

WORKSHOP II CONSUMER VULNERABILITY

Elaine Draper

***Director, Accessibility and Inclusion, Strategic Transformation
Barclays Personal and Corporate Banking***

Elaine has spent her career with Barclays in the UK undertaking a variety of roles within both the Corporate and Retail Banking divisions. For the past 15 years Elaine has specialised in the transformation of operational services leading both internal programmes and also working with external partners to establish joint ventures in the UK and in India

Since the beginning of 2012 Elaine has been responsible for the transformation of customer services and processes to achieve Barclays' ambition to become the UK's most Accessible & Inclusive Bank with particular focus on:

- Developing and delivering a strategy and approach to identify and support vulnerable customers including those in financial difficulty
- Helping customers to become “financially savvy” and to build long term financial resilience
- Improving access to services for customers with disabilities & impairments
- Developing new services and support for elderly customers
- Establishing and developing external partnerships to promote and progress the Accessibility & Inclusion agenda more broadly

Elaine is also a Non-Executive Director of Cornerstone Mutual Services, the Credit Union Services company established by the Association of British Credit Unions (ABCUL) which is charged with delivery of the government funded Credit Union Expansion Project.