



 **BARCLAYS**

## This branch is closing – but we're still here to help

Our Blackpool Cherry Tree Road Essentials branch is closing  
on Friday 5 February 2021

Reasons for closure, and alternative ways to bank.

# This branch is closing – but your bank is always open

This first booklet will help you understand why we've made the decision to close this branch. It also sets out the banking services and support that will be available to you after this branch has closed.

In a second booklet, which will be available from the branch prior to it closing or online at [home.barclays/ukbranchclosures](https://home.barclays/ukbranchclosures), we'll share concerns and feedback from the local community. We'll also detail how we are helping people transition from using the branch with alternative ways to carry out their banking requirements.

Here are the main reasons why the Blackpool Cherry Tree Road Essentials is closing:

- 89% of our branch customers also use other ways to do their banking such as online and by telephone
- Customers using other ways to do their banking has increased by 12% since 2015
- In the past 12 months, 54% of this branch's customers have been using nearby branches
- We've identified that only 61 customers use this branch exclusively for their banking

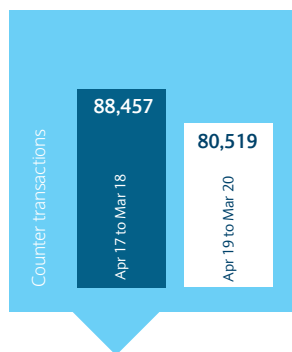
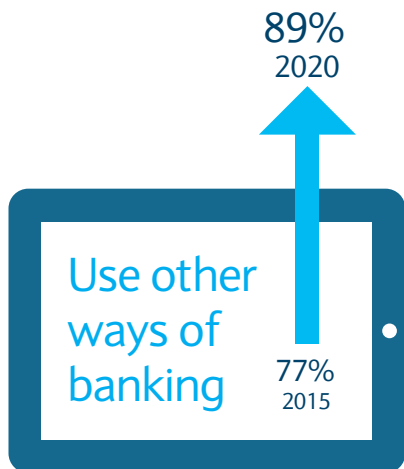


Proposals to close any branch are made by the Barclays local leadership teams and verified at a national level ahead of any closure announcement. If you have any questions and concerns about these changes then please feel free to get in touch with Adrian Davies, your Market Director for Local West.

Email: [Adrian.Davies@barclayscorp.com](mailto:Adrian.Davies@barclayscorp.com)

## How banking is changing

Many people are choosing to bank differently, and these changes inform our decisions



We've identified that only 61 regular customers use this branch exclusively for their banking

## How this branch is used

Before we make the decision to close any branch, we think carefully about how it has been used so far. We consider how many customers have been visiting, what kind of transactions they've been making, and all the other ways they've been choosing to bank with us. We also take into consideration the availability of other branches in the wider community.

### Customers

Usage in last year	Regular (3+ times)	Heavy (12+ times)	% heavy users who also use nearby branches
Personal	5,055	1,486	64%
Business & Corporate	382	170	78%

### Weekly transactions

#### Assisted Service Counters

	Counter transactions	Cash withdrawals	Cash deposits	Cheque deposits
Apr 17 to Mar 18	1,701	453	994	254
Apr 19 to Mar 20	1,548	431	906	211
Apr17-Mar18 vs Apr19-Mar20	-9%	-5%	-9%	-17%

### Opening hours of Blackpool Essentials

Monday	10:00-18:00
Tuesday	10:00-18:00
Wednesday	10:00-18:00
Thursday	10:00-18:00
Friday	10:00-18:00
Saturday	10:00-18:00
Sunday	11:00-16:00

### Facilities available

Counter services	No
Cash machines	No
Self service machines	Yes

## Other places you can bank locally

There are many other ways you can still bank in your local community, including nearby Barclays branches, cash machines and Post Offices.

### Nearby Barclays branches

Name	Blackpool Birley Street	St Annes-on-the-Sea
Address	2-4 Birley Street, Blackpool FY1 1DU	56 St Annes Road West, Lytham St Annes FY8 1UE
Distance (miles)	2.6	4.4
Branch Facilities – Counters	Yes	Yes
Branch Facilities – Self service	Yes	Yes

Opening hours for these and all our branches can be found at [barclays.co.uk/branchfinder](https://www.barclays.co.uk/branchfinder)

### Nearby free cash machines

Location	Address	Distance (miles)
Asda	Cherry Tree Road, Blackpool FY4 4QH	0.1
Home Bargains	198 Cherry Tree Road, Blackpool FY4 4TH	0.1

To find the location of any LINK<sup>4</sup> cash machine, go to [link.co.uk](https://www.link.co.uk)

### Nearby Post Offices

Post Office Name	Address	Distance (Miles)
Daggers Hall Lane	157 Vicarage Lane, Blackpool FY4 4NG	0.5
Preston Old Road	193-195 Preston Old Road, Marton FY3 9SE	0.9

To find the location and opening hours of any Post Office, go to [postoffice.co.uk/branch-finder](https://www.postoffice.co.uk/branch-finder)

All data contained within this booklet was sourced in June 2020, and published in November 2020

# Ways to bank

We want to make staying in control of your everyday banking as easy and convenient as possible. Over the years, we've introduced many ways you can bank without having to come into a branch.

## The Barclays app

Transfer money between accounts and keep a check on your balances. If you need to, you can call us directly from the app too. The Barclays app is free to download from your app store<sup>1</sup>.

## Online Banking

Do all your everyday banking tasks from your home computer. We use the most advanced security systems to keep your details safe and our Online and Mobile Banking Guarantee protects you from fraud. To register, just call 0345 734 5345<sup>2</sup>.

## Telephone Banking

Available 24 hours a day, seven days a week. You can hear your balance, check transactions, pay bills and transfer money. You can speak to an adviser about your banking needs too. To register, just call 0345 734 5345<sup>2</sup>.

## Pingit

Sending money in an instant with no need to share bank account details. You're automatically protected in the event of fraud as long as you've used the services correctly. The Pingit app is free to download from your app store<sup>3</sup>.

## The Post Office

All customers can withdraw or pay in cash and check balances using their Barclays debit card and PIN at thousands of Post Office branches across the country.

All customers can also pay cheques into a Barclays account using a personalised paying-in slip and a cheque deposit envelope. You will need to allow two extra working days for cheques to reach your Barclays accounts using the Post Office.

Transaction charges for Business transactions will apply.

## LINK cash machines

Withdraw cash, check your balance and request a receipt at any cash machine displaying the LINK sign<sup>4</sup>. You can also print off a mini statement at Barclays cash machines.



If you would like more information or help with any of the different ways you can bank with us, please speak to someone in branch or visit [barclays.co.uk/ways-to-bank](https://www.barclays.co.uk/ways-to-bank)  
If you're a business customer then visit [barclays.co.uk/business-banking/ways-to-bank](https://www.barclays.co.uk/business-banking/ways-to-bank)

# Glossary

## Glossary of terms

<b>Feedback from local community</b>	May include local MPs, Councillors, Consumer Groups identified with a particular interest in the closure, or received directly from personal or business customers
<b>Nearby branches</b>	These are the branches listed on page 5
<b>Exclusively for their banking</b>	Only use the counter in branch (12 or more times in the last 6 months) and did not use online, telephone, mobile banking or any of the nearby branches
<b>Use other ways of banking</b>	Use online, telephone or mobile banking in addition to the branch
<b>Counter Transactions</b>	Cheque deposits, cash withdrawals and deposits
<b>Usage – Regular</b>	Used an inside ATM or the Counter – 3 or more times in the last 12 months.
<b>Usage – Heavy</b>	Used an inside ATM or the Counter – 12 or more times in the last 12 months.
<b>Branch Facilities – Counters</b>	Has a manned traditional style counter
<b>Branch Facilities – Self Service</b>	May have one or more of the following: External / internal cash machine, online banking point, quick pay point / service point or Assisted Service Counter
<b>Nearby free cash machines</b>	Cash machines identified nearby that are free to use, additional free to use cash machines may also be nearby, as well as cash machines that charge a usage fee

Discover more at  
[barclays.co.uk/ways-to-bank](https://barclays.co.uk/ways-to-bank)

If you're a business customer visit  
[barclays.co.uk/business-banking/ways-to-bank](https://barclays.co.uk/business-banking/ways-to-bank)

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To get this in Braille, large print or audio, call **0800 400 100** (via Text Relay)  
or visit [barclays.co.uk/accessibleservices](https://barclays.co.uk/accessibleservices)

Calls may be recorded for quality and training purposes.

<sup>1</sup> You must be aged 11-15 years and have a Barclayplus account or be aged 16 or over and have an eligible Barclays product or account. Terms and conditions apply.

<sup>2</sup> Calls to 03 numbers are charged at the same rate as calls to 01 & 02 landlines, and will count towards any inclusive minutes you may have covering calls to landline numbers.

Call charges may differ, please check with your local provider.

<sup>3</sup> Terms and conditions apply. You must be aged 16 years or above and have a current account in the UK, and be resident in the UK, Isle of Man, Jersey or Guernsey (which can receive payments through the Faster Payments network).

<sup>4</sup> Cash withdrawal fees may apply to some cash machines in the LINK network.

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Item ref: 9917459\_UK\_06/20