

NatWest Wem Branch Closure

Customer and Community Engagement

All facts and figures are accurate on date of
publication 16th June 2016

Customer and Community Engagement

Wem branch

Closing date 13th 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 Wem 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 Angela Shirley Local CEO on 07768 251 351 (Minicom 08004046161*) or angela.1.shirley@natwest.com

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 Wem branch changed?

 **18%**

The number of transactions at Wem branch has dropped by 18% since 2011.

87 Customers

are using the branch on a regular weekly basis, 32 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 Wem branch on the 13th 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

Wem

 0.1 mile



Mon – Sat 7am-10pm
Sun 10am-4pm



Balance Enquiry
Cash & Cheque
Deposit
Withdrawal

Clive

 3.2 miles



Mon, Tue, Wed 9am-3pm
Thurs, Fri 9am-2pm
Sat 9am-12pm



Balance Enquiry
Cash & Cheque
Deposit
Withdrawal

Loppington

 3.3 miles



Mon, Wed, Fri 9am-5.30pm
Tues 9am -5pm
Thurs 9am-2pm
Sat 9am – 12.30pm



Balance Enquiry
Cash & Cheque Deposit
Withdrawal

Nearest Free to use ATMs



Barclays Wem

 0.1 miles 1 ATM



Co-op Store Wem
Central Shopping Park

 0.1 miles 1 ATM



Bank Machine Cookson Building
RAF Shawbury Shrewsbury

 6 miles 1 ATM



Co-op Store Bomere
Heath Shrewsbury

 7.1 miles 1 ATM

Nearest NatWest Branches * Opening deferred by 30 minutes on Wednesday

Branch	Distance	Opening Hours	Services Available
Whitechurch Shropshire Branch	8.8 miles	Mon-Fri 9am-4.30pm*	External ATM
Shrewsbury Mardol Head Branch	11 miles	Mon-Fri 9am-5pm* Sat 9am – 3pm	Cash Deposit Machine External ATM

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

Shropshire Star



Post Office

Contacted

Wem Post Office



MP

Contacted

Owen Paterson.
MP



Local Groups

Contacted

Citizens Advice Bureau
Age UK
Federation of Small
Businesses

Our local branch and business teams have proactively looked to contact 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 20 enquiries and 20 complaints as a result of this decision. We have contacted each customer to discuss their concerns.

Conclusion

The decision to close NatWest Wem 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 it may impact the local community and that they will have to travel further to do their banking.
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We have undertaken the following activities in response to the key areas of concern:

- ❑ 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 the 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.
- ❑ NatWest Wem 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 Wem has dropped by 18% since 2011 and 87 customers are using the branch on a regular weekly basis. 32 of these customers already use our other branches in the 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 Wem branch will therefore close as planned on 13th July 2016. Our branch staff and Angela Shirely Local CEO, are available to answer any further questions that our customers or the community may have.