



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

Our Birchington-On-Sea branch is closing  
on 19 February 2016

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
- 63% of our branch customers also use other ways to do their banking, such as online and by telephone
- In the past 12 months, 48% of this branch's customers have been using neighbouring branches
- Only 140 customers regularly used this branch in the past 12 months, without interacting with us in any other way.

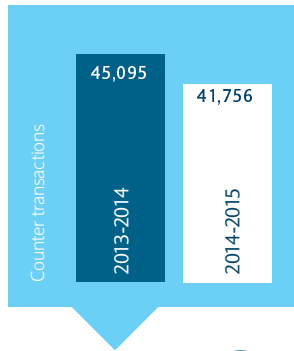
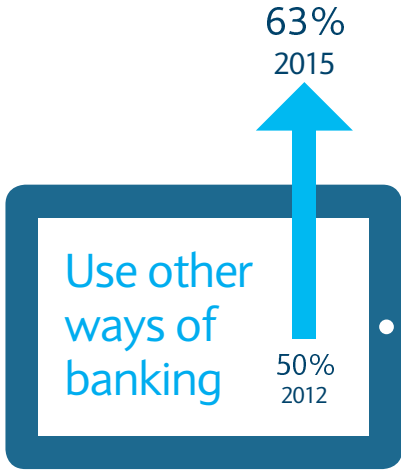
I realise that you may have questions and concerns about these changes, so please feel free to get in touch using the details below.

Yours,

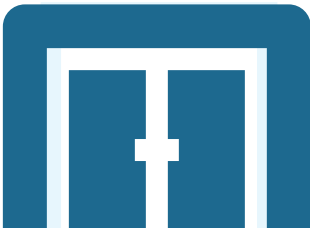
Will Dixon  
Kent Community Banking Director  
[Will.Dixon@barclays.com](mailto:Will.Dixon@barclays.com)

# What's changed in your branch?

Many customers are choosing to bank differently



**48%**  
of customers of this branch who have used neighbouring branches in the last 12 months



In all, only 140 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	2,780	875	45%
Business & Corporate	334	127	66%

### Weekly transactions

Personal				
	Counter transactions	Cash withdrawals	Cash deposits	Cheque deposits
May 2013-Apr 2014	737	307	247	184
May 2014-Apr 2015	678	288	223	167
Change 2013 v 2014	-9%	-7%	-11%	-10%

### Business & Corporate

	Counter transactions	Cash withdrawals	Cash deposits	Cheque deposits
May 2013-Apr 2014	130	14	46	70
May 2014-Apr 2015	125	14	49	61
Change 2013 v 2014	-4%	2%	7%	-14%

### Opening hours of Birchington-On-Sea

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

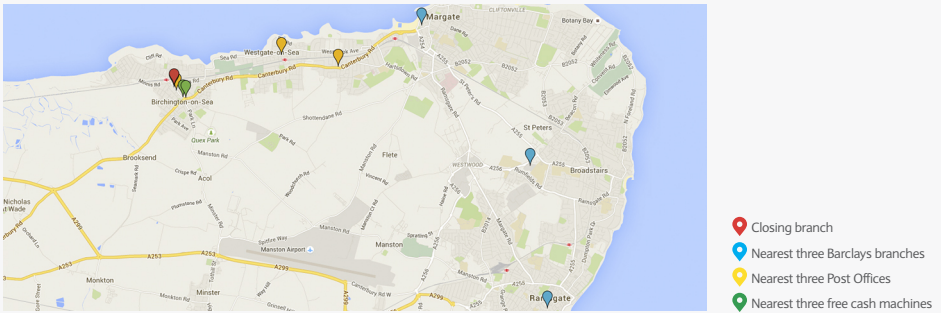
### Facilities available

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



## Local Barclays branches

Name	Margate	Broadstairs	Ramsgate
Post Code	CT9 1EB	CT10 2NR	CT11 9DZ
Distance (miles)	3.7	5.9	6.6
Opening hours	Monday 09:30-1 6:30 Tuesday 09:30-1 6:30 Wednesday 09:30-1 6:30 Thursday 09:30-1 6:30 Friday 09:30-1 6:30 Saturday 10:00-1 4:00 Sunday closed	Monday 08:00-23:59 Tuesday 06:00-23:59 Wednesday 06:00-23:59 Thursday 06:00-23:59 Friday 06:00-23:59 Saturday 08:00-21:00 Sunday 10:00-1 6:00	Monday 09:30-1 6:30 Tuesday 09:30-1 6:30 Wednesday 09:30-1 6:30 Thursday 09:30-1 6:30 Friday 09:30-1 6:30 Saturday 10:00-1 6:00 Sunday closed
Any recent or upcoming changes to branch trading hours?	None	None	None
Branch Facilities – Counters	Yes	No	Yes
Branch Facilities – Self service	Yes	Yes	Yes

### Nearest free cash machines to this branch

Location	Address	Distance (miles)	Charge amount
Lloyds	2 The Square, Birchington CT7 9AD	0.2	FREE
Sainsbury's Local	76 Station Road, Birchington CT7 9RA	0.0	FREE
Nationwide	32 The Square, Birchington CT7 9AB	0.2	FREE

### Nearest cash machines to this branch that charge a fee

Location	Address	Distance (miles)	Charge amount
Westgate Supermarket	23-27 Cambourne Avenue, Westgate-on-Sea CT8 8NA	1.4	£1.75
Two Chimneys Holiday Park	Shottendane Road, Birchington CT7 0HD	2.0	£1.50
Premier Inn, Smugglers Retreat	Tothill Street, Minster, Ramsgate CT1 2 4AU	2.6	£1.75

### Nearest Post Offices to this branch

Post Office Name	Distance (Miles)	Address	Opening hours	Banking facilities
<b>Birchington</b>	0.0	54-56 Station Road, Birchington CT7 9RA	07:00 - 22:00 Mon-Sun	<b>Yes</b>
<b>Westgate-on-Sea</b>	1.8	76 St Mildreds Road, Westgate-on-Sea CT8 8RN	09:00 - 17:30 Mon-Fri 09:00 - 12:30 Sat Closed Sun	<b>Yes</b>
<b>Garlinge</b>	2.4	Costcutter, 1 66-1 68 Canterbury Road, Garlinge, Margate CT9 5JW	08:30 - 17:30 Mon-Fri 09:00 - 14:00 Sat Closed Sun	<b>Yes</b>

# 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

Sir Roger Gale

### Local council

Councillor Brimm  
Councillor G Coleman-Cooke  
Councillor K Coleman-Cooke  
Councillor Bambridge  
Councillor Day  
Councillor Howes

### Local groups

Birchington Residents Association  
Birchington Parish Council  
Birchington Active Retirement Association  
Thanet and East Kent Chamber of Commerce

### 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:

People are worried that Barclays is the third bank to close on the High Street within 12 months. There are concerns that the Post Office will be very busy as a result of the increased pressures on it.

#### We'd like to say:

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

The Post office is open 07:00 - 22:00, seven days a week giving customers many additional hours in which they can carry out basic banking transactions in the local area. Additionally 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.

We're encouraging customers who need face-to-face banking to travel to our nearby branches at Margate, Broadstairs and Ramsgate. Local bus timetables are available in the branch for people who need them.

There are a number of Free to Use ATM's in close proximity to the branch offering customers lots of choice around how they are able to access cash.



### 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 those who may find it hard to travel. Some business customers will be inconvenienced.

#### We'd like to say:

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 if they're unable to travel. This includes Telephone Banking to speak to someone in person. We have made sure they're familiar with the Post Office arrangement too.

We've spoken to Business and Corporate customers individually. We have made sure they understand that their business relationship arrangements won't change. We're also helping them with other ways to bank, such as Drop and Go and Cash and Cheque Advantage. There are also services available online.

### 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.

Given that there are concerns about adapting to digital banking, we're running three 'Tea and Teach' events within the community every week. These show customers other ways to bank, as well as how to set up a regular payment and order cards and PINs. Local branches will continue these after we close and support is always available through our telephony and website services.

## Other things to help with the change...

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

Both business and personal customers can pay in cheques. 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 Birchington 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.

\*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](https://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](https://barclays.co.uk/waystobank)

Find out more today

[barclays.co.uk/waystobank](https://barclays.co.uk/waystobank)

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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/accessible-services](https://barclays.co.uk/accessible-services)**

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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