

Branch Closure Impact Assessment

Santander, 93 Old Christchurch Road, Bournemouth BH1 1EP

This branch will be closing on 24 August 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 UK Finance and is a signatory to the new Access to Banking Standard, a voluntary agreement introduced in May 2017. This aims to ensure that where banks decide to close branches, their customers are communicated with openly and treated fairly.

We don't take the decision to close any branch lightly. For each individual case, we undertake a comprehensive review to understand the potential impact for customers, and the alternative options available to bank locally. We notify customers and the local community in advance of the branch closure. 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 Bournemouth, Old Christchurch Road branch.



Branch assessment

Before reaching a decision to close the branch at Old Christchurch Road, a full internal review of the Bournemouth branches was undertaken, including:

- The facilities in our Old Christchurch Road and Commercial Road branches
- The way customers are choosing to bank with us at these branches
- 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 96% of customers using our Bournemouth branches already use a variety of ways to complete their banking transactions. Just 4% of customers solely use the branches at Old Christchurch Road or Commercial Road for their banking needs. Customers are increasingly opting to complete day-to-day banking transactions in a range of alternative ways. 64% of customers using our Bournemouth branches have chosen to transact online, by telephone or using their mobile in the six months up to March 2017.

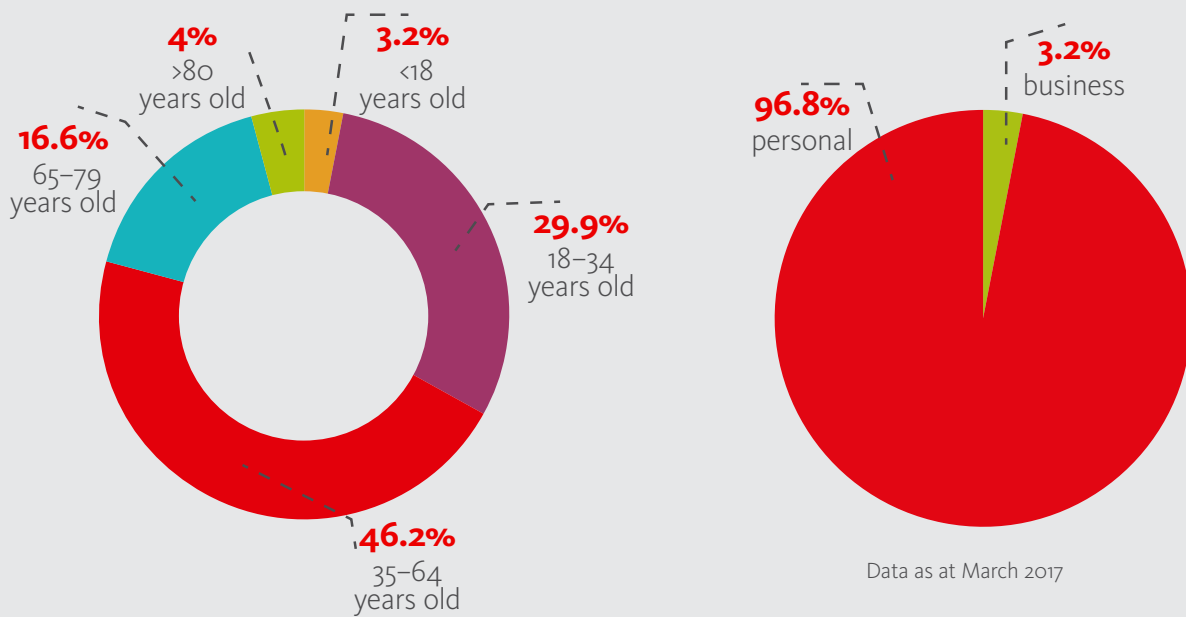
Customers are using the branch at Old Christchurch Road less in comparison to the branch at Commercial Road.

For these reasons, we've made the decision to close the branch at Old Christchurch Road on 24 August 2017. The Commercial Road branch will be further enhanced to meet the needs of our customers in Bournemouth impacted by the closure of the Old Christchurch Road branch.

Usage of the branches in Bournemouth

Bournemouth branch customers






This is based on personal Santander customers, who used the counter and/or cash machines in our Bournemouth branches and business customers who used the cash machines between September 2016 and March 2017.



Branch facilities

Counter	Yes
Internal cash machine	Yes
External cash machine	Yes
Self service devices	Yes
Local Business Manager	Yes

Customer usage

-  **4%** of customers solely transact at our Bournemouth branches
-   **81%** of customers additionally use at least one other Santander branch
-   **64%** 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 in our Bournemouth branches and business customers who used the cash machines between September 2016 & March 2017.

Ways to bank with Santander



Closest Santander branch

Bournemouth
Commercial
Road

0.5



miles

yes



Bus

no



Train

43-45, Commercial Road,
Bournemouth, Dorset,
BH2 5RH

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



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

To view our range of helpful demos and videos on Online and Mobile Banking, visit 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



Contactless payments (<£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/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/uk/help-support/ways-to-bank/banking-at-your-post-office

Alternative local financial services



Banks/Building Societies

Nationwide

118 Old Christchurch Road
Bournemouth, BH1 1NA



Post Office

9-13 Old Christchurch Road, Bournemouth,
Dorset BH1 1DY



Cash machines (Nearest free to use cash machines)

Nationwide

118 Old Christchurch Road
Bournemouth, BH1 1NA

Halifax

103-105 Old Christchurch Road
Bournemouth, BH1 1EY

Supporting you

Following our announcement to close the branch, we're contacting customers and members of the local community to share our decision and make sure we understand any additional support required.

- We wrote to c9500 customers to notify them of the closure, including details of alternative ways to bank with us and where to find our impact assessment.
- We also notified community representatives in Bournemouth, including the local Member of Parliament, Conor Burns MP, Local Council representatives, the Post Office, the Citizens Advice Bureau and Age UK.
- The Bournemouth, Old Christchurch Road 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 branch team have proactively contacted our elderly and registered disabled customers to see if they require 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 or Business 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 including step free access have been assessed prior to the decision to close the branch.

Community Feedback

Following our announcement, no responses were received from our customers, or from the community representatives we wrote to.

Next Steps

The closure of our Bournemouth, Old Christchurch Road branch will proceed as planned on 24 August 2017.

This decision was not taken lightly and since the announcement was made, we have notified our customers and the wider community to listen to feedback and understand the impact the closure will have.

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