



Helping Credit Unions Deliver More Value to Their Members

Empower your members to save money, feel supported, and stay engaged with a benefits platform designed for today's digital-first generation.



Who We Are

Parliament Hill is an FCA-regulated firm with over 20 years of experience delivering innovative membership benefit schemes. We work with organisations such as credit unions, professional associations, and trade bodies to provide everyday value for their members while strengthening loyalty and engagement.

20+ years · FCA Regulated · 100+ customers

What We Do

We help membership organisations enhance their value through structured benefit schemes that attract new members, strengthen loyalty, and support long-term retention.

With access to over 1,000 discounts, wellbeing resources, and professional tools, members can make meaningful savings, improve their wellbeing, and feel more connected to their community.

Our platform integrates seamlessly with websites, and our dedicated mobile app gives members instant access to savings, offers, and support anytime, anywhere.



1,000+
perks and
counting



7M+
members
and growing



How We Help Your Credit Union Succeed



Comprehensive everyday and wellbeing benefits:

Members access a wide range of discounts, wellbeing resources, and professional tools that add real value to their lives and strengthen their connection with your credit union.



Branded member platform:

A customisable, white-labelled platform and mobile app that provide a seamless, modern experience designed to resonate with younger, digital-first members while staying relevant for all ages.



Acquisition-driven engagement tools:

Interactive features and ready-to-use content designed to attract new members, showcase everyday value, and encourage long-term loyalty.



Tailored value strategies:

Engagement approaches shaped around your members' needs, ensuring they continue to see clear value in their credit union membership at every stage of life.



Actionable insights:

Robust reporting and analytics to track usage, demonstrate savings delivered, and refine your approach to member acquisition and retention.



Why Member Benefits Matter

1

Cost of Living Pressures:

Rising living costs mean people are looking for everyday savings and support. Credit unions that offer practical benefits can show immediate value and create an emotional connection.

2

Acquisition and Retention:

Effective benefits help attract younger, digital-first members while also keeping existing members engaged for the long term. This is critical for the sector's growth and sustainability.

3

Everyday Value:

Members expect more than savings accounts and loans. By offering discounts, wellbeing resources, and lifestyle support, credit unions can become part of their members' daily lives.



Why Member Benefits Matter

4

Relevance in a Digital Age:

With over 85% of young adults using mobile banking, members expect seamless, mobile-first access to services and benefits. A dynamic benefits platform helps credit unions compete with fintechs on experience.

5

Building Loyalty Through Purpose:

Gen Z and Millennials are values-driven. Offering benefits that support wellbeing, local communities, and ethical choices reinforces what makes your organisation unique.

6

Competitive Advantage:

In a crowded financial services market, benefits can differentiate credit unions from high street banks and digital challengers, positioning them as both modern and meaningful.



How We Support Your Members

We Offer Over 1,000+ Benefits, Including:

Everyday Savings

Members enjoy exclusive discounts on a wide range of essentials including food and drink, fashion, travel, electronics, health and beauty, motoring, home and DIY, fitness, and entertainment. These savings help reduce the cost of living and make credit union membership more valuable in daily life.

Wellbeing Hub

A comprehensive hub designed to support members' mental, physical, and emotional wellbeing. This includes videos, articles, and expert advice on stress management, nutrition, fitness, and mindfulness. Ongoing updates ensure members always have access to fresh content and practical support.

Community Connection

Exclusive offers from local businesses and ethical partners reinforce credit unions' role in supporting their communities. These benefits not only save members money but also strengthen their sense of belonging and shared purpose.

Our benefits are delivered through an intuitive platform and a dedicated mobile app, giving members instant access to savings and wellbeing support anytime, anywhere.



How We Support Your Team



Engagement Tools

We provide interactive tools such as a customisable savings calculator and dynamic content that can be built into your communications. These make it easy to show members the everyday value of their credit union, driving higher interaction, participation, and engagement.



Ready-to-Use Platform

Our platform is designed to save your team valuable time and resources. Fully scalable and pre-built, it avoids the cost and complexity of creating your own benefits portal. Members can access their benefits immediately through a seamless website integration and our dedicated mobile app.



Dedicated Account Management

Our expert account managers work closely with your team to design and deliver engagement strategies tailored to your credit union's goals. From setup to ongoing optimisation, we ensure your benefits programme supports both acquisition and long-term loyalty.



Actionable Insights

Our reporting system provides clear insights into benefit usage, highlighting what members value most and where engagement is strongest. These data points help you measure success, demonstrate impact, and continuously refine your approach.

What our customers say

"Parliament Hill's benefits add outstanding value and strengthen our core proposition.

They also provide another way to communicate with our members, which has helped improve overall engagement and retention."

REBECCA HILL, HEAD OF MARKETING,
CIRENCESTER FRIENDLY

"We've worked with Parliament Hill for over 6 years, and they've consistently delivered outstanding value and helped drive member engagement, even through challenging times.

They're proactive in updating their offering to meet evolving member needs.'

TRACEY HUNT, DATA PROTECTION &
MEMBERSHIP BENEFITS OFFICER, PROSPECT





See why leading associations choose Parliament Hill

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To schedule a demo visit:

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