



This branch is closing but your bank is always open

Our Stoke-On-Trent branch is closing
on 11 December 2015

Find out how this may affect you.

This branch is closing, but your bank is always open

Now more than ever, the way people choose to bank is changing as the digital revolution continues. As a business, we need to adapt our services to keep up with the changing needs of our customers. In this booklet we've set out why we've made the decision to close this branch and how and where you can find the banking services and expertise you need. We'll go into this in more detail later on, but here are the main reasons why this branch is closing:

- The number of customers using the counter has gone down and is low in comparison to similar branches
- 76% of our branch customers also use other ways to do their banking, such as online and by telephone
- In the past 12 months, 75% of this branch's customers have been using neighbouring branches
- Only 35 customers regularly used this branch in the past 12 months, without interacting with us in any other way.

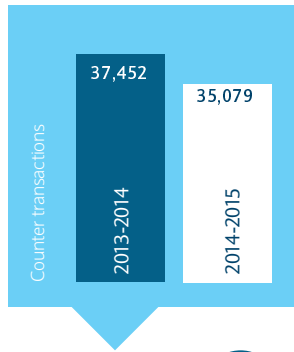
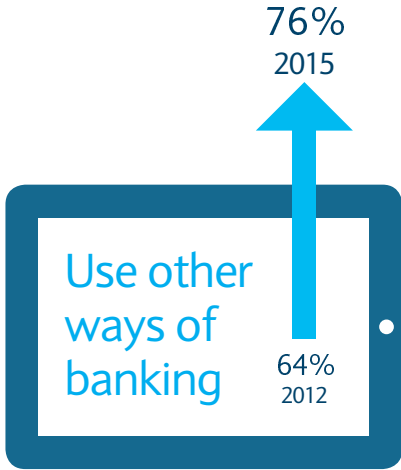
I realise that you may have questions and concerns about these changes, so please feel free to get in touch using the details below.

Yours,

Lisa McCormick
North Midlands & Cheshire Community Leader
lisa.mccormick@barclays.com

What's changed in your branch?

Many customers are choosing to bank differently



In all, only 35 regular customers used this branch without interacting with us in any other way

How this branch is used

Before we make the difficult 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.

Customers

Usage in last year	Regular (3+ times)	Heavy (12+ times)	% heavy users who also use neighbouring branches
Personal	2,366	472	73%
Business & Corporate	557	173	89%

Weekly transactions

Personal				
	Counter transactions	Cash withdrawals	Cash deposits	Cheque deposits
May 2013-Apr 2014	519	183	249	87
May 2014-Apr 2015	490	164	241	85
Change 2013 v 2014	-6%	-12%	-4%	-2%

Business & Corporate

	Counter transactions	Cash withdrawals	Cash deposits	Cheque deposits
May 2013-Apr 2014	201	16	87	97
May 2014-Apr 2015	185	17	84	84
Change 2013 v 2014	-9%	1%	-3%	-16%

Opening hours of Stoke-On-Trent

Monday	09:30-16:30
Tuesday	09:30-16:30
Wednesday	closed
Thursday	09:30-16:30
Friday	09:30-16:30
Saturday	closed
Sunday	closed

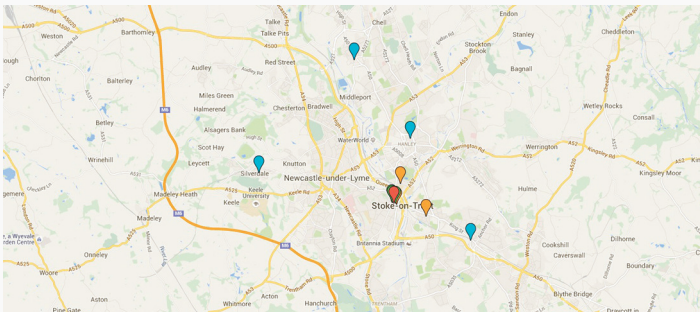
Facilities available

Counter services	Yes
Cash machines	Yes
Self service machines	No

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, which offer a number of banking services.

Where to find nearest three Barclays branches, nearest three Post Offices, and nearest three free cash machines



- 📍 Closing branch
- 📍 Nearest three Barclays branches
- 📍 Nearest three Post Offices
- 📍 Nearest three free cash machines

Local Barclays branches

Name	HANLEY TOWN ROAD		NEWCASTLE STAFFS		LONGTON	
Post Code	ST1 2PJ		ST5 1RN		ST3 2JL	
Distance (miles)	2.1		2.2		2.3	
Opening hours	Monday	09:00-17:00	Monday	09:00-17:00	Monday	09:30-16:30
	Tuesday	09:00-17:00	Tuesday	09:00-17:00	Tuesday	09:30-16:30
	Wednesday	09:00-17:00	Wednesday	09:00-17:00	Wednesday	09:30-16:30
	Thursday	09:00-17:00	Thursday	09:00-17:00	Thursday	09:30-16:30
	Friday	09:00-17:00	Friday	09:00-17:00	Friday	09:30-16:30
	Saturday	09:00-15:00	Saturday	09:00-15:00	Saturday	09:00-14:00
	Sunday	closed	Sunday	closed	Sunday	closed
Any recent or upcoming changes to branch trading hours?	None		None		None	
Branch Facilities – Counters	Yes		Yes		Yes	
Branch Facilities – Self service	Yes		Yes		Yes	

Nearest free cash machines to this branch

Location	Address	Distance (miles)	Charge amount
Shipleys Stoke	48-50 Church Street, Stoke on Trent, ST4 1DQ	0.1	FREE
The Co-op	113 Church Street, Stoke, ST4 1DE	0.1	FREE
Natwest	Campbell Place, Stoke On Trent, ST4 1ND	0.1	FREE

Nearest cash machines to this branch that charge a fee

Location	Address	Distance (miles)	Charge amount
Premier Convenience Store	133 Campbell Road, Stoke-On-Trent, ST4 4DZ	0.4	£1.85
Premier Convenience Store	229 London Road, Stoke-On-Trent, ST4 5AA	0.5	£1.50
Penkhull Wine Stores	11 Frederick Avenue, Penkhull, Stoke, ST4 7HA	0.6	£1.75

Nearest Post Offices to this branch

Post Office Name	Distance (Miles)	Address	Opening hours	Banking facilities
Stoke	0.1	37 Church Street, Stoke-On-Trent, ST4 1AA	09:00 - 17:30 Mon-Fri 09:00 - 12:30 Sat Closed Sun	Yes
St Judes	0.7	123 College Road, Stoke-On-Trent, ST4 2EE	09:00 - 18:00 Mon-Fri 09:00 - 12:30 Sat Closed Sun	Yes
Fenton	1.0	20 Christchurch Street, Stoke-On-Trent, ST4 3AD	09:00 - 17:30 Mon-Fri 09:00 - 13:00 Sat Closed Sun	Yes

Community feedback

We understand that the decision to close a branch affects different communities in different ways, so we spoke to people in your community to hear their opinion. We wanted to find out how your community, and particular groups within it, would be affected if this branch were to close, and what we could do to help people through the transition.

We contacted the following groups:

MP

Tristram Hunt

City Council

Chief Executive John van Laarschot

Customers

A number of customers who regularly use the branch

We asked all of the groups to answer three questions. You'll find their responses below.

In your opinion, what's the biggest effect that this branch closing will have on your local community?

You said to us:

Many people feel that the community is losing a much valued local service. There are also concerns around the scale of financial exclusion in the local area.

We'd like to say:

We understand the concern from the community. We have looked carefully at how this branch is used. Many customers already also use neighbouring branches and online or telephone banking and we've seen a general fall in customers coming to the branch.

People seeking banking services can visit any of our other branches where colleagues will be able to guide them on the appropriate course of action, similarly our telephony teams available on 0345 734 5345 are able to support and there is further information on Barclays.co.uk enabling non customers to understand the services we offer.

We have explained that customers can do their everyday banking at the Post Office, to ensure that financial services are still available within the community. We're also helping customers understand the transactions they can do there. For everyday banking, the Post Office is open between 9.00am and 5.30pm five days a week, and until 12.30pm on Saturdays - and customers can take out money from the cash machines at Lloyds and NatWest. We're also talking to customers about how they can do their banking from home.

What's the biggest effect that this branch closing will have on customers of the branch?

You said to us:

There are worries about customers who may depend particularly on the branch – for example, elderly customers and people who may find it hard to travel.

We'd like to say:

Our alternative branches at Hanley Town Road, Newcastle and Longton are all around two miles away. However, we know it's not always convenient to travel, so we've been offering support from our Digital Eagles to help customers adapt to new ways of banking that mean they don't have to come into the branch so often. There are relatively few customers that are dependent solely on this branch.

We're speaking directly with customers most likely to be affected by the closure and we're helping them with alternative ways to do their banking. This includes Telephone Banking to speak to someone in person. We have made sure they're familiar with the Post Office arrangement too.

What alternative ways to bank do you believe would help people adapt to the change?

You said to us:

Customers will need help if they are to adopt new banking methods.

We'd like to say:

We've encouraged customers to use other ways to do their everyday banking, including Mobile and Online Banking – and Telephone Banking if they would prefer to speak to someone. We have run 'Tea and Teach' events at the branch to show customers other ways to bank, as well as how to set up a regular payment and order cards and PINs. These were available to members of the community as well through Tristram Hunt MP. Local branches will continue these events after we close and support is always available through our telephony and website services.

Other things to help with the change...

Whether at a main or local branch, both business and personal customers can still pay in cheques at the Post Office. You'll need:

1. a pre-printed paying-in slip. You'll find these in your cheque book, or you can order them at a branch
2. a paying-in envelope. We have extra stock in the Stoke on Trent branch, so please call in before the closure to pick some up. Otherwise, just call **0800 169 3091** for these, and we'll pop some in the post.

Business and personal customers can pay in cash using a pre-printed paying in slip, where this service is available.* Personal customers can withdraw cash using a debit card and pin.

*This service is not available at Post Office Locals.

There are more ways to bank locally

We want to be there for you wherever and whenever you need us so we offer many other ways for you to do your banking.

If you usually:

Visit an in-branch counter to deposit your cheques

If you usually:

Make a trip to a branch to check your balance, pay bills, transfer money and order chequebooks

If you usually:

Make a trip to a branch to withdraw cash at the counter



Why not try:

Using the Post Office – you can pay in cash and cheques whilst you post your parcels or buy your stamps

Why not try:

Using Telephone Banking – you can do your everyday banking without leaving the house.

To register, simply call **0345 734 5345***

Why not try:

Withdrawing cash at a Link cash machine or ask for cashback at the supermarket

Your bank is always open

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.

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**.

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**.

Barclays Mobile Banking

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 Mobile Banking app is free to download from your app store.

Barclays Pingit

Sending money is secure and 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 Barclays Pingit app is free to download from your app store.

The Post Office

Personal customers can withdraw money using a debit card and all customers can pay in cash or cheques at thousands of Post Office branches across the country.

To pay in cash and cheques you need a pre-printed paying in slip, like those in your cheque book – for cheques you will also need a cheque deposit envelope.

Barclays at Asda

Our branches at some Asda stores allow you to visit a branch late at night or at the weekend. To find locations of our branches at Asda, go to barclays.co.uk/waystobank

Did you know you can also get cash back at any local supermarket? Just ask at the check-out.

Link cash machines

Withdraw cash free of charge at any cash machine displaying the Link sign. You can check your balance, top-up your mobile phone, print off a mini statement and request a receipt too.



If you would like more information or help with any of the different ways you can bank with us, please speak to someone in the branch or visit barclays.co.uk/waystobank

Find out more today

barclays.co.uk/waystobank

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

Calls may be recorded for quality and training purposes.

* 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.

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