Closing Branch Review - Part 1
Market Rasen branch

Following an in-depth review, this branch will now close on 25 January 2021

Background and decision
Our customers’ needs are changing. Nearly 16 million people now bank with us through Internet Banking and over 10 million use Mobile Banking. Branches will remain vital in meeting customers’ needs but we must continually review our network to make sure we have branches in locations where customers need and use them the 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 continue to use any other Lloyds Bank branch and the nearest alternative is the Louth branch.

There will also be a new Mobile Branch service visiting the Market Rasen area.
You can also use your local Post Office® for many everyday banking transactions.
We’ll still be here to support you, and there are other ways you can continue to do your banking – take a look at this document to find out about these in more detail, as well as a summary of our review.

Market Rasen branch
5 Market Place
Market Rasen
Lincolnshire
LN8 3HJ

Monday 9:30 - 15:30
Tuesday 9:30 - 15:30
Wednesday 10:00 - 15:30
Thursday 9:30 - 15:30
Friday 9:30 - 17:00
Saturday Closed

Cashpoint® machine inside branch
Cashpoint® machine outside branch
Level or ramp access to branch
Self Service Zone or machines
Talking Cashpoint® machine
Counter service

Note: some branch opening hours may have temporarily changed - 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
- Current services available in the branch and the branch opening hours.

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

Market Rasen branch customers

Age of personal customers using branch

<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 18</td>
<td>3%</td>
</tr>
<tr>
<td>18-24</td>
<td>8%</td>
</tr>
<tr>
<td>25-34</td>
<td>10%</td>
</tr>
<tr>
<td>35-44</td>
<td>9%</td>
</tr>
<tr>
<td>45-54</td>
<td>14%</td>
</tr>
<tr>
<td>55-64</td>
<td>18%</td>
</tr>
<tr>
<td>65-74</td>
<td>19%</td>
</tr>
<tr>
<td>75+</td>
<td>19%</td>
</tr>
</tbody>
</table>

Type of customer using branch

<table>
<thead>
<tr>
<th>Type of Customer</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Customers</td>
<td>86%</td>
</tr>
<tr>
<td>Business Customers</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

Market Rasen customers are already banking in other ways

46% of personal customers using Market Rasen branch have also used other Lloyds Bank branches
69% of customers using Market Rasen branch have also used other Lloyds Bank branches, Internet Banking or PhoneBank®
33% of personal customers using Market Rasen branch have also used the Post Office®

How customers are using this branch

14% of counters at Market Rasen branch are 14% quieter than a year ago
383 of our customers use the branch on a regular monthly basis

Branch usage compared to a year ago

<table>
<thead>
<tr>
<th>Services</th>
<th>Personal</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counter transactions</td>
<td>↓15%</td>
<td>↓9%</td>
</tr>
<tr>
<td>Self Service Zone or machine transactions</td>
<td>↓4%</td>
<td>↓12%</td>
</tr>
<tr>
<td>Cashpoint® machine transactions</td>
<td>↓15%</td>
<td>↓1%</td>
</tr>
</tbody>
</table>

Branch usage compared to a typical Lloyds Bank branch

<table>
<thead>
<tr>
<th>Customers using branch</th>
<th>Personal</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>↓72%</td>
<td>↓55%</td>
</tr>
</tbody>
</table>

This information is correct as of November 2019
Terms used in this document are explained further on page 4.
### The nearest alternative branches to Market Rasen branch

To find your most convenient alternative branch and its current opening hours please visit [lloydsbank.com/branchfinder](lloydsbank.com/branchfinder)

<table>
<thead>
<tr>
<th>Branch</th>
<th>Address</th>
<th>Opening Hours</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louth branch</td>
<td>24 Mercer Row, Louth, LN11 9JH</td>
<td>Monday: 09:00 - 16:30, Tuesday: 09:00 - 16:30, Wednesday: 09:00 - 16:30, Thursday: 09:30 - 16:30, Friday: 09:00 - 16:30, Saturday: 09:00 - 13:00</td>
<td><img src="https://example.com" alt="Cashpoint® machine inside branch" /> <img src="https://example.com" alt="Cashpoint® machine outside branch" /> <img src="https://example.com" alt="Talking Cashpoint® machine" /> <img src="https://example.com" alt="Level or ramp access to branch" /> <img src="https://example.com" alt="Self Service Zone or machines" /> <img src="https://example.com" alt="Counter service" /></td>
</tr>
<tr>
<td>This branch is 13.36 miles away from the Market Rasen branch.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How you can get to this branch</td>
<td>It is about a 25 minutes drive from Market Rasen branch to Louth branch.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brigg branch</td>
<td>69 Wrawby Street, Brigg, DN20 8JG</td>
<td>Monday: 09:30 - 16:00, Tuesday: 09:30 - 16:00, Wednesday: 10:00 - 16:00, Thursday: 09:30 - 16:00, Friday: 09:30 - 16:00, Saturday: 09:00 - 13:00</td>
<td><img src="https://example.com" alt="Cashpoint® machine inside branch" /> <img src="https://example.com" alt="Cashpoint® machine outside branch" /> <img src="https://example.com" alt="Talking Cashpoint® machine" /> <img src="https://example.com" alt="Level or ramp access to branch" /> <img src="https://example.com" alt="Self Service Zone or machines" /> <img src="https://example.com" alt="Counter service" /></td>
</tr>
<tr>
<td>This branch is 14.78 miles away from the Market Rasen branch.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How you can get to this branch</td>
<td>It is about a 30 minute drive from Market Rasen branch to Brigg branch.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** some branch opening hours may have temporarily changed – please check [lloydsbank.com/branchfinder](lloydsbank.com/branchfinder) for up to date opening hours.

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### Ways you can continue to bank with us

**Your new Mobile Branch**

Your new Lloyds Bank Mobile Branch will be visiting the Market Rasen area. The full timetable will be available at [lloydsbank.com/mobilebranch](lloydsbank.com/mobilebranch) shortly before the new service starts to operate.

You can use the Mobile Branch for many of your everyday banking needs, including:

- Paying in cheques and up to £5,000 cash per day (no more than 10 bags of coin)
- Withdrawing up to £500 cash a day (Business customers will need photo ID and their business bank card or cheque)
- Paying bills and making other payments.

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Other local banking services in your community

Post Office®
Customers with a debit card can make immediate cash deposits, card withdrawals and get balance enquiries.

Personal and Business Banking customers can deposit cash and cheques using a paying-in-slip at any Post Office® nationwide (Personal customer cash deposit limit is £1000).

Deposits made at the Post Office® using a paying-in-slip will take at least one additional day to credit to your account.

Market Rasen, John Street, Market Rasen, LN8 3HH

To find out more about the services available, your most convenient Post Office® and its opening times please visit the Post Office® website: www.postoffice.co.uk/branch-banking-services

Cash machines
We’ll be closing the Cashpoint® machine at the Market Rasen branch, but nearby free-to-use cash machines are listed below:

- McColls - Market Rasen, 5 Queen Street, LN8 3EH, 0.05 miles away
- Lincolnshire Co-operative - Market Rasen, John Street, LN8 3HH, 0.06 miles away
- Tesco, Linwood Road, LN8 3AW, 0.27 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 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.

Lloyds Bank is part of the Lloyds Banking Group.
Lloyds Banking Group is a signatory to the Access to Banking Standard and the result of our local community engagement will be published in Part 2 of this document before the branch closes.
### Details on the statistics in this document

<table>
<thead>
<tr>
<th>The statistic</th>
<th>How we measured this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counters quieter or busier than a year ago</td>
<td>Rolling year on year percentage change in counter transactions.</td>
</tr>
<tr>
<td>Customers using the branch on a regular monthly basis</td>
<td>The number of customers who transacted at the counter or Immediate Deposit Machine (IDM) in 11 out of 12 months in a 12-month period.</td>
</tr>
<tr>
<td>Percentage of customers using this branch compared to a typical Lloyds Bank branch</td>
<td>The percentage of Personal or Business customers using the named branch compared to the average number of Personal or Business customers using a typical Lloyds Bank branch.</td>
</tr>
<tr>
<td>Percentage change in counter transactions</td>
<td>Year on year percentage change in Personal or Business customer counter transactions.</td>
</tr>
<tr>
<td>Percentage change in Self Service Zone or machine transactions</td>
<td>Year on year percentage change in Personal or Business customer Self Service Zone or machine transactions.</td>
</tr>
<tr>
<td>Percentage change in Cashpoint® machine transactions</td>
<td>Year on year percentage change in Personal or Business customer Cashpoint® machine transactions.</td>
</tr>
<tr>
<td>Percentage of customers who use this branch and other Lloyds Bank branches</td>
<td>The proportion of Personal customers who have used this branch and have also used a different branch in the last 12 months.</td>
</tr>
<tr>
<td>Percentage of customers who use this branch and have also used other Lloyds Bank branches and Internet Banking or Phonebank®</td>
<td>The proportion of Personal customers who have used this branch and have also used other Lloyds Bank branches and Internet Banking or Phonebank® in the last 6 months.</td>
</tr>
<tr>
<td>Percentage of customers who use this branch and the Post Office®</td>
<td>The proportion of Personal customers who have used this branch and have also used the Post Office® in the last 12 months.</td>
</tr>
<tr>
<td>Other branches nearby – distances</td>
<td>Based on the road distance between the closing and next closest branches. Source: Mapinfo – this software package measures distances between postcodes.</td>
</tr>
<tr>
<td>Cash machine distances</td>
<td>Measured on a straight line basis between the postcode of the closing branch and the postcode of the cash machines.</td>
</tr>
<tr>
<td>This branch is within walking distance</td>
<td>This is based on a walking distance of 0.4 miles or 10 minutes.</td>
</tr>
<tr>
<td>This branch can be reached by public transport</td>
<td>There is a regular bus service between the closing branch and the nearby branch(es).</td>
</tr>
</tbody>
</table>

### Coronavirus help and support

If you are worried about the impact coronavirus could have on your money, we have some additional support and information to help at lloydsbank.com/help-guidance/coronavirus.

**If your vision is impaired** – Please contact us for an alternative format such as large print, Braille or audio CD.

**If your hearing or speech is impaired** – You can contact us using the Relay UK Service or via Textphone on 0345 300 2281 (lines are open 24 hours a day, 7 days a week). If you’re deaf and a BSL user, you can use our SignVideo service at lloydsbank.com/accessibility/signvideo.

**If you need to make a complaint** – You can visit your local branch or call 0800 072 3572 or 01733 462 267 (Textphone 0800 056 7614 or 0173 334 7500 if you have a hearing impairment). Find out more at lloydsbank.com/accessibility/signvideo.

**If your contact details change** – Please log on to Internet Banking at lloydsbank.com to edit your telephone numbers, email address and marketing preferences.

**When you call us** – Your call may be monitored or recorded in case we need to check we have carried out your instructions correctly and to help improve our quality of service. Not all telephone banking services are available 24 hours a day, 7 days a week.

**Cashpoint® and the Post Office®** – Cashpoint® is a registered trademark of Lloyds Bank plc. The Post Office® and Post Office logo are registered trademarks of the Post Office Ltd.

**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.

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