

# Comuno Community Search Directory

## Press briefing

### Overview

Comuno is a UK wide orchestration platform for community finance organisations. It brings together credit unions, community development finance institutions (CDFIs) and other ethical, not-for-profit lenders through a range of online tools, resources, and directories.

The Community Search directory exists to make it easier for people, advisers, journalists and policymakers to understand what community finance looks like in practice. It provides clear, comparable information about organisations, the services they offer, and where they operate.

Comuno is operated by Choose Wisely Limited, trading as Comuno. Choose Wisely has worked in UK consumer credit and financial comparison for over a decade, with a particular focus on underbanked and financially excluded consumers.

### Why community finance matters

Millions of people in the UK cannot access affordable credit from high street banks. Over the past decade, mainstream lenders have tightened criteria, withdrawn from smaller loans, or exited certain markets entirely.

Community finance organisations exist to fill that gap. They are typically:

- Not-for-profit or member owned
- Rooted in local communities or specific groups
- Focused on affordable lending, savings and financial resilience
- Regulated, transparent and mission led

Despite their importance, community finance remains poorly understood. Many people do not know these organisations exist, how they work, or whether they are relevant to them.

## **The problem Comuno addresses**

Information about community finance in the UK is fragmented, inconsistent and often hard to find.

Many organisations publish limited or outdated information on their websites.

There is no single, comprehensive, public-facing source that shows:

- Which organisations exist
- Where they operate
- What products and services they offer
- How to contact them

As a result:

- Consumers struggle to find appropriate help
- Journalists lack reliable reference material
- Policymakers and researchers work from incomplete data

Comuno exists to close that gap.

## **What this directory contains**

Each organisation listing includes, where available:

- Organisation name and type
- Geographic coverage
- Contact details and website
- Products and services offered
- Indicative lending information
- Regulatory or membership affiliations

The directory covers organisations across England, Scotland, Wales and Northern Ireland.

## Data collection approach

Comuno's dataset is built from a combination of:

- Publicly available organisational information
- Structured data provided by sector bodies
- Manual verification and review

Where data cannot be confidently verified, it is either flagged or left blank. Comuno does not invent or infer regulated information such as pricing or eligibility. A full explanation of the methodology and sources is available in the accompanying Data methodology and sources document.

## Who the directory is for

The Comuno Community Search Directory is designed to be useful to:

- Journalists and media outlets covering money, poverty, housing and local communities
- Policymakers and civil servants
- Researchers and academics
- Advice organisations and charities
- Community finance providers themselves

It is not a comparison site and does not sell financial products.

## Independence & funding

Comuno does not charge consumers to access the directory. The project is funded and maintained by Choose Wisely Limited as part of its broader work in improving access to fair financial services.

Community finance organisations are invited to review and correct their own listings, but they cannot pay to influence rankings or visibility.

## Using the data

The directory is publicly accessible and searchable. Selected datasets and resources are also available for download via the Comuno website.

Journalists are free to reference and cite Comuno, with attribution.

## Press contact

For press enquiries, interviews or data questions:

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