

Closing Branch Review (Part 1) – Cleobury Mortimer branch

LLOYDS BANK



Following an in-depth review, this branch will close on 12 January 2023

Background and decision - Like many other high street businesses, we've seen people using our branches less frequently in recent years as more customers choose to do most of their everyday banking online. We're responding to the way our customers use our branches. We'll continue to invest in our branch network, but we have to make sure our branches are where customers need and use them most. As a result, we've made the difficult decision to close this branch because customers are using it less often. In addition the majority of customers are also using alternative ways to bank.

What this means for you - You can use any of our branches and our nearest alternative is the Kidderminster branch. You can also use a Post Office® for your everyday banking. And for a short period of time after the branch closes we plan to have a Community Banker visit this area. They can offer support and guidance on the ways you can bank with us - find out more in this document. We're still here to support you, and there's a number of ways you can bank with us. Read on to find out more, and for a summary of our review. Following engagement with the local community, an overview of the feedback we receive will be given in our Closing Branch Review Part 2.

Cleobury Mortimer branch

39 High Street
Cleobury Mortimer
Kidderminster
Worcestershire
DY14 8DH

| | | |
|-----------|---------------|--|
| Monday | 09:00 - 13:00 | Branch facilities: <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 30%;"> <p>✗ Cashpoint® machine inside branch</p> <p>✓ Level or ramp access to branch</p> <p>✓ Broadband is available in the postcode of the closing branch.</p> </div> <div style="width: 30%;"> <p>✓ Cashpoint® machine outside branch</p> <p>✗ Self Service Zone or machines</p> </div> <div style="width: 30%;"> <p>✓ Talking Cashpoint® machine</p> <p>✓ Counter service</p> </div> </div> |
| Tuesday | Closed | |
| Wednesday | Closed | |
| Thursday | 09:00 - 13:00 | |
| Friday | 09:00 - 13:00 | |
| Saturday | Closed | |
| Sunday | Closed | |

Note: branch opening hours are subject to change - please check lloydsbank.com/branchfinder for up to date opening hours.

How we made our closure decision

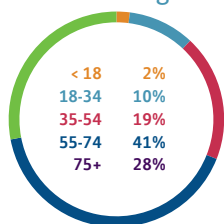
When we close a branch, we complete a detailed impact analysis which includes:

- How customers are choosing to bank with us
- How often customers use the branch and how that usage is changing. This includes looking at trends in the year to March 2022 and the four previous years
- Current services available in the branch and the branch opening hours
- Assessment and check of alternative ways to bank including their proximity and accessibility – this is confirmed by a visit
- Assessment of public transport, availability and frequency
- Assessment of Broadband availability
- Impact on our customers including those who are vulnerable or may need additional support.
- We've shared the closure plans for this branch with LINK who on behalf of the Cash Action Group have independently assessed the access to cash needs of the local community

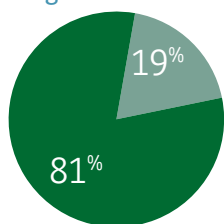
By regularly reviewing our branches we can make sure we respond to our customers' changing needs.

Customer icon Cleobury Mortimer branch customers

Age of personal customers using branch



Type of customer using branch



Figures have been rounded up or down to show as whole numbers

Customer icon Cleobury Mortimer customers are already banking in other ways

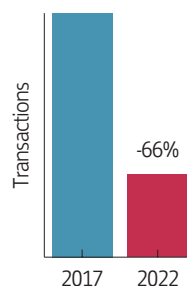
- 45%** of personal customers using Cleobury Mortimer branch have also used other Lloyds Bank branches
- 73%** of customers using Cleobury Mortimer branch have also used other Lloyds Bank branches, Internet Banking or PhoneBank®
- 22%** of personal customers using Cleobury Mortimer branch have also used the Post Office®

Branch icon Regular monthly branch usage

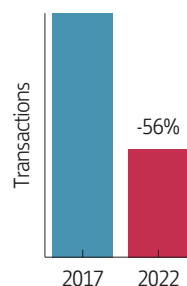
59 of our customers used the branch regularly in 12 months to March 2022

Branch icon How customers are using this branch

Branch transaction changes over the past 5 years (based on March of each year)

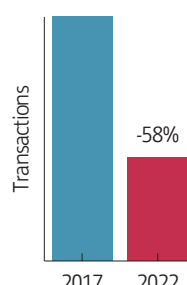


Personal Customers

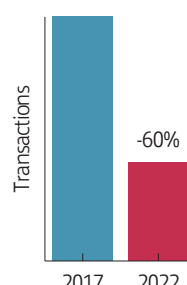


Business Customers

Cashpoint machine transaction changes over the past 5 years (based on March of each year)



Personal Customers



Business Customers

Other ways you can continue to bank with us


The nearest alternative branches to Cleobury Mortimer branch

To find your most convenient alternative branch and its opening hours please visit lloydsbank.com/branchfinder

Kidderminster

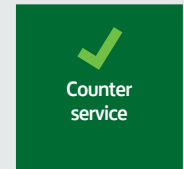
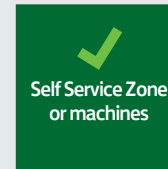
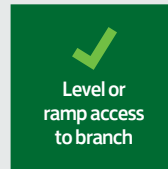
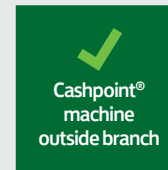
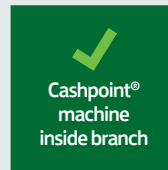
1 Vicar Street
Kidderminster
Worcestershire
DY10 1DE

| | |
|-----------|---------------|
| Monday | 09:00 - 16:00 |
| Tuesday | 09:00 - 16:00 |
| Wednesday | 09:00 - 16:00 |
| Thursday | 09:00 - 16:00 |
| Friday | 09:00 - 16:00 |
| Saturday | 09:00 - 13:00 |
| Sunday | Closed |

 This branch is **10.06 miles away** from the Cleobury Mortimer branch.

How you can get to this branch

There are buses to Kidderminster with a journey time of around 35 minutes.




Note: branch opening hours are subject to change – please check lloydsbank.com/branchfinder for up to date opening hours.

Ludlow

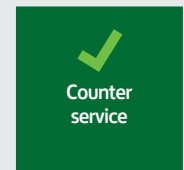
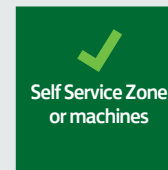
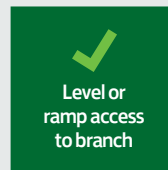
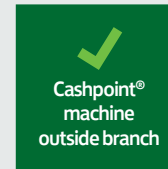
16 Broad Street
Ludlow
Shropshire
SY8 1NQ

| | |
|-----------|---------------|
| Monday | 09:00 - 15:00 |
| Tuesday | 09:00 - 15:00 |
| Wednesday | 09:00 - 15:00 |
| Thursday | 09:00 - 15:00 |
| Friday | 09:00 - 15:00 |
| Saturday | Closed |
| Sunday | Closed |

 This branch is **10.25 miles away** from the Cleobury Mortimer branch.

How you can get to this branch

There are buses to Ludlow with a journey time of around 25 minutes.



Note: branch opening hours are subject to change – please check lloydsbank.com/branchfinder for up to date opening hours.

Internet Banking

Register for Internet Banking and manage your accounts 24/7, 365 days a year. To register, just go to lloydsbank.com, visit a branch or call us. If you need help using the internet, we've partnered with Digital Helpline to offer free one to one guidance over the phone. They can help you learn how to use the internet for banking and much more. Just call them on 01135 184 060 from Monday to Friday between 9am to 5pm. Sign Video services are available if you use British Sign Language. Visit digitalhelpline.signvideo.net

With Internet Banking, you can:

- Check your balance and review and download statements
- Transfer money and pay bills
- Open new accounts
- Business customers can make up to 25 payments in one batch with our secure bulk payments service, can grant delegate access to multiple users and set up Online Payment Control
- Register your mobile for text alerts.

We'll never get in touch to ask you to move money to another account, for your personal details - or to take control of a computer. Digital Helpline won't do this either.

Mobile Banking

Register for Mobile Banking, and do all your banking basics securely, including depositing cheques, where and when it suits you. Find out more at lloydsbank.com

With Mobile Banking, you can also sign up for text alerts to let you know when your balance reaches a limit you set. You must be signed up for Internet Banking beforehand.

PhoneBank®

Our automated service is available 24/7. If you need to speak to us in person our friendly advisers are just a phone call away.

To register for PhoneBank® call us:

0345 300 0000 – Personal advisers available 8am-8pm everyday.

0345 072 5555 – Business Managers available Monday to Friday 7am-8pm, and Saturday 9am-2pm.

With PhoneBank®, you can:

- Access all your accounts during the same call
- Check balances, recent transactions and order statements
- Transfer money and pay bills
- Open new accounts
- Order cards, PINs, cheque books or personalised pre-printed paying in books
- Cancel or hear details of your direct debits and amend standing orders
- Register for Internet Banking and Mobile Banking.

Community Banker

In the run up to the branch closure branch staff will be on-hand to offer support and guidance on the ways you can bank with us. Plus, for a short period of time after the branch closes we plan to have a Community Banker visit this area. They'll also be able to offer support and guidance on the ways you can bank with us. Over the coming months our branch staff will be able to let you know more about our plans for a Community Banker and how long they'll be in the area. We'll also keep lloydsbank.com/communitybanker up to date with this information.

How a Community Banker can help:

- Guide you through the ways you can bank with us.
- Support with account enquiries for both personal and business customers.

Other local banking services in your community

Post Office®

You can deposit cheques into your current and savings accounts using a cheque envelope from a Lloyds Bank branch or Post Office and a personalised pre-printed paying-in slip – which you can order in a Lloyds Bank branch or over the phone. Limits apply.

To pay in cash, you can use your debit card and PIN or a personalised pre-printed paying-in slip. You can also make free cash withdrawals (£300 limit at the counter, ATM limits may vary) and ask to check your balance.

Deposits made at the Post Office® using a personalised paying-in slip (cash deposits limit is £1,000) will take at least one additional day to credit to your account.

The nearest Post Office to Cleobury Mortimer branch is:

Cleobury Mortimer, 1 Church Street, DY14 8BS

To find out more about the services available, Personal customers please visit lloydsbank.com/postoffice and Business customers please visit lloydsbank.com/business/retail-business/banking-with-us/post-office To find your most convenient Post Office and its opening times, please visit postoffice.co.uk/branch-finder



Cash machines

We'll be closing the Cashpoint® machine at the Cleobury Mortimer branch, but nearby free-to-use cash machines are listed below:

Midcounties Co-op Tuffins - Cleobury Mortimer, West End Garage, DY14 8DR, **0.1 miles away**

Midcounties Co-op Highley, High Street, WV16 6LP, **6.43 miles away**

Costcutter - Hawthorne House, High Street, WV16 6LF, **6.44 miles away**

To find your most convenient alternative free cash machine you can use the ATM Link Locator: www.link.co.uk/atm-locator

PayPoint

To find your most convenient PayPoint you can use the PayPoint Locator at www.paypoint.com

We're here to help and support you before and after the branch closes



If you're a Personal customer call us on **0345 300 0000**. If you're a Business customer call us on **0345 072 5555**.



Speak to one of our branch staff.



If you're a Commercial Banking customer, you can talk to your Relationship Manager.



If we can't resolve your problems. Contact us using the details available in this document.

Details on the statistics in this document

| The statistic | How we measured this |
|--|--|
| Customers using the branch on a regular monthly basis | The number of customers who transacted at the counter or Immediate Deposit Machine (IDM) in 11 out of 12 months ending March 2022. |
| Branch transactions | Total transactions undertaken at the counter or Immediate Deposit Machine. |
| Branch transaction changes over the past 5 years | The percentage change in Personal or Business customer branch transactions: -At year ending March 2017 compared to year ending March 2022. Since March 2020 branch transactions have been impacted by the Covid-19 pandemic. |
| Cashpoint® machine transaction changes over the past 5 years | The percentage change in Personal or Business customer Cashpoint® machine transactions: -At year ending March 2017 compared to year ending March 2022. Since March 2020 Cashpoint® machine transactions have been impacted by the Covid-19 pandemic. |
| Percentage of customers who use this branch and other Lloyds Bank branches | The proportion of Personal customers who have used this branch and have also used a different branch in a 12 month period ending March 2022. |
| Percentage of customers who use this branch and have also used other Lloyds Bank branches and Internet Banking or Phonebank® | The proportion of customers who have used this branch and have also used other Lloyds Bank branches and Internet Banking or Phonebank® in a 6 month period ending March 2022. |
| Percentage of customers who use this branch and the Post Office® | The proportion of Personal customers who have used this branch and have also used the Post Office® in a 12 month period ending March 2022. |
| Other branches nearby – distances | Based on the road distance between the closing and next closest branches. Source: Mapinfo – this software package measures distances between postcodes. |
| Cash machine distances | Measured on a straight line basis between the postcode of the closing branch and the postcode of the cash machines. |
| This branch is within walking distance | This is based on a walking distance of less than 0.4 miles or 10 minutes. |
| This branch can be reached by public transport | There is at least a bus or train every half an hour and has a journey time of 30 minutes or less. |
| Vulnerable customers | Someone who, due to their personal circumstances, is especially susceptible to detriment, particularly when a firm is not acting with appropriate levels of care. |
| Broadband availability | This shows broadband coverage is available in the location of the closing branch postcode. |

If you need extra help

If you need this communication in another format, such as large print, Braille or audio CD, please contact us.

If you have a hearing or speech impairment – you can call us using Relay UK. There's more information on the Relay UK help pages www.relayuk.bt.com/ Sign Video services are also available if you're Deaf and use British Sign Language: lloydsbank.com/help-guidance/accessibility/signvideo

If you need support due to a disability please get in touch.

If you need to tell us something

If you want to make a complaint – you'll find helpful information at: lloydsbank.com/contact-us/how-to-complain To speak to us, call: 0800 072 3572 (+44 173 346 2267 outside the UK). Lines are open all day, every day. You can call us using Relay UK if you have a speech impairment. There's more information on the Relay UK help pages www.relayuk.bt.com/ You can also visit us in branch.

When you call us – calls and online sessions may be monitored and recorded. Not all Telephone Banking services are available 24 hours a day, 7 days a week.

Things you need to know

Lloyds Banking Group is a signatory to the **Access to Banking Standard** which is overseen by the Lending Standards Board <https://www.lendingstandardsboard.org.uk/resources/access-to-banking-standard/>

The Standard aims to minimise the impact of branch closures on customers and local communities.

We observe the requirements of the **Financial Conduct Authority Final Guidance 20/3 'FG20/3: Branch and ATM closures or conversions'** www.fca.org.uk/publication/finalised-guidance/fg20-03.pdf

Keeping your money protected – eligible deposits with us are protected by the Financial Services Compensation Scheme. We are also covered by the Financial Ombudsman Service. Please note that due to FSCS and FOS eligibility criteria not all business customers will be covered.

Cashpoint® is a registered trademark of Lloyds Bank Plc.

Post Office and Post Office logo are registered trademarks of the Post Office Ltd.

Mobile Banking app – to use our Mobile Banking app you need to have a valid phone number registered to your account. Available to UK personal Internet Banking customers and Internet Banking customers with accounts held in Jersey, the Bailiwick of Guernsey or the Isle of Man. Our app is available to iPhone and Android users only and minimum operating systems apply, so check the App Store or Google Play for details. Device registration required. The app doesn't work on jailbroken or rooted devices. Terms and conditions apply.



Protected

A quick guide to doing your banking for Personal customers

 Internet Banking

 Mobile Banking app

 PhoneBank®





























 Any branch

 Mobile Branch

 Post Office

 Cash machine

 PayPoint

| Activity in branch | How you can do this |
|---|--|
| I'd like to pay in cash | <ul style="list-style-type: none"> At any Lloyds Bank branch (except coins if there's no counter service). Pay in up to £5,000 in cash a day. Find out more at lloydsbank.com/mobilebranches Use your debit card and PIN or a personalised pre-printed paying-in slip which can be ordered in a Lloyds Bank branch or over the phone. |
| I'd like to pay in a cheque | <ul style="list-style-type: none"> Pay in a cheque securely using your phone's camera (cheque limits apply). Find out more at lloydsbank.com/mobileapp At any Lloyds Bank branch. Pay in unlimited cheques. Find out more at lloydsbank.com/mobilebranches Use a cheque envelope from a Lloyds Bank branch or the Post Office, and a personalised paying-in slip, ordered in a Lloyds Bank branch or over the phone. |
| I'd like to take money out | <ul style="list-style-type: none"> Find one at link.co.uk/atm-locator At any Lloyds Bank branch (except coins if there's no counter service). You can withdraw up to £500 cash a day. Find out more at lloydsbank.com/mobilebranches Free withdrawals (limits may vary) with your debit card and PIN. |
| I'd like to pay a person or a bill | <ul style="list-style-type: none"> Manage payments securely online. Register at lloydsbank.com/register Manage payments easily and securely online. Find out more at lloydsbank.com/mobileapp Details of how to register and opening times are covered on earlier pages. At any Lloyds Bank branch. Pay bills and make other payments. Pay bills and make other payments. Find out more at postoffice.co.uk/bill-payments Find your most convenient PayPoint at paypoint.com |
| I'd like information about a product or I'd like to apply | <ul style="list-style-type: none"> Find out more at lloydsbank.com Speak to one of our advisers. Details of how to register and opening times are covered on earlier pages. At any Lloyds Bank branch. |
| I'd like to check my account | <ul style="list-style-type: none"> Securely check your account 24/7, 365 days a year. Securely check your account on the move whenever you like. Check balances, recent transactions and order statements for all of your accounts. At any Lloyds Bank branch. Find out more at lloydsbank.com/mobilebranches Check your balance and print a mini statement whenever you like. Check your balance using your debit card and PIN. |

How to protect yourself online

Stay safe online

We use the latest security measures and our Online and Mobile Fraud Guarantee gives you a full refund as long as you take simple steps to protect yourself.

Stay safe, stay protected online:

- Use passwords which aren't easy to guess
- Never share your password with anyone else
- Install anti-virus software to protect your devices and keep them up to date

I'd like some help

If you'd like some help or you're worried about money, you can visit us in any branch or call us on the number quoted earlier in this document, and we'll talk you through your options and try to help. If you'd prefer to speak to someone independent, you can get free support from any of the services below:

Citizens Advice

Call **03444 111 444** or visit citizensadvice.org.uk


National Debtline

Call **0808 808 4000** or visit nationaldebtline.org

StepChange - offers free debt advice

Call **0800 054 6734** or visit stepchange.org

A quick guide to doing your banking for Business customers

 Online for Business


 Business Mobile Banking app



























 Telephone Banking

 Any branch

 Mobile Branch

 Post Office

 Cash machine

| Activity in branch | How you can do this |
|---|---|
| I'd like to pay in cash | <ul style="list-style-type: none"> At any Lloyds Bank branch (except coins if there's no counter service). Pay in up to £5,000 in cash a day. Find out more at lloydsbank.com/mobilebranches Use your debit card and PIN or a personalised pre-printed paying-in slip which can be ordered in a Lloyds Bank branch or over the phone. |
| I'd like to pay in a cheque | <ul style="list-style-type: none"> Pay in a cheque securely using your phone's camera (cheque limits apply). Find out more at lloydsbank.com/businessmobilebanking At any Lloyds Bank branch. Pay in unlimited cheques. Find out more at lloydsbank.com/mobilebranches Use a cheque envelope from a Lloyds Bank branch or the Post Office, and a personalised paying-in slip, ordered in a Lloyds Bank branch or over the phone. |
| I'd like to take money out | <ul style="list-style-type: none"> Find one at link.co.uk/atm-locator At any Lloyds Bank branch (except coins if there's no counter service). You can withdraw up to £500 cash a day. Find out more at lloydsbank.com/mobilebranches Free withdrawals (limits may vary) with your debit card and PIN. |
| I'd like to pay a person or a bill | <ul style="list-style-type: none"> Manage payments securely online. Register at lloydsbank.com/businessregister Manage payments easily and securely online. Find out more at lloydsbank.com/businessmobilebanking Details of how to register and opening times are covered on earlier pages. At any Lloyds Bank branch Pay bills and make other payments. |
| I'd like information about a product or I'd like to apply | <ul style="list-style-type: none"> Find out more at lloydsbank.com/business Speak to one of our Business Managers. Details of how to register are covered on earlier pages. At any Lloyds Bank branch. |
| I'd like to check my account | <ul style="list-style-type: none"> Securely check your account 24/7, 365 days a year. Securely check your account on the move whenever you like. Check balances, recent transactions and order statements for all of your business accounts. At any Lloyds Bank branch. Find out more at lloydsbank.com/mobilebranches Check your balance using your debit card and PIN. Check your balance and print a mini statement whenever you like. |

How to protect yourself online

Stay safe online

We use the latest security measures and our Online and Mobile Fraud Guarantee gives you a full refund as long as you take simple steps to protect yourself.

Stay safe, stay protected online:

- Use passwords which aren't easy to guess
- Never share your password with anyone else
- Install anti-virus software to protect your devices and keep them up to date

I'd like some help

If you'd like some help or you're worried about money, you can visit us in any branch or call us on the number quoted earlier in this document, and we'll talk you through your options and try to help. If you'd prefer to speak to someone independent, you can get free support from any of the services below:

Business Debtline - offers free debt advice to small business and the self employed
Call **0800 197 6026** or visit businessdebtline.org

Money Advice Service
Call **0800 138 7777** or visit moneyadviceservice.org

Citizens Advice
Call **03444 111 444** or visit citizensadvice.org.uk