

# Closing Branch Review (Part 1) – Rugeley branch

**LLOYDS BANK**



Following an in-depth review, this branch will close on 14 November 2024

**Background and decision** - The world is becoming more digital than ever before and more of our customers are doing their everyday banking online. With more customers banking digitally, we've seen a fall in branch visits. Because of this, we've decided to close this branch.

**What this means for you** - We're still here to support you and there's a number of ways you can do your everyday banking with us - online, on your mobile, over the phone or at a Post Office®. You can use any of our branches and the nearest alternative is the Cannock branch. And after the branch closes we'll have a Community Banker visit this area. They can offer support and guidance on the 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.

## Rugeley branch

<b>3 Upper Brook Street Rugeley Staffordshire WS15 2DP</b>	<table border="0" style="width: 100%;"> <tr><td>Monday</td><td>09:00 - 15:00</td></tr> <tr><td>Tuesday</td><td>09:00 - 15:00</td></tr> <tr><td>Wednesday</td><td>09:00 - 15:00</td></tr> <tr><td>Thursday</td><td>09:00 - 15:00</td></tr> <tr><td>Friday</td><td>09:00 - 15:00</td></tr> <tr><td>Saturday</td><td>Closed</td></tr> <tr><td>Sunday</td><td>Closed</td></tr> </table>	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	<p><b>Branch facilities:</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;"> Cashpoint® machine inside branch</td> <td style="width: 33%;"> Cashpoint® machine outside branch</td> <td style="width: 33%;"> Talking Cashpoint® machine</td> </tr> <tr> <td> Level or ramp access to branch</td> <td> Self Service Zone or machines</td> <td> Counter service</td> </tr> </table> <p> Broadband is available in the postcode of the closing branch.</p>	Cashpoint® machine inside branch	Cashpoint® machine outside branch	Talking Cashpoint® machine	Level or ramp access to branch	Self Service Zone or machines	Counter service
Monday	09:00 - 15:00																					
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**Note:** branch opening hours are subject to change - please check [lloydsbank.com/branchfinder](https://lloydsbank.com/branchfinder) for up to date opening hours.

## How we made our closure decision

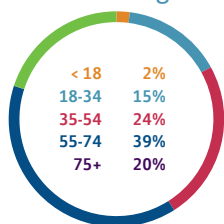
When we close a branch, we complete a detailed impact analysis which includes:

- 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 July 2023 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

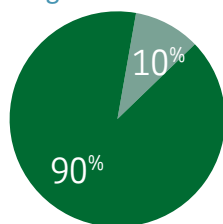
By regularly reviewing our branches we can make sure we respond to our customers' changing needs.

## Rugeley 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

■ Personal Customers  
■ Business Customers

## Rugeley customers are already banking in other ways

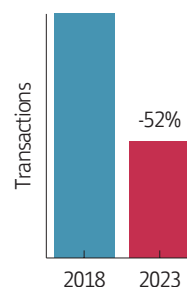
- 43%** of personal customers using Rugeley branch have also used other Lloyds Bank branches
- 77%** of customers using Rugeley branch have also used other Lloyds Bank branches, Internet Banking or PhoneBank®
- 30%** of personal customers using Rugeley branch have also used the Post Office®

## Regular monthly branch usage

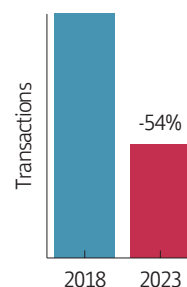
**240** of our customers used the branch regularly in 12 months to July 2023

## How customers are using this branch

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

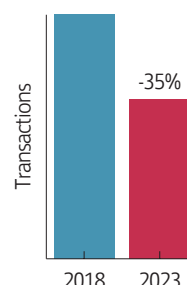


Personal Customers

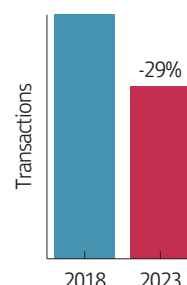


Business Customers

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



Personal Customers



Business Customers

## Other ways you can continue to bank with us

### The nearest alternative branches to Rugeley branch

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

#### Cannock

3 Market Place  
Cannock  
Staffordshire  
WS11 1BD

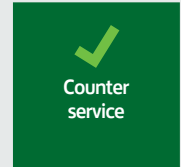
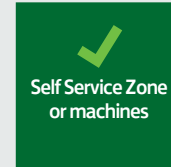
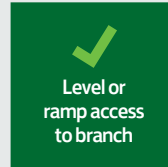
Monday	09:00 - 16:00
Tuesday	09:00 - 16:00
Wednesday	09:00 - 16:00
Thursday	09:00 - 16:00
Friday	09:00 - 16:00
Saturday	09:00 - 13:00
Sunday	Closed

 This branch is **6.41 miles away** from the Rugeley branch.

 This branch can be reached by public transport

#### How you can get to this branch

There are hourly direct buses to Cannock with a journey time of around 25 minutes.



**Note:** branch opening hours are subject to change – please check [lloydsbank.com/branchfinder](https://lloydsbank.com/branchfinder) for up to date opening hours.

#### Lichfield

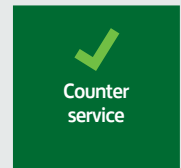
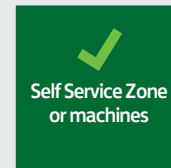
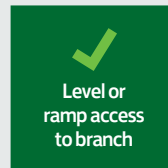
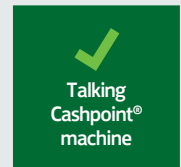
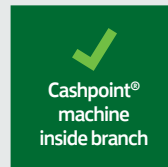
22 Conduit Street  
Lichfield  
Staffordshire  
WS13 6JS

Monday	09:00 - 15:30
Tuesday	09:00 - 15:30
Wednesday	09:00 - 15:30
Thursday	09:00 - 15:30
Friday	09:00 - 15:30
Saturday	09:00 - 13:00
Sunday	Closed

 This branch is **7.33 miles away** from the Rugeley branch.

#### How you can get to this branch

There are regular direct buses to Lichfield with a journey time of around 35 minutes.



**Note:** branch opening hours are subject to change – please check [lloydsbank.com/branchfinder](https://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 [loydsbank.com](https://www.loydsbank.com), visit a branch or call us. If you need help using the internet, we've partnered with the 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. SignVideo services are available if you use British Sign Language. Visit [digitalhelpline.signvideo.net](https://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. The Digital Helpline won't do this either.

## Mobile Banking

Register for Mobile Banking, and do all your banking basics securely where and when it suits you, including paying in cheques using your device's camera. Find out more at [loydsbank.com](https://www.loydsbank.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.

## Other local banking services in your community

### Post Office®

- **Make free cash withdrawals** using your debit card and PIN  
**Personal customers** - up to £300 per day, limits may vary.  
**Business customers** - up to £700 per day, limits may vary.
- **Check your account balance**
- **Pay some bills** - for more information about the bills you can pay, ask at the Post Office or go to [postoffice.co.uk/bill-payments](https://www.postoffice.co.uk/bill-payments)
- **Pay in cash**  
**Personal customers**
  - using your debit card and PIN – up to £2,995 per calendar month for each account holder.
  - or a pre-printed paying in slip – up to a maximum of £1,000. It'll take at least one extra day to clear in your account.**Business customers**
  - using your debit card and PIN – up to £40,000 per calendar month – up to £4,995 per single transaction.
  - or a pre-printed paying in slip. It'll take at least one extra day to clear in your account.
- **Pay cheques** - into your current and savings account using your pre-printed paying in slip and cheque envelope.

**To order personalised pre-printed paying in slips or cheque deposit envelopes** - both items can be ordered from us or found in any Lloyds Bank branch. Cheque envelopes are also available at the Post Office.

The Post Office also has a Change Giving service for business customers.

The nearest Post Office to Rugeley branch is:

**Rugeley, 6 Anson Street, WS15 2BB**

To find out more about Post Office services:

**Personal customers** visit [loydsbank.com/postoffice](https://www.loydsbank.com/postoffice)

**Business customers** visit [loydsbank.com/business/retail-business/banking-with-us/post-office](https://www.loydsbank.com/business/retail-business/banking-with-us/post-office) You may be able to do some banking at a Post Office, however restrictions may apply.

To find your most convenient Post Office and its opening times, please visit [postoffice.co.uk/branch-finder](https://www.postoffice.co.uk/branch-finder)

## 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, after the branch closes we'll 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. Go to [loydsbank.com/communitybanker](https://www.loydsbank.com/communitybanker) for up to date information.

How a Community Banker can help:

- Guide you through the ways you can bank with us.
- Support with account enquiries for personal customers.
- Support with selected day to day banking for business customers.

## Cash machines

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

**Nationwide Building Society, 3 Brook Square, WS15 2DT, 0.06 miles away**

**One Stop, 2 Elmore Lane, WS15 2DL, 0.08 miles away**

**Euro Garages, Western Springs Road, WS15 2AS, 0.08 miles away**

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

## PayPoint

To find your most convenient PayPoint you can use the PayPoint Locator at [www.paypoint.com](https://www.paypoint.com)

## Customer and Community Engagement

Initially we plan to contact the following organisations and members of the local community and let them know of our decision to close:

- Dame Amanda Milling MP for Cannock Chase
- Post Office Area Manager responsible for nearest three Post Offices to our closing branch
- National Federation of Sub Postmasters
- Staffordshire South West (Rugeley Office) Citizens Advice Bureau
- Staffordshire Chamber of Commerce & Industry

## 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 July 2023.
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 July 2018 compared to year ending July 2023.
Cashpoint® machine transaction changes over the past 5 years	The percentage change in Personal or Business customer Cashpoint® machine transactions: -At year ending July 2018 compared to year ending July 2023.
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 July 2023.
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 July 2023.
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 July 2023
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.

## 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.

 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 <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 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

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)

Cashpoint® is a registered trademark of Lloyds Bank Plc.

The 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 or you can register for the first time in the app. Our app is available to iOS 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: [lloydsbank.com/legal/online-banking/internet-banking](https://lloydsbank.com/legal/online-banking/internet-banking)

**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.




Protected

# A quick guide to doing your banking for Personal customers


 Internet Banking

 Mobile Banking app
























 PhoneBank®

 Any branch

 Post Office

 Cash machine

 PayPoint

Activity in branch	How you can do this
I'd like to pay in cash	<p> At any <b>Lloyds Bank branch</b> (except coins if there's no counter service).</p> <p> 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.</p>
I'd like to pay in a cheque	<p> Pay in a cheque securely using your phone's camera (cheque limits apply). Find out more at <a href="https://lloydsbank.com/mobileapp">lloydsbank.com/mobileapp</a></p> <p> At any <b>Lloyds Bank branch</b>.</p> <p> 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.</p>
I'd like to take money out	<p> Find one at <a href="https://link.co.uk/atm-locator">link.co.uk/atm-locator</a></p> <p> At any <b>Lloyds Bank branch</b> (except coins if there's no counter service).</p> <p> Free withdrawals (limits may vary) with your debit card and PIN.</p>
I'd like to pay a person or a bill	<p> Manage payments securely online. Register at <a href="https://lloydsbank.com/register">lloydsbank.com/register</a></p> <p> Manage payments easily and securely online. Find out more at <a href="https://lloydsbank.com/mobileapp">lloydsbank.com/mobileapp</a></p> <p> Details of how to register and opening times are covered on earlier pages.</p> <p> At any <b>Lloyds Bank branch</b>.</p> <p> Pay bills and make other payments. Find out more at <a href="https://postoffice.co.uk/bill-payments">postoffice.co.uk/bill-payments</a></p> <p> Find your most convenient PayPoint at <a href="https://paypoint.com">paypoint.com</a></p>
I'd like information about a product or I'd like to apply	<p> Find out more at <a href="https://lloydsbank.com">lloydsbank.com</a></p> <p> Speak to one of our advisers. Details of how to register and opening times are covered on earlier pages.</p> <p> At any <b>Lloyds Bank branch</b>.</p>
I'd like to check my account	<p> Securely check your account 24/7, 365 days a year.</p> <p> Securely check your account on the move whenever you like.</p> <p> Check balances, recent transactions and order statements for all of your accounts.</p> <p> At any <b>Lloyds Bank branch</b>.</p> <p> Check your balance and print a mini statement at any Lloyds Bank and Bank of Scotland cash machine.</p> <p> Check your balance using your debit card and PIN.</p>



## 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](https://citizensadvice.org.uk)


#### National Debtline

Call **0808 808 4000** or visit [nationaldebtline.org](https://nationaldebtline.org)

#### StepChange - offers free debt advice

Call **0800 054 6734** or visit [stepchange.org](https://stepchange.org)


# A quick guide to doing your banking for Business customers

 Online for Business






















 Business Mobile Banking app

 Telephone Banking

 Post Office

 Cash machine

 Any branch

Activity in branch	How you can do this
I'd like to pay in cash	<p> At any <b>Lloyds Bank branch</b> (except coins if there's no counter service).</p> <p> 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.</p>
I'd like to pay in a cheque	<p> Pay in a cheque securely using your phone's camera (cheque limits apply). Find out more at <a href="https://lloydsbank.com/businessmobilebanking">lloydsbank.com/businessmobilebanking</a></p> <p> At any <b>Lloyds Bank branch</b>.</p> <p> 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.</p>
I'd like to take money out	<p> Find one at <a href="https://link.co.uk/atm-locator">link.co.uk/atm-locator</a></p> <p> At any <b>Lloyds Bank branch</b> (except coins if there's no counter service).</p> <p> Free withdrawals (limits may vary) with your debit card and PIN.</p>
I'd like to pay a person or a bill	<p> Manage payments securely online. Register at <a href="https://lloydsbank.com/businessregister">lloydsbank.com/businessregister</a></p> <p> Manage payments easily and securely online. <b>Find out more at <a href="https://lloydsbank.com/businessmobilebanking">lloydsbank.com/businessmobilebanking</a></b></p> <p> Details of how to register and opening times are covered on earlier pages.</p> <p> At any <b>Lloyds Bank branch</b></p>
I'd like information about a product or I'd like to apply	<p> Find out more at <a href="https://lloydsbank.com/business">lloydsbank.com/business</a></p> <p> Speak to one of our Business Managers. Details of how to register are covered on earlier pages.</p> <p> At any <b>Lloyds Bank branch</b>.</p>
I'd like to check my account	<p> Securely check your account 24/7, 365 days a year.</p> <p> Securely check your account on the move whenever you like.</p> <p> Check balances, recent transactions and order statements for all of your business accounts.</p> <p> At any <b>Lloyds Bank branch</b>.</p> <p> Check your balance using your debit card and PIN.</p> <p> Check your balance and print a mini statement at any Lloyds Bank and Bank of Scotland cash machine.</p>

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### 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](https://businessdebtline.org)

**Money Advice Service**  
Call **0800 138 7777** or visit [moneyadviceservice.org](https://moneyadviceservice.org)

**Citizens Advice**  
Call **03444 111 444** or visit [citizensadvice.org.uk](https://citizensadvice.org.uk)