

# Branch Closure Impact Assessment

## Santander, 49 Sidney Street, Cambridge CB2 3JF

This branch will be closing on 29 March 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 Sidney Street, Cambridge branch.

## Branch assessment

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

- The facilities in our Sidney Street branch and the surrounding Santander branches
- The way our Sidney Street 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

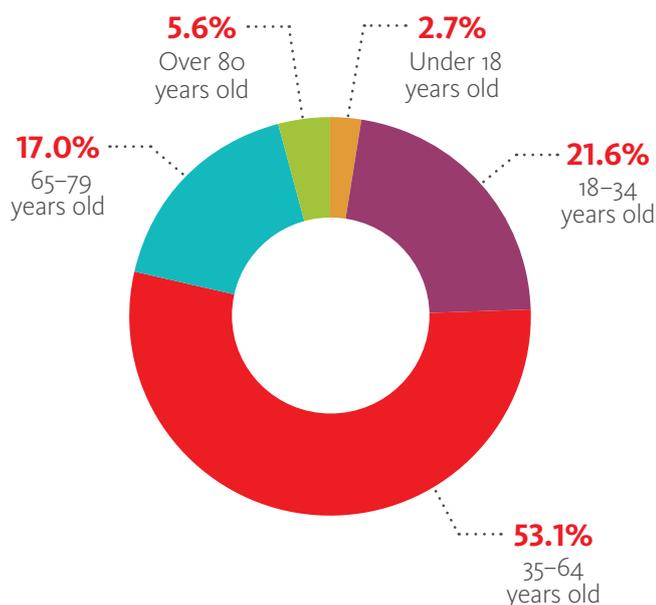
-    **95%** of customers transacting at Sidney Street branch already use a variety of ways to complete their banking
-   **51%** of Sidney Street branch customers also use an additional Santander branch
-    **67%** of customers have transacted using our Online, Mobile or Telephone Banking services
- Customers are using the Sidney Street branch less in comparison to the branch at St Andrews Street.

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

# Sidney Street, Cambridge 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



## Business customers

- 1.3% 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



Accurate at date of publication. Distances measured using Google Maps.

## Closest Santander branch

Cambridge **0.2** **N/A** **N/A**  
60 St Andrews Street,  
Cambridge CB2 3RR

miles Bus Train

Opening hours Mon, Tues, Thurs, Fri 9am-5pm Weds 10am-5pm Sat 9am-4pm

## 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](http://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](http://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



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](http://santander.co.uk)



Contactless payments (Up to £30)

# Supporting you

Following our announcement to close Santander's branch at 49 Sidney Street, Cambridge 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 c30,400 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 Cambridge, including the local Member of Parliament.
- The Cambridge 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, no responses were received from our customers or community groups we wrote to.

## Next Steps

Sidney Road, Cambridge branch will close on 29 March 2018. This decision was not taken lightly and since the announcement was made, we have notified our customers and the wider community. 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](mailto:CommunityEngagement@santander.co.uk).

## Alternative local banking services



### Banks/Building Societies

#### Barclays

35 Sidney Street,  
Cambridge CB2 3HY



### Post Office

57 - 58 St Andrews Street,  
Cambridge CB2 3BZ



### Cash machines

(Nearest free to use cash machines)

#### Barclays

35 Sidney Street,  
Cambridge CB2 3HY

#### NatWest

23 Market Street,  
Cambridge CB2 3PA

Accurate as at date of publication

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