Understanding your branch closure

Santander, 15 Main Street, Pembroke, Dyfed, SA71 4JS

This branch will be closing on 9 May 2019. We’d like to explain why, and help you understand how you can continue banking with us.

Background to our approach

Over the last five years, we’ve continually invested in our branch network. All of our busiest branches across the UK have been refurbished and we’ve introduced improved services for our customers, including our new touch screen cash machines. Increasingly however, more of our customers are changing the way they manage their money. As well as using our branches, more and more people find it convenient to do their day to day banking using online, mobile or telephone banking. As a result, customers are visiting our branches less.

Given this change in our customer’s requirements we’ve undertaken a comprehensive review of our branch network. This review incorporates analysis and consideration of many factors including where each of our branches are located and how they are used by our customers. Our branch network remains very important to us and our customers and we’re committed to continuing to invest in and develop our branches. However we will be focusing our investment in those locations where our customers need and use our branches the most.

We can assure you that we don’t take the decision to close any branch lightly and we assess each branch individually to consider the potential impact for customers and the alternative options available to bank locally.

We hope this leaflet helps to provide more information about our decision to close Pembroke branch.
Branch assessment

Before reaching the decision to close this branch, a comprehensive internal review was undertaken. Our analysis and considerations included:

- the way our Pembroke customers are choosing to bank with us
- the availability and proximity of additional Santander branches in surrounding areas
- the availability of alternative ways to bank with Santander
- access to alternative ways to bank in the local area such as the Post Office and cash machines
- the level of facilities provided in the branch
- property considerations such as expiry of a lease for the branch premises.

As a result of our assessment and following careful consideration, we have taken the difficult decision to close Pembroke branch on 9 May 2019.

How customers use the branch

87% of customers transacting at Pembroke branch already use a variety of ways to complete their banking

25% of Pembroke branch customers also use an additional Santander branch

53% of customers have transacted using our Online, Mobile or Telephone Banking services

Alternative local banking services

### Banks/Building Societies

- **Barclays**
  - 35 Main Street, Pembroke SA71 4JX

### Post Office

- 49 Main Street, Pembroke SA71 4JT

If you have a current account you can do your everyday banking at your local Post Office: pay in cash and cheques or withdraw money from your account.

Visit [postoffice.co.uk/everydaybanking](http://postoffice.co.uk/everydaybanking) for more information or find your local Post Office branch at [postoffice.co.uk/branchfinder](http://postoffice.co.uk/branchfinder).

### Cash machines (Nearest free to use cash machines)

<table>
<thead>
<tr>
<th>Co-op</th>
<th>Barclays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Former Garage Main Street, Pembroke SA71 4NP</td>
<td>35 Main Street, Pembroke SA71 4JX</td>
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</table>

To find alternative free cash machines you can use the ATM Link Locator: [www.link.co.uk/atm-locator](http://www.link.co.uk/atm-locator)
Ways to bank with Santander

Closest Santander branch

<table>
<thead>
<tr>
<th>Branch</th>
<th>Opening hours</th>
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</thead>
<tbody>
<tr>
<td>Haverfordwest Bridge Street</td>
<td>Monday, Tuesday, Thursday, Friday 9am-5pm</td>
</tr>
</tbody>
</table>

13 miles

You can use any Santander branch. For alternative branches and their opening hours please search our branch locator: branchlocator.santander.com

Our branch team can help you explore different ways of banking with Santander

- **Mobile Banking**
  - Download our secure Mobile Banking app or visit santander.co.uk/mobilebanking
- **Online Banking**
  - To sign up for Online Banking, visit santander.co.uk/onlinebanking
- **Telephone Banking**
  - Call 0800 9 123 123
  - Monday to Friday: 8am to 8pm
  - Saturday to Sunday: 8am to 6pm
  - Outside of these hours you can bank through our automated service 24/7.
- **Cash machines**
  - Access 24/7 services at our cash machines.
- **Post Office**
  - Pay in cash and cheques or withdraw money from your account.
Supporting you

Following our announcement to close Santander’s branch at Pembroke 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 8600 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 Pembroke, including the local Member of Parliament.
- The Pembroke 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.

Community Feedback

Following our announcement 25 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 cash machines
- Concern for elderly customers and those with disabilities available to support customers with account management. The teams are available to assist 8am to 8pm Monday to Friday and 8am to 6pm Saturday- Sundays. You can reach them by calling 0800 9 123 123. We are introducing our elderly and registered disabled customers to a new secure way of accessing Telephone banking where passwords are no longer required.
- 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.
- We have been approached by local representatives in the community to retain the cash machine. Whilst the current branch premises are not being retained by Santander, we are happy to work with the community to explore potential opportunities.

Next Steps

Pembroke branch will close on 09 May 2019. This decision was not taken lightly and 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

Glossary of terms

<table>
<thead>
<tr>
<th>Transaction/transacted</th>
<th>A payment in or out of an account at the branch counter or cash machine.</th>
</tr>
</thead>
<tbody>
<tr>
<td>How customers use the branch</td>
<td>Includes all customers transactions between April and September 2018. Digital or telephone usage includes customers who have completed a payment online or using Telephone Banking.</td>
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<tr>
<td>Alternative branches</td>
<td>Distances reflect Google Maps. Accurate as at time of print.</td>
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<tr>
<td>Range of community representatives</td>
<td>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.</td>
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<tr>
<td>Summary of feedback</td>
<td>Two weeks before the branch closure we’ll publish online an overview of responses and any complaints received from customers or the community including our responses and actions taken.</td>
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