Branch Closure Impact Assessment

Santander, 45 High Street
Builth Wells, Powys LD2 3AB

This branch will be closing on 31 May 2018. We’d like to explain why, and help you understand how you can continue banking with us.

Background to our approach

Santander UK 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 Builth Wells branch.
**Branch assessment**

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

- The facilities in our Builth Wells branch and the surrounding Santander branches
- The way our Builth Wells 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

**Customer behaviour**

- 87% of customers transacting at Builth Wells branch already use a variety of ways to complete their banking
- 59% of Builth Wells branch customers also use an additional Santander branch
- 44% of customers have transacted using our Online, Mobile or Telephone Banking services

Customers are using the Builth Wells branch less in comparison to other branches including Brecon and Newtown

*Based on customers transacting at the branch between January and June 2017*

---

**Builth Wells branch customers**

We reviewed the range of Santander customers, who used the counter and/or cash machines in the branch between January and June 2017

**Personal customers**

- 48.9% 35–64 years old
- 16.3% 18–34 years old
- 23.1% 65–79 years old
- 6.4% Over 80 years old
- 5.3% Under 18 years old

**Business customers**

- 4.6% of transactions were made by business customers using the cash machine
- Santander business customers can use any Santander cash machine or the Post Office to withdraw cash or make deposits. Accounts can be managed via Mobile or Online Banking or by speaking directly to one of our UK based team on **0800 731 6666**

*Data accurate as at June 2017*
Ways to bank with Santander

Closest Santander branch
Brecon
18 High Street,
Brecon
LD3 7AL
Opening hours Mon, Thurs, Fri 9am-5pm Weds 10am-5pm Sat 9am-12.30pm

Alternative Santander branch
Newtown
Cross Chambers,
High Street,
Newtown SY16 2PP
Opening hours Mon, Thurs, Fri 9am-5pm Weds 10am-5pm Sat 9am-12.30pm

Our branch team can help you explore different ways of banking with Santander

Online Banking
To sign up for Online Banking, visit santander.co.uk/onlinebanking

Mobile Banking
Download our app directly from the app store or alternatively, we can send you a link directly to the app - just visit santander.co.uk/mobilebanking

Telephone Banking
Call 0800 9 123 123
Monday to Saturday 7am to 9pm
Sunday 8am to 9pm
Outside of these hours you can bank through our automated service 24/7

Banking at your Post Office
All current account customers can use the Post Office to:
- Withdraw money
- Check balances
- Pay in cash and cheque deposits

Contactless payments (Up to £50)

Access the Android Pay™ app on Google Play
Available through iPhone 6 or Apple Watch with iOS8.3 or later
Download from the Samsung Galaxy Apps store
Mobile to Mobile Payments
Register at santander.co.uk

Accurate at date of publication. Distances measured using Google Maps.
Following our announcement to close Santander’s branch in Builth Wells 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 2,700 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 Builth Wells, including the local Member of Parliament.
- The Builth Wells 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.

**Community Feedback**

Following our announcement, thirteen responses were received from the customers or community groups we wrote to. The main themes were:

- Overall disappointment of the decision to close the branch
- Concern about the additional travel needed to visit other branches
- Transacting at the Post Office
- Accessibility of neighbouring Santander branches and facilities including step free access have been assessed prior to the decision to close this branch.
- Concern about the additional travel needed to visit other branches
- Overall disappointment of the decision to close the branch
- Transacting at the Post Office
- Accessibility of neighbouring Santander branches and facilities including step free access have been assessed prior to the decision to close this branch.

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 Builth Wells 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.
- As part of our ongoing review of the branch network, we continue to assess the branch network across a range of factors including customer usage, ATM and digital channel usage and geographic coverage. This considers the impact for all our customers transacting at the branch and takes into account alternative ways for customers to continue banking with Santander.
- The branch team were happy to escort customers to the local Post Office to show them how to transact and talk through the facilities they provide.

**Next Steps**

Builth Wells branch will close on 31 May 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

**Alternative local banking services**

<table>
<thead>
<tr>
<th>Banks/Building Societies</th>
<th>Cash machines (Nearest free to use cash machines)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barclays</td>
<td>Barclays</td>
</tr>
<tr>
<td>11 Broad Street, Builth Wells LD2 3AE</td>
<td>11 Broad Street, Builth Wells LD2 3AE</td>
</tr>
<tr>
<td>Post Office</td>
<td>Co-operative Food</td>
</tr>
<tr>
<td>7 High Street, Builth Wells, Powys LD2 3DN</td>
<td>Brecon Road, Builth Wells, Powys LD2 3ED</td>
</tr>
</tbody>
</table>

Apple Pay: Apple, the Apple logo, Apple Pay, Apple Watch and iPhone are registered trademarks of Apple Inc., registered in the US and other countries. Apple Pay and Apple Watch are trademarks of Apple Inc.

Android Pay: Google Play, Android, Android Pay, and the Android Logo are trademarks of Google Inc. The Android Robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.

Samsung and Samsung Pay are trade marks or registered trade marks of Samsung Electronics Co. Ltd. Use only in accordance with the law. Samsung Pay is available on select Samsung devices.

Samsung and Samsung Pay are trade marks or registered trade marks of Samsung Electronics Co. Ltd. Use only in accordance with the law. Samsung Pay is available on select Samsung devices.

Santander UK plc. Registered Office: 2 Triton Square, Regent’s Place, London, NW1 3AN, United Kingdom. Registered Number 2294747. Registered in England and Wales. www.santander.co.uk. Telephone 0800 389 7000. Calls may be recorded or monitored. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Our Financial Services Register number is 106054. You can check this on the Financial Services Register by visiting the FCA’s website www.fca.org.uk/register or by contacting the FCA on 0800 111 6768. Santander and the flame logo are registered trademarks.