

Branch Closure Impact Assessment

Santander, 11 Meneage Street, Helston, Cornwall TR13 8AA

This branch will be closing on 14 December 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. We undertake a comprehensive review of each branch 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 can be found on our website santander.co.uk/uk/about-santander-uk/media-centre/press-releases and printed versions are available at the closing branch.

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 Helston branch.



Branch assessment

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

- The facilities in our Helston 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 89% of customers at Helston branch already use a variety of ways to complete their banking transactions, with 11% of customers solely using this branch for their banking needs. For this branch, 51% of customers have chosen to transact online, by telephone or using their mobile in the six months to March 2017, as customers increasingly opt to complete day-to-day banking transactions in a range of alternative ways.

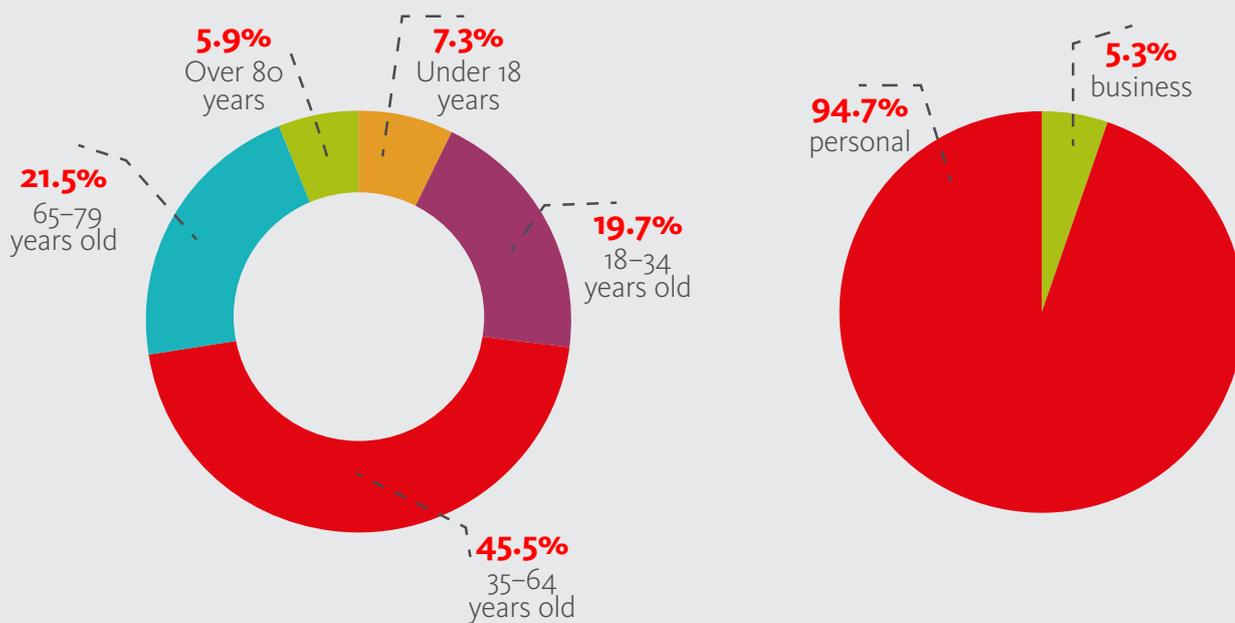
Customers are using the Helston branch less in comparison to other branches including Camborne, Falmouth and Penzance.

For these reasons, we've made the decision to close the branch at Helston on 14 December 2017.

How this branch is used

Helston branch customers

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 September 2016 and March 2017.



Branch facilities

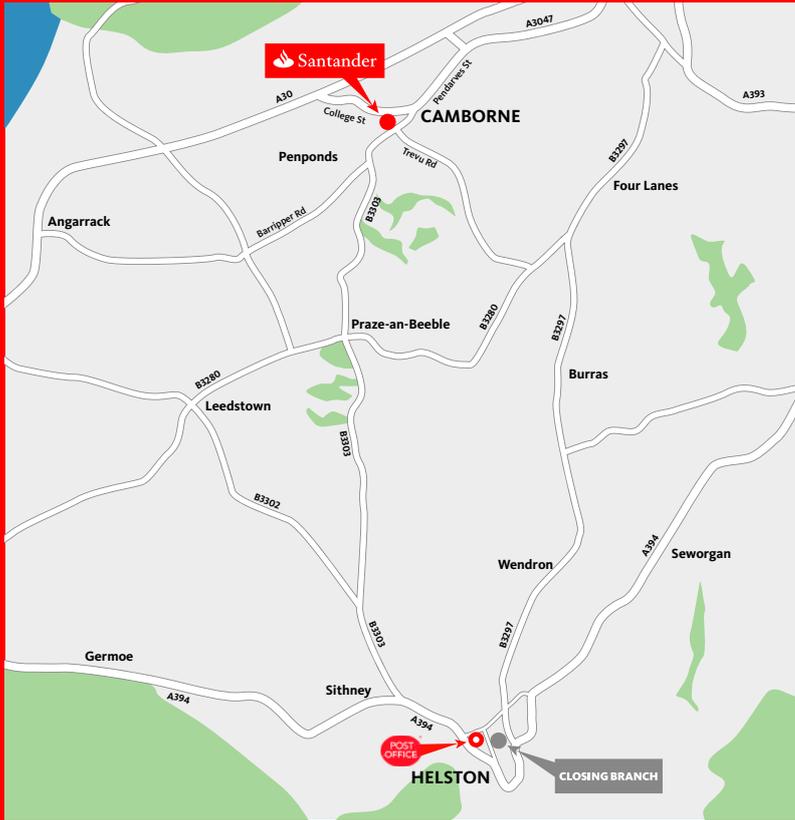
Counter	Yes
Internal cash machine	No
External cash machine	Yes
Self service devices	No
Local Business Manager	No

Customer usage

-  **11%** of customers solely transact at Helston
-   **45%** of customers use at least one other Santander branch
-   **51%** of customers have also transacted using our Online, Mobile or Telephone Banking services

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 September 2016 and March 2017.

Ways to bank with Santander



Closest Santander branch

9.5	yes	no
		
miles	Bus	Train

Camborne
6 Trelowarren Street,
Camborne, Cornwall
TR14 8AA

Alternative Santander branches

12.5	yes	no
		
miles	Bus	Train

Falmouth
13 Market Street,
Falmouth, Cornwall
TR11 3AE

13.6	yes	no
		
miles	Bus	Train

Penzance
37 Market Place,
Penzance, Cornwall
TR18 2SE

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



Download from the Samsung Galaxy Apps Store



Mobile to Mobile Payments. Register at santander.co.uk



Contactless payments (Up to £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 and 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

NatWest

29 Meneage Street Helston
Cornwall TR13 8AZ



Post Office

28 - 30 Coinagehall Street, Helston,
Cornwall TR13 8EE



Cash machines

(Nearest free to use cash machines)

NatWest

29 Meneage Street Helston
Cornwall TR13 8AZ

Lloyds

1 Market Street Helston
Cornwall TR13 8SU

Supporting you

Following our announcement to close Santander's branch in Helston 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 c9,600 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 Helston, including the local Member of Parliament.
- The Helston 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 the customers or community representatives we wrote to.

Next Steps

Helston branch will close on 14 December 2017. 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.