

Credit Union launches Wellbeing Callback Service

Serve and Protect Credit Union launches Wellbeing Callback Service to support its members



Serve and Protect Credit Union (Police Credit Union Ltd) – who support over 32,000 members across the Police, Military, and Prison Service – have launched a Wellbeing Callback Service to support its members through this challenging period.

With many of their members currently providing essential support to the nation, putting themselves at risk, the Wellbeing Callback Service will give these key workers the opportunity to have a friendly chat with a member of the Serve and Protect team.

Aimed at any members of the Serve and Protect family who may be feeling isolated or vulnerable as a result of the ongoing situation, the Wellbeing Callback Service will be available between Monday and Friday from 3:30pm-4:30pm, as of 6 April 2020.

Since launching the initiative, Serve and Protect Credit Union have received a lot of positive feedback from members. One member from Avon and Somerset Police said: “The deepness and sincere message that this sends out really does show a sense of belonging. In times of hardship this is exactly the kind of message to cascade, a message filled with hope, belonging and most of all, support. A little kindness goes a long way, reaching out like this stays forever!”

Whilst another member from West Midlands Police said: “There will be many people who are dealing with these uncertain times alone and this perfectly demonstrates what it means to be part of the police family. All looking out for one another.”

The very first wellbeing call request came from a Northumbria Police retiree, who was going through a difficult time, as she explained how her family would mostly visit her on Mother’s Day and Easter and cannot do so this year. Lindsey Hutchinson, the Member Services Officer who made the call, said “At the end of the call, she said I’d really lifted her spirits and made her laugh. I genuinely felt like I had made a little bit of a difference. I had cheered us both up and we laughed together. These calls are an invaluable part of showing our members we care; not to mention the huge difference it can make to staff morale at such a difficult time in all our lives.”

Paul Norgrove, CEO of Serve and Protect Credit Union, added “We are extremely grateful for the support our members are providing the nation during these uncertain times. We hope that the Wellbeing Callback Service provides a source of support to any of our members who are experiencing increased levels of stress, as a result of isolation or intensifying workloads.

To request a Wellbeing Call, simply email info@serveandprotectcu.co.uk stating when you would like to receive a call (Monday to Friday from 3:30pm to 4:30pm), along with your preferred contact number. To learn more about Serve and Protect, visit www.serveandprotectcu.co.uk.