

Branch Closure Impact Assessment

Santander, 59 Fore Street, Redruth, Cornwall TR15 2AF

This branch will be closing on 28 June 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 Redruth branch.

Branch assessment

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

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

 **89%** of customers transacting at Redruth branch already use a variety of ways to complete their banking

 **54%** of Redruth branch customers also use an additional Santander branch

 **50%** of customers have transacted using our Online, Mobile or Telephone Banking services

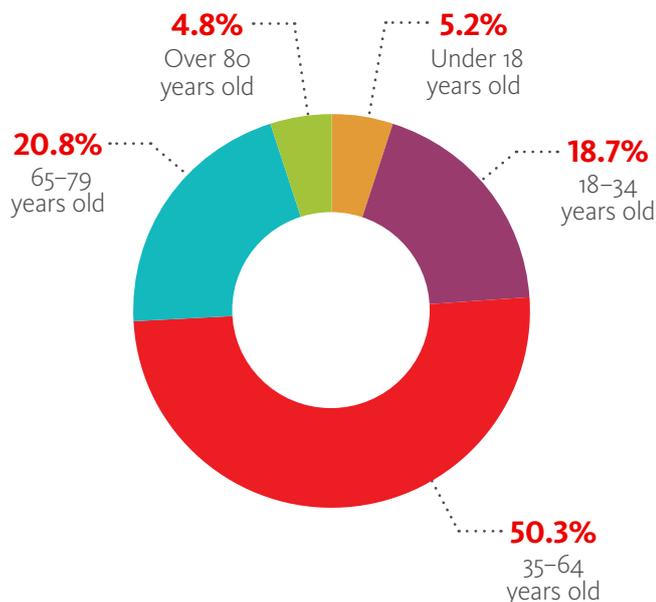
- Customers are using the Redruth branch less in comparison to other branches including Camborne, Truro and Falmouth

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

Redruth 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

- 6.3% 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

Supporting you

Following our announcement to close Santander's branch in Redruth 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 c9, 300 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 Redruth, including the local Member of Parliament.
- The Redruth 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, seven 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
- Concern over the elderly and those with disability

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 Redruth 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.
- 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

Redruth branch will close on 28 June 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



Banks/Building Societies

Lloyds Bank

27 Fore Street, Redruth,
Cornwall TR15 2BJ



Post Office

61 Fore Street, Redruth,
Cornwall TR15 2AA



Cash machines

(Nearest free to use cash machines)

Lloyds Bank

27 Fore Street, Redruth,
Cornwall TR15 2BJ

Nationwide

22 Fore Street, Redruth,
Cornwall TR15 2AL

Accurate as at date of publication

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