

Case study

**Countryside
Alliance
Foundation**



The Countryside Alliance Foundation

Teaming up with ESco for a smarter membership solution



service with integrity

eSco

Who are ESco?

We provide high-quality solutions to publishers, membership organisations, charities, and businesses with a recurring customer base. In a nutshell, we offer a complete subscription and membership solution that takes care of everything for you.

This includes top-notch customer service, creating and maintaining Single Customer View platforms, handling payments, smart data management, and setting up personalised multi-channel communications to keep your valued audience engaged and coming back for more.

People are at the heart of everything we do at ESco, driving our success and shaping all of our future.



Who are the Countryside Alliance Foundation?

The Countryside Alliance has trusted ESco for nearly 20 years to manage everything from renewals and welcome packs to member cards and campaigns. In 2021, we took on BACS payment processing, and today, we expertly handle the Alliance's entire data management and memberships - including customer care and payments.

As a champion for rural communities, the Countryside Alliance needed a way to modernise its data and membership services. We worked together to improve their data infrastructure, streamline Gift Aid claims, and enhance customer support - setting them up for long-term growth.

The Countryside Alliance's partnership with ESco is paving the way for smarter campaigns, better supporter journeys, and a growing membership base. By combining tech and personal service, we're helping them stay true to their roots while embracing the future.

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Working with the Countryside Alliance has been a real adventure - one built on trust, collaboration, and a shared passion for doing things right. It's been a pleasure to support them on this journey so far, and we're incredibly proud of everything we've achieved together. We're excited to keep building on that success and to help them go even further in the years ahead.

Alistair Wood, Operations & Development Director, ESco

Customer Service: Smooth transition, better experience

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We were incredibly protective of our member experience. So, handing over the membership services function to ESco had to be done with great care. They onboarded incredibly quickly, learned the language of our organisation, and adapted their tone and knowledge to meet the expectations of our members.

We've seen faster responses, more consistent experiences, and more time back internally to focus on campaigning work and strategic projects.

Lawrence Tribe-Endt, Commercial Director at The Countryside Alliance Foundation



The highlight? Hard to choose.

- Smooth switch from in-house to outsourced services
- Training on rural policy and member benefits
- Created a knowledge base for faster, accurate responses
- High satisfaction and reduced internal workload

Gift Aid: Unlocking a reliable income stream

With the data in better shape, we were able to fully audit our Gift Aid declarations and make our first formal submission to HMRC in years. This had previously been too complex to risk - but with ESco's help, we could verify eligibility and ensure all data was formatted to HMRC's standards.

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That's now generating meaningful income for the Alliance - not only for past years but as an ongoing quarterly process we can scale.

Lawrence Tribe-Endt, Commercial Director at The Countryside Alliance Foundation

The results? Exceptional.

- Reviewed 10,000+ records for Gift Aid eligibility
- First submission to HMRC accepted without issues
- Monthly Gift Aid process now in place
- Planning to extend Gift Aid to more donations and legacies



Data Transition: From Chaos to Clarity

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Our data was spread across multiple platforms - including multiple CRM's, our online shop, donation systems, and even historic spreadsheets. Over time, this had led to duplication, conflicting records, and unclear communication preferences.

ESco helped us get control of our data - not just by pulling it together, but by setting a clear strategy for how we structure, update, and use it. They ran a deduplication and standardisation process across our entire dataset, including contact preferences, marketing opt-ins, address records, and member history. That alone removed thousands of redundant or conflicting entries and gave us a much cleaner foundation to work from.

They also helped us map our historical data fields into ESco's structure more effectively, making sure we didn't lose legacy intelligence during the transition. We now have much clearer segmentation for comms and much greater confidence when producing board-level reporting or pulling campaign audiences.

Lawrence Tribe-Endt, Commercial Director at The Countryside Alliance Foundation



The Solution? Simple.

- Merged data from 5+ sources into one system
- Removed duplicates and cleaned up records
- Made sure contact preferences were GDPR-compliant
- Set up better engagement tracking and data guidelines

Say hello

If you've got questions, we've got answers. Start a conversation with our team and let's see how ESco can work with you.



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