

Branch Closure Impact Assessment

**Santander, 233 Kentish Town Rd,
Kentish Town, London NW5 2NB**

**This branch will be closing on 15 June 2017.
We'd like to explain why, and help you understand
how you can continue banking with us.**

Background

Santander UK is a member of the British Bankers' Association (BBA) and is a signatory to the Access to Banking Protocol which was initially introduced in May 2015. Following a review of the protocol, further updates are being introduced, which take effect from May 2017. This is an industry-wide initiative, which aims to ensure that where banks close branches, they do so responsibly and with consideration of the impact on customers and local communities.

We don't take the decision to close any branch lightly. For each individual case, we undertake a comprehensive review consulting widely across the bank, to understand the potential impact for customers, and the alternative options available to bank locally. Where we decide to close a branch, we notify customers in advance and engage with the local community. Branch Closure Impact Assessments are available from your local branch or on our website santander.co.uk/uk/about-santander-uk/media-centre/press-releases

Our approach

We're fully committed to investing in our branch network and, over the last four 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 with us. In addition to 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. This review outlines our approach when considering whether to keep a branch open and our specific assessment of the Kentish Town branch.



Branch assessment

Before reaching a decision to close the branch at Kentish Town, a full internal review of the local area was undertaken, including:

- The facilities in our Kentish Town and neighbouring branches
- The way customers are choosing to bank with us at this branch
- The availability of alternative ways a customer can bank with us
- The availability of other ways to bank in the local area

Our findings identified that customers of the branch at Kentish Town already use a variety of ways to complete their banking transactions, with just 4% of customers solely using the branch at Kentish Town for their banking needs. Customers are increasingly opting to complete day-to-day banking transactions in a range of alternative ways. For this branch, 48% of customers have chosen to transact online, by telephone or using their mobile in the six months up to December 2016.

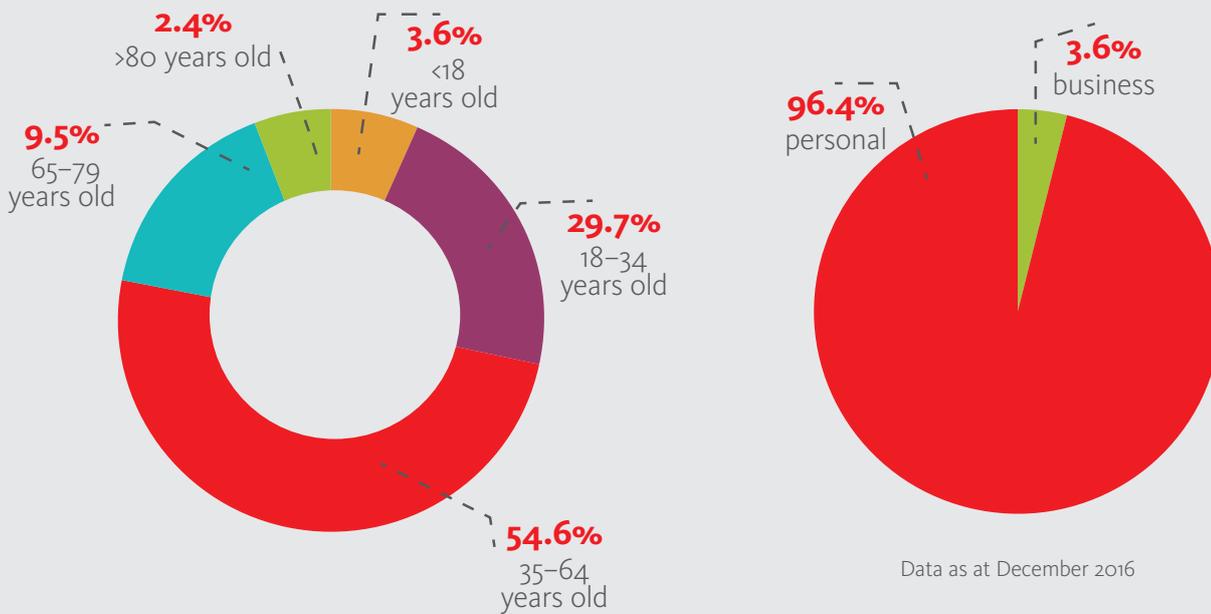
Customers are using the branch at Kentish Town less in comparison to other branches within a short distance, including the Camden Town branch and Holloway branch.

For these reasons, we've made the decision to close the branch at Kentish Town on 15 June 2017.

How this branch is used

Kentish Town branch customers

This is based on personal Santander customers, who used the counter and/or cash machines at the branch, and business customers who used the cash machines at the branch, between July 2016 and December 2016.



Branch facilities

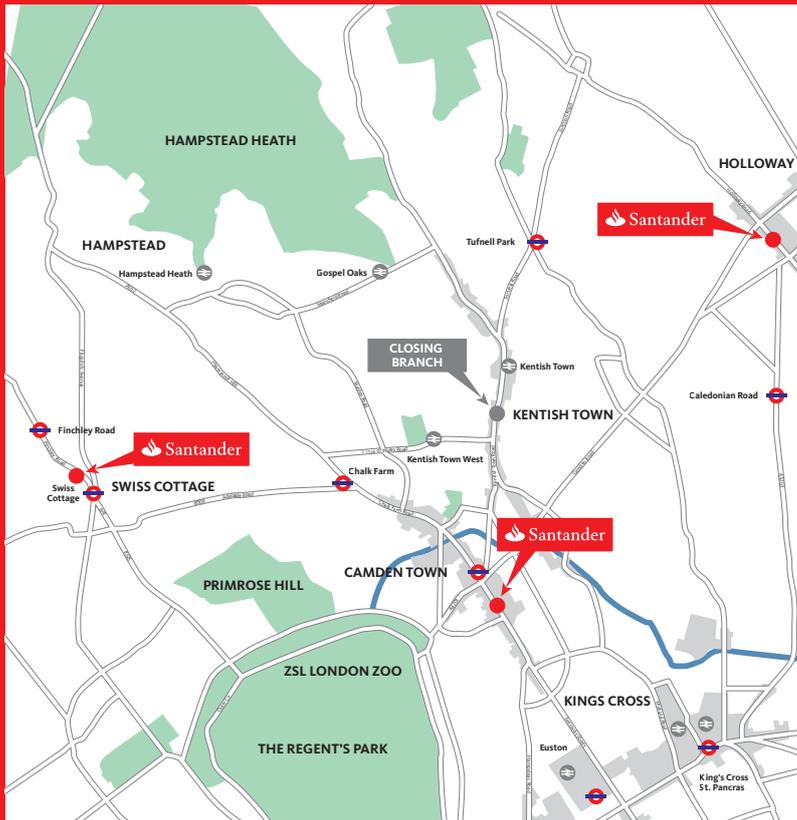
Counter	Yes
Internal cash machine	No
External cash machine	Yes
Self service devices	No
Local Business Manager	No

Customer usage

-  **4%** of customers solely transact at Kentish Town
-   **76%** of customers additionally use at least one other Santander branch
-   **48%** of customers have also transacted using our Online, Mobile or Telephone Banking services

This is based on personal Santander customers, who used the counter and/or cash machines at the branch, and business customers who used the cash machines at the branch, between July 2016 and December 2016.

Ways to bank with Santander



Closest Santander branch

Camden Town

121-123 Camden High St,
Camden Town,
London NW1 7JR

0.8



miles

yes



Bus

yes



Train

Alternative Santander branch nearby

Holloway

408 Holloway Road,
London, N7 6QF

1.4



miles

yes



Bus

yes



Train

Swiss Cottage

8 Harben Parade,
Finchley Road
London NW3 6PJ

1.8



miles

yes



Bus

yes



Train

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



Online Banking

Our secure Online Banking is here to help you with most of the transactions you need to make in your day-to-day life. Wherever you are, whatever time it is, as long as you have a secure internet connection, you can log on and manage your accounts.

You can use Online Banking to check balances, make payments, set up free email and text alerts, change your personal or security details and much more. If you'd like to sign up for Online Banking, visit [santander.co.uk/onlinebanking](https://www.santander.co.uk/onlinebanking)



Mobile Banking

Stay in control of your accounts and bank on the go with the latest Mobile Banking app on your smartphone or tablet. With a secure internet connection, you can use Mobile Banking to check balances, view statements, make payments, view and set up alerts and view your account details.

You can download our app directly from the app stores or alternatively, we can send you a link directly to the app - just visit our website. To find out more about Mobile Banking visit [santander.co.uk/mobilebanking](https://www.santander.co.uk/mobilebanking)

To view our range of helpful demos and videos on Online and Mobile Banking, visit [santander.co.uk/info/videohub](https://www.santander.co.uk/info/videohub)

You can access Online and Mobile Banking as soon as you've received your log on details.



Access the Android Pay™ app from the Google Play store



Available through iPhone 6 or Apple Watch with iOS8.3 or later



Mobile to Mobile Payments. Register at [santander.co.uk](https://www.santander.co.uk)



Contactless payments (Max limit £30)



Telephone Banking

You can manage your accounts over the phone by speaking directly to one of our UK based banking teams on **0800 9 123 123**, Monday to Saturday 7am to 9pm and Sunday 8am to 9pm. Outside of these hours you can bank through our automated service 24/7.

If you're not currently registered for this service, visit [santander.co.uk/help-support/telephone-banking](https://www.santander.co.uk/help-support/telephone-banking) or call us on **0800 9 123 123**.



Banking at your Post Office

If you have a Santander current account you can use Post Office branches for cash withdrawals, balance enquiries, cash deposits or cheque deposits.

If you want to make cash deposits at the Post Office you may need to order a new card. To make cheque deposits, paying in slips and envelopes are required which can be ordered by calling **0800 9 123 123**. You can find full details at [santander.co.uk/help-support/ways-to-bank/banking-at-your-post-office](https://www.santander.co.uk/help-support/ways-to-bank/banking-at-your-post-office)

Alternative local financial services



Banks/Building Societies

Barclays

230-234 Kentish Town Road, London NW5 2BU



Cash machines (Nearest free to use cash machines)

Barclays

230-234 Kentish Town Road, London NW5 2BU

Post Office

212-216 Kentish Town Road, London NW5 2BY



Post Office

212-216 Kentish Town Road, London NW5 2BY

Opening hours

Monday	08.30am - 05.30pm
Tuesday	08.30am - 05.30pm
Wednesday	08.30am - 05.30pm
Thursday	08.30am - 05.30pm
Friday	08.30am - 05.30pm
Saturday	08.30am - 05.30pm
Sunday	Closed

Supporting you

Following our announcement to close the Kentish Town branch we have been contacting customers and members of the local community to share our decision and make sure we understand any additional support required to continue banking locally with Santander.

- We notified community representatives in Kentish Town including the local Member of Parliament Sir Keir Starmer KCB QC MP, Council representatives for Kentish Town Ward, the Post Office, the Citizens Advice Bureau and Age UK.
- We wrote to c18,000 customers to let them know of the closure including details of our impact assessment.
- The Kentish Town branch team have spoken to customers about the alternative ways to access their accounts, offering appointments to discuss options and supporting with the setting-up of telephone and online banking.
- The team have proactively contacted customers to see if they need any additional help or support.
- 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 current account can use Post Office branches for cash withdrawals, balance enquiries, cash or 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 have been assessed prior to closure and provide step free access for customers.

Community Feedback

Following our announcement, responses were received from customers who expressed disappointment about the loss of their branch and the effect on the local community. Concerns were raised regarding the distance to travel to alternative branches, particularly for elderly customers.

In total, responses were received from 5 customers.

A letter received from Cllr Danny Beale highlighted concerns for his local residents. A detailed response was provided with a copy of the Impact Assessment. No further additional requirements were requested by the community representatives contacted.

Our Decision

Following our review of both the Kentish Town branch and other branches within the local area, we intend to proceed with the closure of Kentish Town branch on 15 June 2017. This decision was not taken lightly and since the announcement was made we have engaged with our customers and the wider community to listen to feedback and understand the impact the closure will have. Whilst some customers are disappointed at the closure, alternative options are available to bank locally.

Customers will have the option not only to use any Santander branch to do their banking, including the Camden, Holloway and Swiss Cottage branches, but can also bank through the Post Office, cash machines, Online, Mobile and Telephone Banking.

Customer account numbers and sort codes will stay the same and any standing orders, Direct Debits, cards and PINs will all continue unchanged.

Continued support is available to customers 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