

# **NatWest Sheldon Birmingham Branch Closure**

## **Customer and Community Engagement**

All facts and figures are accurate on date of  
publication on 23<sup>rd</sup> June 2016

# Customer and Community Engagement

## Sheldon Birmingham branch

### Closing date 21<sup>st</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 Sheldon Birmingham 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 Dipesh Mistry, Local CEO on 07500 975333 (Minicom 08004046161) or e-mail [dipesh.mistry@natwest.com](mailto:dipesh.mistry@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 Sheldon Birmingham branch changed?

 **28%**

The number of transactions at Sheldon Birmingham branch has dropped by 28% since 2011.

**71 Customers**

are using the branch on a regular weekly basis, 38 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 Sheldon Birmingham branch on the 21<sup>st</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

### Sheldon

 0 miles

 Mon – Fri 5am – 11pm  
Sat 6am - 11pm  
Sun 7am - 10pm

 Balance Enquiry  
Cash & Cheque Deposit  
Withdrawal

### Hobs Moat

 0.8 miles

 Mon 8:30am – 5:30pm,  
Tue - Fri 9am - 5:30pm  
Sat 9am - 12:30pm

 Balance Enquiry  
Cash & Cheque Deposit  
Withdrawal

### Gilbertstone

 1.1 miles

 Mon - Sat 7am - 7pm  
Sun 7am - 1pm

 Balance Enquiry  
Cash & Cheque Deposit  
Withdrawal

## Nearest Free to use ATMs

 Barclays Sheldon

 0.1 miles 3 ATMs

 Lloyds TSB  
Birmingham Moor  
Street

 0.2 miles 1 ATM

 Coventry BS  
Sheldon

 0.2 miles 1 ATM

 Lloyds TSB  
Birmingham  
Coventry Road

 0.3 miles 3 ATMs

 Halifax Sheldon

 0.2 miles 4 ATMs

 Tesco Sheldon

 0.6 miles 2 ATMs

## Nearest NatWest Branches

Branch	Distance	Opening Hours	Services Available
Acocks Green Birmingham	2.4 miles	Mon-Fri 9am-4:30pm* Sat 9:30am-12:30pm	External ATM
Solihull	3.1 miles	Mon - Fri 9am – 5pm* Sat 9am – 12:30pm	Cash Deposit Machine External Internal ATM
Birmingham NEC	3.6 miles	Mon - Fri 9:30am – 4:30pm	External ATM Internal ATM

\* Opening deferred by 30 mins on a Wednesday

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

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

Birmingham Mail



## Post Office

Contacted

Sheldon Post Office



## MP

Contacted

Jess Phillips  
MP



## Local Groups

Contacted

No local groups

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 30 enquiries as a result of this decision. We have contacted each customer to discuss their concerns.

# Conclusion

The decision to close NatWest Sheldon Birmingham 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 do not want to transfer their account to the receiving branch.
  - ❑ 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 local team has spoken to all customers who have been concerned to explain that they don't need to use the receiving branch, they will be welcomed at any NatWest branch, this is just to ensure their account number and sort code stays the same.
- ❑ We have worked closely with the staff at the branch since the announcement to understand their preferences when the branch closes, and we have not made any compulsory redundancies as a result of the branch closure. We have been able to transfer a number of our staff to other branches in the local area.

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 Sheldon Birmingham branch will therefore close as planned on 21<sup>st</sup> July 2016. Our branch staff and Dipesh Mistry Local CEO, are available to answer any further questions that our customers or the community may have.