

Town Clerk | Swaffham Town Council

From: Wickerson, David <David.Wickerson@breckland.gov.uk>
Sent: 01 December 2021 07:08
To: Town Clerk | Swaffham Town Council
Subject: Fwd: Closure of TSB Swaffham branch - Reference: 776652

Richard

As requested.

Best regards

David

From: Gurdin, Ross <ross.gurdin@tsb.co.uk>
Sent: Tuesday, November 30, 2021 2:51 pm
Cc: \$Government Affairs
Subject: Closure of TSB Swaffham branch - Reference: 776652

Dear Councillor,

I am writing to share our decision with you to close the TSB Swaffham branch in your ward and to explain the reasons for this, as well as the support we will be providing to local customers. The branch will close on 24 May 2022.

As more customers choose to shop and bank online, we have seen a **28% reduction** in average branch transactions across the TSB network since January 2019. And there is no prospect of these returning to pre-Covid levels. Swaffham branch customer transactions have fallen by **55%** over the same period and there are currently **3 customers** using the branch on a regular weekly basis. Customers at the branch already bank with us in a variety of ways: **65%** of the branch's personal banking customers and **76%** of business customers are now using **mobile, online or telephone banking**. In addition, **72%** of personal banking customers and **78%** of business customers use **another TSB branch, mobile, online and telephone banking**.

[How our customers can continue to bank with us](#)

We have looked to retain a national branch network and have selected branches for closure that ensure 93% of TSB customers are within a 20-minute drive to their nearest TSB branch. This has not always been possible when reviewing our network and the closure of this branch means customers will be 26-minutes from the nearest TSB branch. Therefore, I have set out below the ways we will help customers adjust, but where a customer is unhappy with the support we are able to offer we will help them switch to an alternative bank.

The nearest alternative TSB branch will be our Kings Lynn branch, located at 1 Tuesday Market Place, Kings Lynn, PE30 1JU which is 16.3 miles away from the Swaffham branch. Alternatively, customers will be able to carry out a number of everyday banking activities at the local Post Office, which is under 0.1 miles away from the closing branch, located at 49-51 Market Place, Swaffham, Norfolk, PE37 7LE. The closest alternative ATM is also located at this Post Office. The everyday banking tasks that can be carried out at the local Post Office can be [found here](#).

[Supporting customers ahead of the closure](#)

We are focused on helping customers adjust to this transition, particularly the most vulnerable. That's why we will provide extra support to those customers who rely on branch banking, including:

- Tailored one-to-ones for customers that regularly use the branch to help them continue to perform day-to-day banking tasks in the local area;
- A guide explaining the ways our customers can continue to bank with us, which we will share with customers and which can be found, along with other information, at [Our Closure Programme \(tsb.co.uk\)](#).
- Our Telephone Banking service is available to customers and will be able to provide support and guidance in transitioning from their local branch; and
- Where we cannot provide the support the customer needs, we will help them to switch to another bank.

[Our colleagues](#)

We will work closely with impacted colleagues. Every colleague impacted will have the chance to move to a new role in TSB.

Access to Banking Standard

TSB aligns its consultation on the impact of branch closures to the Access to Banking Standard which the Lending Standards Board (LSB) oversees. We also consult the Financial Conduct Authority (FCA) on any closure plans as we develop them and inform the LSB of our closure processes.

These processes include capturing our engagement with community groups and representatives in community engagement forms and publishing them on our website six weeks ahead of closure, in line with LSB requirements.

Yours sincerely,

Ross Gurdin

Government Affairs Manager

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