

# NatWest Poynton Branch Closure

## Customer and Community Engagement

All facts and figures are accurate on date of  
publication 12<sup>th</sup> July 2016

# Customer and Community Engagement

Poynton branch

Closing date 26<sup>th</sup> July 2016

## 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 NatWest Poynton branch, help you identify how you can continue to bank in the local community and also details 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 Russell Finch, Local CEO on 07884 475445 (Minicom 08004046161) or e-mail [russell.finch@natwest.com](mailto:russell.finch@natwest.com).

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

## How has Poynton branch changed?

 **17%**

The number of transactions at Poynton branch has dropped by 17% since 2011.

**55 Customers**

are using the branch on a regular weekly basis, 18 of those customers already use our other branches in the area.

## Banking in 2016

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.

# How you can continue to bank locally

The decision to close our NatWest Poynton branch on the 26<sup>th</sup> July 2016 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 Post Office

### Poynton



0.1 miles



Mon – Sat 6.30am – 5.30pm  
Sun 6.30am – 12.30pm



Balance Enquiry  
Cash & Cheque Deposit  
Withdrawal

### Fiveways Parade



1.5 miles



Mon – Fri 7am – 10pm  
Sat/Sun 8am – 10pm



Balance Enquiry  
Cheque Deposit  
Withdrawal

### Hazel Grove



2.5 miles



Mon – Sat 8am – 6pm



Balance Enquiry  
Cash & Cheque Deposit  
Withdrawal

## Nearest free to use ATMs



RBS Poynton



0.1 miles 1 ATM



Note Machine  
Morrisons Stockport  
Poynton



0.2 miles 1 ATM



ASDA Poynton



0.1 miles 1 ATM



Tesco Express  
Hazelgrove  
Macclesfield Road



1.3 miles 1 ATM



Co op Store Poynton



0.1 miles 1 ATM



Spar Hazel Grove



1.5 miles 1 ATM

## Nearest NatWest Branches

Branch	Distance	Opening Hours	Services Available
Hazel Grove	2.4 miles	Mon - Fri 9am - 4.30pm* Sat 9am - 4pm	Cash Deposit Machine External ATM
Bramhall	2.7 miles	Mon, Tue, Thu, Fri 9am - 4pm Sat 9am - 2pm	Cash Deposit Machine External ATM
Marple	5.1 miles	Mon, Tue, Thu, Fri 10am - 4pm Sat 9am - 2pm	External ATM

\* Opening deferred by 1 hr on a Wednesday

24/7 Telephone Banking  
0800 404 6161  
Online/Mobile banking  
Natwest.com/waystobank



For Online Banking you need to be aged 11 or over and have a NatWest 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 NatWest 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 NatWest 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 at least 12 weeks notice of the closure, and also displayed posters in the branch throughout the notice period.

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.



## Newspapers

Contacted

Macclesfield Express,  
Macclesfield Today,  
Stockport Express



## Post Office

Contacted

Poynton Post  
Office



## MP

Contacted

David Rutley  
MP



## Local Groups

Contacted

Citizens Advice  
Bureau  
Age UK

We attended a meeting with David Rutley MP on 1<sup>st</sup> July 2016 to discuss local concerns regarding the closure of Poynton branch, and to answer questions about the decision to close the branch and access to banking in the local area.

Our local branch and business teams have proactively looked to contact over 200 of 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 17 enquiries and 11 complaints as a result of this decision. We have contacted each customer to discuss their concerns.

# Conclusion

The decision to close NatWest Poynton 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 customers have said that the reason they are unhappy about the decision to close the branch is that they will have to travel further to do their banking.
- ❑ Concerns were raised about how the closure may impact the local economy and in particular why there was a closure when new shops were opening and new housing estates are being built.

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We have undertaken the following activities in response to the key areas of concern:

- ❑ Our customers will not have to travel further to do their banking as they can access their banking at the local Post Office, through our telephone, online or mobile banking services, or at local ATMs. Our local team have spoken to all concerned customers to explain more about our alternative banking services in the local area.
- ❑ NatWest Poynton 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 NatWest Poynton has dropped by 17% since 2011 and 55 customers are using the branch on a regular weekly basis. 18 of these customers already use our other branches in the area.
- ❑ We met with the local post master and have taken time to work together with the local Post Office to ensure that services are in place and are suitable for local demand.
- ❑ Where relevant, we have helped our customers with setting up and using online banking, and have encouraged them to visit our nearest branch.

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.

NatWest Poynton branch will therefore close as planned on 26<sup>th</sup> July 2016. Our branch staff and Russell Finch Local CEO, are available to answer any further questions that our customers or the community may have.