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.

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

- 53.1% 35–64 years old
- 21.6% 18–34 years old
- 17.0% 65–79 years old
- 5.6% Over 80 years old
- 2.7% Under 18 years old

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
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

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
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 30,400 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
- 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.

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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