

Branch closure feedback – how we responded and supported our customers

Before we decided to permanently close the Gorleston-on-Sea branch, we carried out a thorough review to understand how our customers and the community would be impacted. We're now near to the closure of this branch, which will close on 20 January 2025.

Your nearest branches to the Gorleston-on-Sea branch are Great Yarmouth branch and Lowestoft branch. You can also use any Lloyds Bank branch to do your banking. Go to lloydsbank.com/branchfinder for more information.

Communicating this change to customers

When we announce that a branch is closing, we take a number of factors into account in line with Financial Conduct Authority guidance. We've summarised these in the Branch Review Document, which you can find at lloydsbank.com/branchclosures

We wrote to customers who use the Gorleston-on-Sea branch, to let them know it would be closing. We explained about the other ways they can continue to do their banking with us.

We displayed a poster in the branch to let customers know it was closing. Our colleagues there spoke to customers about other ways to do their banking. These include using our Mobile Banking app, Internet Banking, calling us, or using the Post Office®. We let customers know the nearest alternative branches, free cash machines and Post Office.

We contacted members of the local community

Who we contacted to understand the impact of the branch closure

- The local MP for Great Yarmouth
- Banking Team and Senior Representatives from the Post Office
- Post Office Area Manager responsible for nearest three Post Offices to our closing branch
- National Federation of Sub Postmasters
- Norfolk (Great Yarmouth) Citizens Advice Bureau
- Norfolk Chambers of Commerce.

The feedback we received

- Our regular customers were disappointed that the branch was closing. We spoke to customers about other ways they can bank including alternative nearest branches and services available at the Post Office.
- We met with Rupert Lowe MP to discuss the closure and explained the various ways our customers can continue to bank with us including at the Post Office.
- A local councillor wrote to us advising of the councils disappointment at the closure, saying it would particularly affect vulnerable customers, small businesses, and those with limited access to online banking services. We responded outlining the thorough assessment process we undertook before deciding on the closure, the alternative services available to customers and how we will be supporting them ahead of the branch closure.

What we've done to help make the change smoother

- We've called individual customers we know use the branch as their main way of banking with us, including customers that may need extra support, to talk to them about alternative ways to bank and to provide help if they need it.
- We've partnered with the 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 Gorleston-on-Sea branch have been given the training they need to have in-depth conversations with our customers, especially those who may need extra support, about how we can help them.
- Gorleston-on-Sea branch colleagues held a digital support event to help customers register and use a variety of online and digital services.

We're here to help and support you



If you're a Personal customer
call us on 0345 300 0000



Speak to one of our colleagues at
any branch



If you're a Business customer
call us on 0345 072 5555
or speak to your
Relationship Manager

Other ways you can do your banking with us

You can use our Mobile Banking app, Internet Banking, call us or visit a branch.

To find out more information about these services please visit:

For Personal customers go to:
[loydsbank.com](https://www.loydsbank.com)

For Business customers go to:
[loydsbank.com/business](https://www.loydsbank.com/business)

Other banking services in your community

Post Office®

You can also use the Post Office for your everyday banking.
For more details visit:

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)



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

Access to Cash

To find your most convenient free cash machine use the LINK Cash Locator.

Access to Cash Reviews

LINK have already completed an independent Access to Cash assessment in this area. Members of the community and representative organisations may request a further review.

Cash at the till

You can use your debit card and PIN to check your balance and withdraw any amount of cash up to £50 at participating shops. You don't need to make a purchase. Some locations may charge a small fee but you will be notified about this and will be able to cancel the transaction before you are charged.

Cash Machine Locator:
www.link.co.uk/consumers/locator

Access to Cash Review:
www.link.co.uk/helping-you-access-cash/request-access-to-cash

Cash at the till:
www.link.co.uk/consumers/cash-at-the-till

PayPoint

With over 28,000 PayPoint outlets in the UK, you can pay some bills, for example utility bills.



For more information and to find your local outlet visit: www.paypoint.com

If you'd like to move your current account

You can switch your current account to a new bank or building society in seven days with the free and easy to use Current Account Switch Service (CASS).

For more information:
www.currentaccountswitch.co.uk

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

SignVideo services are also available if you're Deaf and use British Sign Language: 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 learn more online at: lloydsbank.com/contact-us/how-to-complain

To speak to us, call: 0800 072 3572 (+44 173 346 2267 outside the UK). You can also visit us in branch.

Calls and online sessions may be monitored and recorded. Not all telephone services are available 24 hours a day, seven days a week.

Things you need to know

We observe the requirements of the **Financial Conduct Authority Final Guidance and ATM closures or conversions 'FG22/6: Branch and ATM closures or conversions'**: www.fca.org.uk/publication/finalised-guidance/fg22-6.pdf and the **Access to Cash sourcebook**: www.handbook.fca.org.uk/handbook/ATCS

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Mobile Banking app – our app is available to customers with a UK personal account and valid registered phone number. Minimum operating systems apply, so check the App Store or Google Play for details. Device registration required. Terms and conditions apply: 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