

Branch Closure Impact Assessment

Santander, 5 Somerset Street, Abertillery NP13 1DJ

This branch will be closing on 27 September 2018.
We'd like to explain why, and help you understand
how you can continue banking with us.

Background to our approach

Santander is a signatory to the Access to Banking Standard, a voluntary agreement introduced in May 2017. The Standard aims to ensure that where banks decide to close branches, their customers are communicated with openly and treated fairly.

We continue to invest in our branch network and, over the last five years, all of our largest and busiest branches across the UK have been refurbished. Increasingly however, customers are changing the way they choose to bank. In addition to using our branches, more and more people are banking with us by phone, online, on tablets and smartphones as well as at cash machines and Post Offices. As a result, some of our branches are being used less often.

We don't take the decision to close any branch lightly and we assess each branch individually to understand the potential impact for customers, and the alternative options available to bank locally.


This leaflet outlines our approach when considering whether to keep a branch open and our specific assessment of the Abertillery branch.


Branch assessment


Before reaching the decision to close the branch at Abertillery, a full internal review of the branch was undertaken, including:

- The facilities in our Abertillery branch and the surrounding Santander branches
- The way our Abertillery branch customers are choosing to bank with us
- The availability of alternative ways a customer can bank with Santander
- The availability of other ways to bank in the local area

How customers use the branch

 **94%** of customers transacting at Abertillery branch already use a variety of ways to complete their banking

 **37%** of Abertillery branch customers also use an additional Santander branch

 **47%** of customers have transacted using our Online, Mobile or Telephone Banking services

- Customers are using the Abertillery branch less in comparison to other branches including Blackwood, Cwmbran and Abergavenny.

Alternative local banking services



Banks/Building Societies

Barclays
9-15 Church Street,
Abertillery NP13 1DA



Post Office

1 Foundry Bridge,
Abertillery NP13 1BX



Cash machines

(Nearest free to use cash machines)

Barclays
9-15 Church Street,
Abertillery NP13 1DA

Abertillery News Store
51 Somerset Street,
Abertillery NP13 1DL

Supporting you

Following our announcement to close Santander's branch at Abertillery we have been contacting customers and members of the local community to communicate our decision, understand any concerns and to make sure we provide any additional support required locally.

- We wrote to 9240 customers to notify them of the closure, including details of alternative ways to bank with Santander and where to find our impact assessment.
- We also notified community representatives in Abertillery, including the local Member of Parliament.
- The Abertillery branch team has spoken to customers about the alternative ways to access their accounts, offering appointments to discuss options and support with the setting-up of telephone, online and mobile banking.
- Posters and leaflets have been available in branch and online, advising customers of the planned closure date and the range of alternative ways to bank with Santander.
- The local Post Office representative has been advised of the closure. All Santander customers who have a Personal or Business current account can use Post Office branches for cash withdrawals, balance enquiries, cash and cheque deposits. To make cheque deposits, paying in slips and envelopes are required. Full details are available at [santander.co.uk/uk/help-support/ways-to-bank/banking-at-your-post-office](https://www.santander.co.uk/uk/help-support/ways-to-bank/banking-at-your-post-office).
- Accessibility of neighbouring Santander branches and facilities including step free access have been assessed prior to the decision to close this branch.

Community Feedback

Following our announcement, two responses were received from the customers and community groups we wrote to.

- The main themes were:
- Overall disappointment at the decision to close the branch
- Concern about the additional travel needed to visit other branches and ATMs

We have undertaken the following activities in response to the key areas of concern:

- We are committed to offering our customers a variety of ways to bank locally with Santander, including telephone, online or mobile banking and the Post Office. Using other Santander branches is just one possible option for customers.
- The Abertillery branch team has been completely focused on helping customers who are affected by the closure and has provided additional support to ensure customers understand the alternatives available. The team has also proactively contacted our elderly and registered disabled customers to offer additional help or support.

Next Steps

Abertillery branch will close on 27 September 2018. This decision was not taken lightly and since the announcement was made we have notified our customers and the wider community and considered their feedback. We understand the impact the closure will have and continue to support our customers at this time.

Customers can continue to gain support for any queries relating to the branch closure from our dedicated UK based helpline, **0800 085 0879**. We're available Monday to Friday 8am-9pm and Saturday 8am-4pm or alternatively you can email us at CommunityEngagement@santander.co.uk.

Glossary of terms

How customers use the branch – includes all customers who have used the counter or cash machines at the branch between July and December 2017. Digital usage includes customers who have completed a transaction online.

Maps and distances – distances reflect Google Maps. Accurate as at time of print.

Range of community representatives – may include local Members of Parliament, Scottish Parliament, Welsh Assembly and Northern Ireland

Assembly; Councillors: local representatives of Groups such as Citizens Advice, Age UK, Chamber of Commerce, or any local groups or charities closely connected to the branch.

Summary of feedback – Two weeks before the branch closure we will publish online an overview of responses and any complaints received from customers or the community including our responses and actions taken.