

# **Royal Bank of Scotland London Western Branch Closure**

## **Customer and Community Engagement**

All facts and figures are accurate on date of publication 10<sup>th</sup> April 2017.

# Customer & Community Engagement

## Western branch

### Closing date 20<sup>th</sup> July 2017

#### How banking is changing

Our branches are changing from places where customers carry out basic transactions to places where customers interact with our staff on big life decisions. For example buying a home or starting up a business.

The decision to close a branch is never taken lightly, but we have to respond to these changes and help our customers to bank with us in the way that suits them best.

This document is designed to outline the rationale behind the decision to close Royal Bank of Scotland Western branch, help you identify how you can continue to bank in the local community and also detail the measures which have been taken to engage with our customers and the local community.

If you would like to discuss the alternative ways to bank in the local community or if you have any further questions regarding the closure, please ask a member of the branch team or contact Louise Evans, Area Director on 07769 301 775 or e-mail [louise.evans@rbs.co.uk](mailto:louise.evans@rbs.co.uk)

**We also understand that not everyone wants to use online services and prefer face to face banking. Our branch network will remain the cornerstone of our services to customers.**

#### How has Western branch changed?

 **47%**

The number of transactions at Western branch has dropped by 47% since 2011.

50 % of customers at the branch are active Digital Banking users

#### Banking in 2017

There are now more convenient ways of banking with us than ever before, and our customers are increasingly using these different ways of banking. Across our network:



#### Less than 9%

Of our total transactions now take place in our branches. Branch transactions have been declining since 2010.

 **400%**

Online & mobile transactions have grown by over 400% since 2010.



**56%**

of our customers actively use mobile phone and online banking. That's over 3 million customers per week.

**14 Customers**

are using the branch on a regular basis.

# How you can continue to bank locally

The decision to close our Royal Bank of Scotland Western branch on the 20<sup>th</sup> July 2017 was not taken lightly. It was based on a wide range of factors including branch usage and the alternative ways our customers can bank with us in the area.

Here is a summary of the alternatives in the local area.

## Nearest free to use ATMs

	<b>Halifax</b> 5 Hanover Street		<b>Travelex UK</b> 72 Broadwick Street		<b>HSBC</b> 133 Regent Street
	0.1 miles    1 ATM		0.15 miles    1 ATM		0.1 miles    1 ATM
	<b>HSBC</b> 129 New Bond Street		<b>NatWest</b> 250 Regent Street		
	0.15 miles    1 ATM		0.15 miles    1 ATM		

## Nearest Post Office

<b>Mayfair</b>	<b>Great Portland Street</b>	<b>Lower Regent Street</b>
 0.3 miles	 0.4 miles	 0.5 miles
 Mon - Fri 8:30am – 18:30pm Sat – 9:00am – 14:00pm	 Mon – Fri 9:00am – 18:30pm Wed 09:30am – 18:30pm Sat 09:00am -12:30pm	 Mon – Friday 8:00am – 18:30pm Sat 10:00am – 17:30pm Sun 12:00pm – 16:00pm
 Balance Enquiry Cash & Cheque Deposit Withdrawal	 Balance Enquiry Cash & Cheque Deposit Withdrawal	 Balance Enquiry Cash & Cheque Deposit Withdrawal

## Nearest Royal Bank of Scotland Branches

Branch	Distance	Opening Hours	Services Available
Bond Street	0.3 miles	*Mon – Fri 10:00am – 16:00pm *From 5 <sup>th</sup> June 2017 days will reduce to Monday s & Fridays	External ATM
Cavendish Square	0.4 miles	Mon – Fri 9:15am – 16:45pm Wed 9:45am – 16:45pm Sat 9:00am – 15:00pm	Internal ATM External ATM
Mayfair	0.5 miles	Mon – Fri 9:15am – 16:45pm Wed 9:45am – 16:45pm Sat 9:00am – 13:00pm	External ATM

24/7 Telephone Banking  
0345 900 0400  
Online/Mobile Banking  
Rbs.co.uk/waystobank



For Online Banking you need to be aged 11 or over and have a RBS account. Please note that system updates may mean that Online Banking is unavailable for short periods of time in the early hours of the morning. To use Mobile Banking you need to have registered for Online Banking, have a RBS personal account with a debit card and have a mainland UK mobile number starting 07. To make payments using Mobile simply set up and make your first payment to each new payee in Online Banking beforehand. Telephone banking is available to RBS personal customers aged 16 or over with a current or savings account.

# Customer and Community Engagement

We have taken an open and transparent approach to communicate and actively engage with our Personal and Local Business Customers and also the wider local community to ensure they are aware of the alternative ways to bank with us in the local area, and to answer any questions they might have.

We wrote to our customers who regularly use the branch to give them 6 months notice of the closure, and also displayed posters in the branch throughout the notice period.



## Newspapers

Contacted  
Hampstead &  
Highgate Express



## Post Office

We have contacted the Great Portland Street Post Office.

In addition to writing to our customers, we also contacted the following people and organisations to make them aware and to understand if they wanted to discuss the decision and alternative ways to bank, or if they needed any help.



## MP Contacted

Rt Hon Mark Field  
(Mr Field)



## Local Groups Contacted

Age UK  
Citizens Advice Bureau  
Federation of Small Businesses  
Community Money Advice

Our local branch and business teams have proactively looked to contact our most active customers and those who are potentially most reliant on the branch. As a result of these discussions we have been able to personally discuss what this means for them and the most appropriate alternative services.

We have received 29 enquiries and no complaints as a result of this decision. We have contacted each customer to discuss their concerns.

# Conclusion

The decision to close Royal Bank of Scotland London Western branch has not been taken lightly and careful consideration has been given to the alternative banking services available. Since the announcement has been made we have engaged with our customers and the wider community to listen to their feedback and understand the impact.

## Customer Themes

- Most people have said that they understand the decision to close the branch, and that the other ways to bank locally are suitable.
  - Our customers have been concerned about what will happen to the staff who work at the branch following the closure.
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We have undertaken the following activities in response to the key areas of concern:

- Our customers can access their banking at the local Post Office, through our telephone, online or using our mobile banking services. Our local team have spoken with customers about their different needs, offered help and explained more about our alternative banking services in the local area.
- Where relevant we have helped our customers with setting up and using online banking and have encouraged them to visit our nearest branch.
- We have worked closely with the staff at the branch since the announcement and we have not made any compulsory redundancies as a result of the closure.
- Royal Bank of Scotland Western branch is not the last Bank in town, and before making the decision to close the branch we carefully considered a number of factors, including branch usage and access to banking facilities in the local area. The number of transactions taking place at the branch has dropped by 47% since 2011 and 14 customers are using the branch on a regular weekly basis.
- Our customers will be able to access all of the services that they can in the existing branch using our 3 nearest branches all within 0.5miles walking distance.

Following our community engagement and impact assessment, we are confident that we have appropriate services in place to ensure our customers have sufficient access to banking locally.

Royal Bank of Scotland Western branch will therefore close as planned on 20th July 2017. Our branch staff and Louise Evans local Area Director are available to answer any further questions that our customers or the community may have.