

# Closing Branch Review – Part 2

## Cleobury Mortimer

Before we made the decision to permanently close the Cleobury Mortimer branch we carried out a thorough review to understand what impact a branch closure would have on both customers and the wider community.



### Communicating this change to customers

We are committed to the Access to Banking Standard and observe the requirements of the Financial Conduct Authority – 'FG 20/3: Branch and ATM closures or conversions'. This means we took a range of factors into account before we decided to close the branch, and these are outlined in the Closing Branch Review – Part 1 document, which we published when the closure was announced. You can view it at [lloydsbank.com/branchclosures](https://lloydsbank.com/branchclosures)

After talking to branch colleagues, we wrote to customers of the Cleobury Mortimer branch to let them know about the closure. In the event of a branch closure, we will always give customers at least 12 weeks' notice, and in many cases even longer. This means they've got plenty of time to consider their options.

We displayed a poster in branch notifying customers of the closure and staff spoke to customers about other ways to do their banking, including PhoneBank, Mobile and Internet Banking, as well as visiting the Post Office. We made customers aware of alternative branches and free ATMs nearby. We also let them know that a Community Banker will be visiting the area for a short period of time after the closure. Find out more in this Review.



### Engaging with the local community

#### Who we contacted

Following the closure announcement we reached out to key members of the local community to help us understand what the impact of the branch closure would be.

- Philip Dunne MP for Ludlow
- Citizens Advice Bureau
- Age UK
- Mental Health UK
- The local Post Office
- National Federation of SubPostmasters
- Local councillors
- Chamber of Commerce
- Alzheimers UK
- LINK
- Post Office Banking Team and senior network representatives

#### The feedback we received and what we did

- A few customers said that the decision to close the branch was disappointing.
- We met with Philip Dunne MP and Councillor Tysall to discuss personal banking services after the branch closes. We explained the alternative banking options and services at the Post Office.

#### What we have done to help make the change smoother

- We proactively called our identified vulnerable customers to ensure they were aware of the closure, the alternatives available to them and provide any help and support required.
- We have partnered with 'Digital Helpline' who offer free one to one guidance over the phone to support customers to use the internet for banking. Customers with an identified need for this service have been provided with contact details enabling them to get free support.
- Our colleagues at Cleobury Mortimer branch have been given the support they need to have in-depth conversations with our customers, especially those in vulnerable circumstances, about how we can help them.



The Cleobury Mortimer branch will close permanently on 12 January 2023

This follows engagement with customers and the local community.



All your account details will stay the same

There will be no change to customer account numbers, sort codes, standing orders, direct debits, cards or PINs.



Your nearest branches are Kidderminster and Ludlow

You can also use any Lloyds Bank branch to do your banking.

Read on to see other ways you can bank



# 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 colleagues.



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 at the end of this document.



## Other ways to bank

### Internet Banking, Mobile Banking and PhoneBank services

These services give you access to your accounts 24 hours a day, 7 days a week.

To find out more information about these services or to register please visit [lloydsbank.com](https://lloydsbank.com)

### 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](https://lloydsbank.com/communitybanker) up to date with this information.

### 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.

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.

To find out more about the services available, Personal customers please visit [lloydsbank.com/postoffice](https://lloydsbank.com/postoffice) and Business customers please visit [lloydsbank.com/business/retail-business/banking-with-us/post-office](https://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](https://postoffice.co.uk/branch-finder)



If you need extra help

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

You can call us using Relay UK if you have a hearing or speech impairment. There's more information on the Relay UK help pages [www.relayuk.bt.com/](https://www.relayuk.bt.com/) SignVideo services are also available if you're Deaf and use British Sign Language: [lloydsbank.com/contact-us/sign-video](https://lloydsbank.com/contact-us/sign-video)

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](https://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/](https://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 'FG22/6: Branch and ATM closures or conversions'** [www.fca.org.uk/publication/finalised-guidance/fg22-6.pdf](https://www.fca.org.uk/publication/finalised-guidance/fg22-6.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.

**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.



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