

Towards New Business Models

10.00am-3.30pm, Monday 29 March 2021, [live online](#)

Presented by the Centre for Community Finance Europe, in collaboration with Liverpool John Moores University

What is the issue?

2020 saw a significant acceleration of the digitalisation of our societies and economies. Post-vaccines, most agree there will not be a great reversion to a 2019 way of life.

Alongside impacts of the pandemic, the evolution of fintech and big data technology, such as open banking, will facilitate further significant change in the financial services industry, with uncertain consequence for consumer behaviour.

For UK credit unions, the next 24 months may offer legislative change and widened scope for trading.

Credit union leaders, both executives and directors, need to consider whether their business model is right for this environment. Some credit unions have seen merger as a strategic response to strengthen their organisations, but this is not an easy process to get right.

This conference will consider the external operating context, the importance of building a business model on a clear and agreed purpose and explore credit union leader experience of making mergers work.

Listen to our introductory podcast [here](#).

In collaboration with the Research Unit for Financial Inclusion at Liverpool John Moores University, www.ljmu.ac.uk/research-unit-for-financial-inclusion



Who should attend?

Credit union leaders, policymakers and stakeholders in Ireland and the UK.

What is the format?

This will be an online-only conference, based on the Zoom platform. Guidance on how to participate will be provided to all attendees.

Please note that the conference will also be released as a webcast / podcast and your attendance is taken as consent to your questions and comments being publicly broadcast.

How much does it cost?

Free for members of the Centre for Community Finance Europe according to subscription level.

Additional CFCFE member tickets are €80.00 and non-member tickets €150.00 (inclusive of VAT).

Where do I get tickets?

<https://cfcfe-credit-union-conference-29-march-2021.eventbrite.co.uk>

Who can I contact for queries?

Nick Money, +44 7540 259053, nick.money@cfcfe.eu

Agenda

- 10.00 **Welcome and introductions**, Dr Paul A Jones, Liverpool John Moores University and CFCFE
- 10.15 **The economic and market outlook in 2021 and implications for credit unions**, Brian Corr, Department of Finance, Government of Ireland, and Chris Donald, Prudential Regulation Authority, Bank of England
A review of the landscape for credit unions, followed by a discussion of the implications for the business model in Britain and Ireland, with Q&A
- 11.05 **Over to you**, breakout sessions
What is your target business model?
- 11.55 **Connecting purpose and strategy** Dr Jeff Callander
Is your credit union crystal clear about what it is trying to achieve, and for who?
- 12.30 **Lunch break**
- 13.30 **Merger as strategy**, Michael Byrne, Core Credit Union
How to make this form of transformation work
- 13.55 **CEO merger experience roundtable**, CEO panel for Ireland and the UK, facilitated by Ralph Swoboda
Sharing experience and ideas on merging for business advantage
- 14.45 **Over to you**, breakout sessions
Is merger right for you? If not, what is your strategy for re-engineering your business model?
- 15:20 **Concluding remarks**, Dr Paul A Jones
- 15.30 **Close**