be here to help generations to come.



# Value for you



Saving is tough. We can't change the world but we will give you the best rates we can.

Last year, the average rate of interest we paid on savings was 1.49%, which was 0.86% higher than the market average<sup>1</sup>.

One reason we could do this is because we're the UK's most cost-efficient<sup>2</sup> building society and have been for many years. Spending your money carefully also helps us to be financially safe and secure.

Good value and peace of mind. Two reasons why we've been recommended by Which? for our savings and mortgages, and Fairer Finance has awarded us its gold ribbons for savings and mortgages for the last two years too.

The Society has grown over the years because it has strong foundations. And the strongest of all is the trust we've earned for providing great value for money and a safe home for your savings.

1. The Society's average month end savings rate (Society mix of products) compared to the Bank of England weighted average rate for household interest-bearing deposits (market mix of products).
2. The Society's cost to mean asset ratio is the lowest reported by any UK building society.





Keeping things

*simple*

Simple, open, transparent  
- it's how financial services  
should be.



### What have we actually done?

Early in 2017 we launched an award-winning website<sup>3</sup> which lets you compare our rates to the competition and access independent best buy tables. We think it's right to be open and transparent. After all, what matters most to us is making things easy for you.

And we also gave you the choice of seeing interest rates in pounds and pence, as not everyone enjoys talking percentages after all.

We re-wrote our small print too, so now it is shorter and easier to read. We want you to know where you're putting your money.

Simple, open and transparent – we've been doing savings and mortgages for a long time, but we always want to do them better.

3. What Mortgage Best Lender Website 2017.



Doing things

right

We've talked about this, but when it comes to service are we doing it right?

Well according to YouGov<sup>4</sup> we had the highest satisfaction rate of any UK bank or building society last year. We want to know what you think of us, and your feedback is helping to shape our future in many ways, including the design of a new branch layout which will start rolling out in 2018.

We also know that we don't get it right every time. But when we make mistakes we really try to make things better. This is why, of the few complaints referred to the Financial Ombudsman Service, only 4% were upheld, the lowest reported rate of all UK banks and building societies.<sup>5</sup>



It's also why we launched our Members' Panel in 2017, an online community which any member can join. It's proving a fantastic way of hearing what you think about what we do and about the world in general. Check out our website if you'd like to know more about it.

4. Based on 52 week moving average ending 12 February 2018, comparing the number of satisfied versus dissatisfied customers, excluding those that don't give an opinion. The research is based on a combined 2,514 customers, across two studies, with a nationally representative adult profile. It excludes brands with fewer than 100 responses.

5. Source: Financial Ombudsman Service - latest published information: 1 January 2017 to 30 June 2017.



# Our contribution to society

You hear a lot about corporate social responsibility these days. We think doing the right things for you and our colleagues is a big part of this. But we also want to support charities and local communities too.

Special mention must go to our ten year partnership with The Royal British Legion. In a year which marks 100 years since the end of the First World War we will be working hard to raise money and awareness for this much valued charity.

But this is just one cause. Colleagues volunteer their time and energy in supporting over 250 charities and schools, learning and developing their talents in doing so. Our work in the community is part of what we are, helping us attract people with the values and enthusiasm to make a difference.

We are also very excited that Coventry is to be the 2021 UK City of Culture. We supported the bid from the start and look forward to putting Coventry firmly on the map.



## Contact us



### At a branch

For details of our opening hours, visit [thecoventry.co.uk](http://thecoventry.co.uk)

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### Online

[thecoventry.co.uk](http://thecoventry.co.uk)

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### By phone

0800 121 8899

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### By post

Economic House, PO Box 9,  
High Street, Coventry CV1 5QN



Coventry Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (firm reference number 150892 [www.fca.org.uk](http://www.fca.org.uk)).

Our Customer Service Centre is open Monday to Friday 8am-8pm, Saturday 9am-5pm, Sunday 10am-4pm.

Calls to 0800 numbers are free when made from the UK. You may be charged for calls to all other numbers, please contact your service provider for further details. We may monitor, record, store and use telephone calls to help improve our service and as a record of our conversation.

Information correct at time of going to print (March 2018).

Coventry Building Society.  
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