

# Branch Closure Impact Assessment

**Santander, 36 Poulton Street,  
Kirkham, Preston PR4 2AH**

This branch will be closing on 25 October 2018.  
We'd like to explain why, and help you understand  
how you can continue banking with us.

## Background to our approach

Santander 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 Kirkham branch.


## Branch assessment


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

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

## How customers use the branch

 **93%** of customers transacting at Kirkham branch already use a variety of ways to complete their banking

 **53%** of Kirkham branch customers also use an additional Santander branch

 **58%** of customers have transacted using our Online, Mobile or Telephone Banking services

- Customers are using the Kirkham branch less in comparison to other branches including Lytham, Poulton-le-Fylde and Lytham St Annes.

## Alternative local banking services



### Banks/Building Societies

RBS  
39 Poulton Street, Kirkham,  
Preston PR4 2DP



### Post Office

The Village Store,  
Market Square, Kirkham  
PR4 2SD



### Cash machines

(Nearest free to use cash machines)

RBS  
39 Poulton Street, Kirkham,  
Preston PR4 2DP

Morrison's  
Mill Street, Kirkham,  
Preston PR4 2AN

# Ways to bank with Santander



## Closest Santander branch

Lytham

75 Clifton Street,  
Lytham St Annes,  
Lancashire FY8 5ER

**6.0**



miles

**yes**



Bus

**yes**



Train

Opening hours Mon, Tues, Thurs, Fri 9am-5pm Weds 10am-5pm Sat 9am-12.30pm

## Alternative Santander branch

Poulton-le-Fylde

18 Market Place,  
Poulton le Fylde,  
Lancashire FY6 7AS

**8.2**



miles

**yes**



Bus

**yes**



Train

Opening hours Mon, Tues, Thurs, Fri 9am-5pm Weds 10am-5pm Sat 9am-12.30pm

## 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](https://www.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](https://www.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



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



Contactless payments  
(Up to £30)

# Supporting you

Following our announcement to close Santander's branch at Kirkham 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 c10130 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 Kirkham, including the local Member of Parliament.
- The Kirkham 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, twelve responses were received from the customers and community groups we wrote to. The main themes were:

- Overall disappointment at the decision to close the branch
- Concern about the additional travel needed to visit other branches and ATMs
- Concern over the elderly and those with disability
- Not wishing to use the Post Office to transact

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 Kirkham branch 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

Kirkham branch will close on 25 October 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](mailto:CommunityEngagement@santander.co.uk)

## Glossary of terms

**How customers use the branch** – includes all customers who have used the counter or cash machines at the branch between July and December 2017. Digital usage includes customers who have completed a transaction online.

**Maps and distances** – distances reflect Google Maps. Accurate as at time of print.

**Range of community representatives** – may include local Members of Parliament, Scottish Parliament, Welsh Assembly and Northern Ireland

**Assembly; Councillors: local representatives of Groups** such as Citizens Advice, Age UK, Chamber of Commerce, or any local groups or charities closely connected to the branch.

**Summary of feedback** – Two weeks before the branch closure we will publish online an overview of responses and any complaints received from customers or the community including our responses and actions taken.