

# MORE THAN JUST WORDS

Nationwide corporate responsibility  
summary report 2008/9

# We're different

## Because you set our agenda

Being a building society makes us fundamentally different from the big banks we compete with. We don't have shareholders, we are owned by our members. So you set our agenda.

And we never forget that. Which is why for us 'Corporate Responsibility' is so much more than just words that put a gloss on what we do. For us, Corporate Responsibility is central to the way we do business.

And I think our members recognise that. They see that we are seeking to run their Society in a prudent, secure and responsible way that puts their needs first. In July 2009 in a survey conducted by Moneywise, Nationwide was named as the financial brand consumers trust most.

And for me personally, that public awareness is really important. UK consumers need to know that we offer a real alternative to the banks – an organisation that can compete with the banks in terms of scale and resources – but also an organisation that lives by a different agenda, one set by its members.

So I hope this report on the way we approach our business shows you that we take our responsibilities seriously and that as your building society we are doing all we can to live up to your expectations of us.

Of course, I do not want to pretend that everything is rosy. The credit crunch and this recession have created a really tough environment for us and many of our members. We have had to take some hard commercial decisions. However we continue to embrace our responsibilities to our members, the community, our employees and the environment. There will always be more we can do, but I am absolutely convinced that we are heading in the right direction.

*Graham Beale*

Graham Beale, Chief Executive



Our directors in action



MoneyActive launch  
Maxine Taylor



Comic Relief Day  
Mark Rennison and Tony Prestedge



DSE event  
David Rigney and Robin Bailey

In 2007 we asked our membership to confirm whether they were happy for us to **dedicate 1% of our pre-tax profits** to our Corporate Responsibility activity. 98% of respondents voted yes. Among other things, this report tells you what we've been doing with that money.

## Contents

- page 01 **We're different**  
Because you set our agenda
- page 03 **Our strategy**  
Because together we can make a real difference
- Key facts – at a glance**
- page 05 **Finance**  
Because it's what we do
- page 09 **Housing**  
Because it's a fundamental human need
- page 13 **Environment**  
Because we've all got a role to play
- page 17 **Community**  
Because together people can achieve incredible things

You can find our full CR report online at [nationwide.co.uk/cr](http://nationwide.co.uk/cr)

## The UK's most trusted provider

In July Moneywise magazine named Nationwide as "Overall Most Trusted Company" in their Customer Service Awards 2009. The result came after 10,000 consumers responded to Moneywise's survey, carried out over four months, which is believed to be the largest dedicated customer service survey for Financial Services held in the UK.