



Building Society

We're closing our Hampstead branch. But it's not goodbye.

Thursday 18 August 2022 at 2pm

Even though we're leaving **Hampstead**, we'll still be here for you



Key information

This branch will be closing its doors at **2pm** on **Thursday 18 August 2022**.

Where is the nearest cash machine?

TFL – Hampstead
Hampstead High Street
London
NW3 1QG

Distance: **0.04 miles**
This cash machine is available to access 24/7

Where is the nearest Post Office?

Hampstead
79 - 81A Hampstead High Street
London
NW3 1QL

Distance: **0.14 miles**
Current account members can withdraw cash and make balance enquiries at the Post Office.

Where are our nearby branches?

Nationwide Kilburn
48a High Road
Kilburn
NW6 4HJ
Tel: **0345 266 0231**

Distance: **2 miles**
[More details](#)

Nationwide Camden Town
125 Camden High Street
Camden Town
NW1 7JR
Tel: **0345 266 0223**

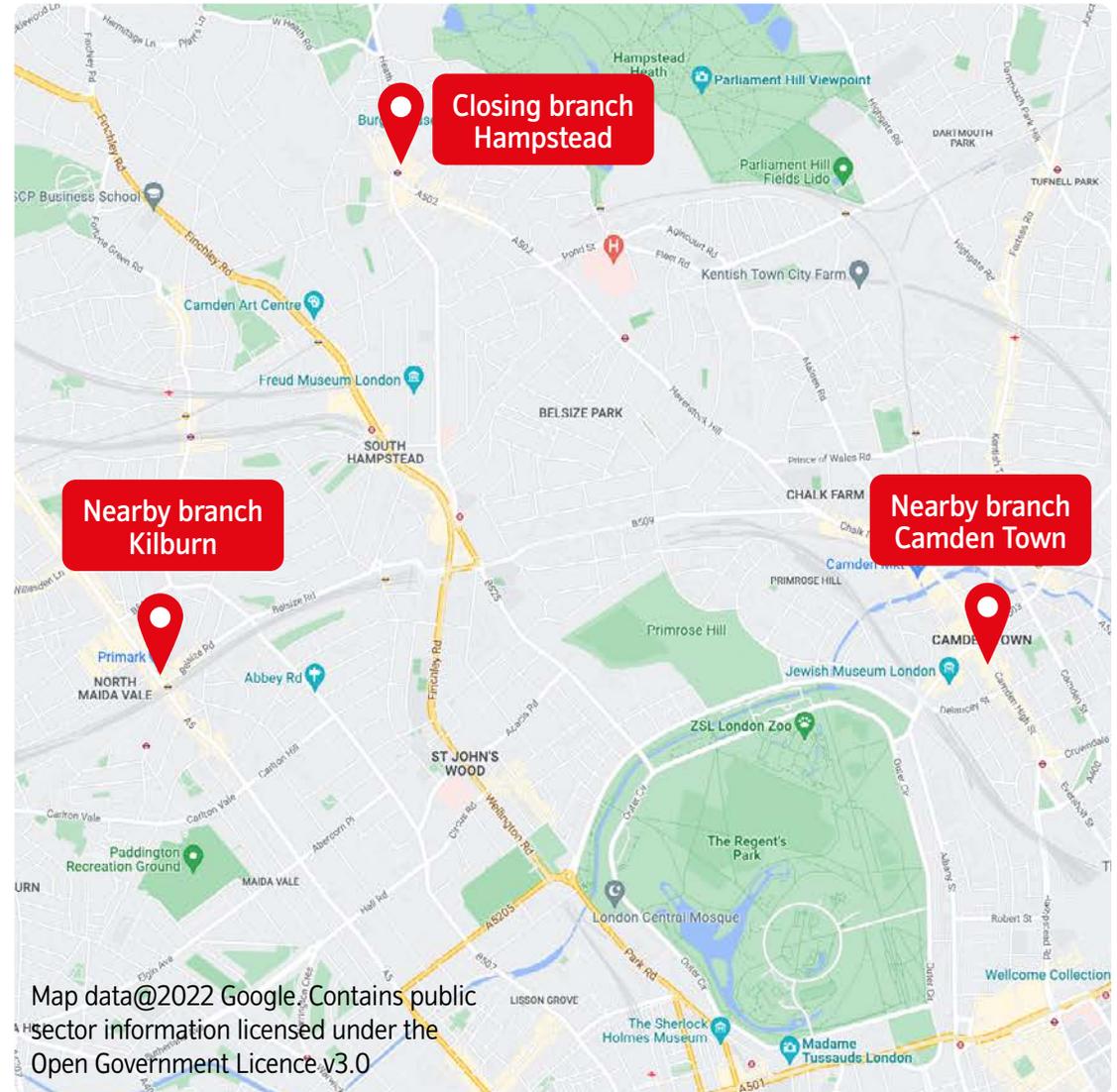
Distance: **3.2 miles**
[More details](#)

How can I continue banking?

Just because this branch is closing it doesn't mean you're on your own. You can use our Internet Bank, which you can use safely and securely, 24 hours a day. To find out more, go to nationwide.co.uk



Alternatively you can use our [Banking app](#)



Nearby branches

Once **Hampstead** branch has closed on **Thursday 18 August 2022**, you'll find us at one of our nearby branches. Please visit the [Transport for London](#) website, for transport options and information.

Nearby branches - Kilburn and Camden Town

Nationwide Kilburn 48a High Road Kilburn NW6 4HJ Tel: 0345 266 0231  11 minutes  26 minutes  25 minutes	Branch services:		Branch opening hours:		
	Cash machine inside the branch	✓	Monday	9.00am	4.30pm
	Cash machine outside the branch	✓	Tuesday	9.00am	4.30pm
	Take out cash	✓	Wednesday	10.00am	4.30pm
	Pay a bill	✓	Thursday	9.00am	4.30pm
	View a mini statement	✓	Friday	9.00am	4.30pm
	Pay in cash and cheques	✓	Saturday	9.00am	12.00pm
Wheelchair access	✓	Sunday	Closed		
Audio induction loop	✓	Branch is closed on Bank Holidays			
Nationwide Camden Town 125 Camden High Street Camden Town NW1 7JR Tel: 0345 266 0223  17 minutes  24 minutes  11 minutes	Branch services:		Branch opening hours:		
	Cash machine inside the branch	✓	Monday	9.00am	4.30pm
	Cash machine outside the branch	✓	Tuesday	9.00am	4.30pm
	Take out cash	✓	Wednesday	10.00am	4.30pm
	Pay a bill	✓	Thursday	9.00am	4.30pm
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Wheelchair access	✓	Sunday	Closed		
Audio induction loop	✓	Branch is closed on Bank Holidays			

Managing your banking from home

During the pandemic, many people found that our Internet Bank and Banking app were a convenient and safe way of accessing a wide range of services. And they still are.

Registering for our Internet Bank and Banking app is quick and easy. And if you like, you can join one of our free online events to learn all about managing your money digitally.

[Register for Internet Banking](#)

[Discover our Banking app](#)



Why we're closing

Why we've made the decision to close

At Nationwide, our branches are important to us. They're at the heart of your Society and we know you value the face-to-face service they offer.

But it's more than that. We were founded by like-minded people coming together to help each other to save and buy homes of their own. They built communities together and our branches were a vital part of those communities. As they still are.

Which is why we're so committed to our branch network and we'll always do our best to keep our branches open. In fact, we've made a promise to every town and city* in the UK that has a Nationwide branch that you'll still have a branch until at least 2024.

But there are some instances where we have more than one branch serving a community. And where we have more than one branch serving a community, we will always have to consider the future of the most underused branch and whether it makes sense to keep it open. Unfortunately, that's what's happened in the case of **Hampstead**.

*Definition of town or city derived from the Ordnance Survey and Royal Mail.

How we came to the decision

There are many things we have to consider when we're looking at closing a branch. And it's never a decision that's taken lightly.

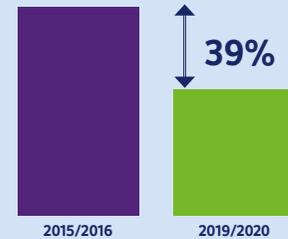
First, we look at how it's being used: how many members have visited over the past five years, how the branch is being used and what other ways those branch members have been choosing to bank with us. Even before the pandemic changed so much of our day-to-day lives, this branch was not being used by enough members to make it viable.

Next, we consider what's the best use of the Society's money for all members. As we said before, this branch is being used by fewer and fewer people every year. But the day-to-day running costs keep rising. When a branch costs your Society more money than it returns, we have to act for the benefit of every member.

We're also finding more and more members are turning to alternative ways to look after their money with us, like our online bank, Banking app and Telephone Banking services. These services require significant investment to maintain them. So, we have to spend fairly and in a way that benefits all our members' different needs.

Finally, we look at the local community and the surrounding branches available. In the case of **Hampstead**, we have **16** branches within a **5 mile** radius.

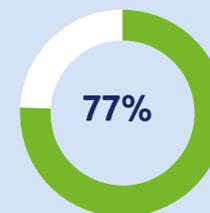
Fall in branch transactions



% of members exclusively using Hampstead



% of Hampstead members who have used online or mobile banking



Important information

We're part of something called the 'Access to Banking Standards', which means that if ever we do close branches, we do so responsibly. The overarching principle of the standard is:

"Customers and relevant stakeholders of a bank branch that is closing will be provided with clear, understandable, accessible documentation and information about that specific closure as soon as the bank is able to do so, also what it will mean for them and how they can continue to bank following its closure."



Working with our communities

Even though we know it's the best thing to do, we do appreciate that closing our **Hampstead** branch will affect the local community. Which is why we're working to understand the impact of closing the branch and how we can ensure we're still offering our members the very best service.



We'll share any feedback we've received before we close the branch.



We're here to help

How to get in touch with us about this branch closure



If you want to speak to someone about this branch closure our Regional Director **Ben Quanstrom** will be more than happy to help.

Ben.QuanstromOffice@nationwide.co.uk

You can also visit your branch, any nearby branch or give us a call on **0345 266 0223**

Ways to continue banking



Want to chat to us without having to travel? Or are you on the move and need to speak to someone? No problem, give us a call on **03457 30 20 11**



Want to sort it all out from the comfort of your own home? Just log on to Internet Banking on nationwide.co.uk which is available 24/7

Want to pay in a cheque without having to visit a branch? Simply visit nationwide.co.uk to find out how to pay in cheques by post



Want face-to-face without having to travel? Our video appointment service enables you to chat face-to-face, from the comfort of your home on mortgage planning, investments and understanding equity release. You can make an appointment by giving us a call on **0345 30 20 10**.



Check your balance and pending transactions, search your statements, make fast, simple payments and more with our Banking app

Your Feedback

Member Feedback



You said:

We have concerns about you closing three branches near each other. A petition has been started to ask that the Society keep Hampstead, Cricklewood and Golders Green branches open. Many members of the Society are aged and/or disabled so are unable to travel to the alternative branches that are to remain open.

Our response:

We explained in detail why we're closing these three branches. Including the decline in transactions, the number of members using our digital services and the number of other branches we have in the area. We have been working hard to support vulnerable members with the change and will continue to proactively contact vulnerable members who might require extra support. We have offered the petition owner a meeting with our Member Experience Director.



You said:

There are concerns about the inconvenience and cost of travelling to nearby branches.

Our response:

We listened to what transactions they typically carry out in branch and then discussed their alternative options. For example, details of travel options to their closest branches and other ways we can meet their financial needs whether this be using our digital services or their local Post Office.



You said:

How helpful and professional the staff are in the branches.

Our response:

We thanked members for this feedback, reassuring them that supporting our people is very important to us. We also let them know that they may well recognise a friendly face or two when they visit nearby branches.

Stakeholder Feedback

We received no feedback from stakeholders on the closure of **Hampstead** branch

Who we contacted

-  **The MP for Hampstead and Kilburn**
-  **The London Assembly Member for Barnet and Camden**
-  **Your councillors at Camden Borough Council**
-  **Age UK**

We received no feedback about the closure

What next?

Hampstead will close on **Thursday 18 August 2022 at 2pm**

We've considered all the feedback we've had from stakeholders and members about the branch closure. But unfortunately, some branches are simply used much less than others, so we have to make the difficult decision to close them.



Glossary

Our whole membership	You're a member if you have a current account, mortgage or savings account with us.
Nearby branch travel time and mileage	Travel time and mileage from the closing branch to nearby branches are based on Google Maps.
Post Office	FlexAccount, FlexBasic, FlexDirect and FlexPlus account holders can withdraw cash and make balance enquiries using their debit card and PIN at any Post Office.
Transactions	In this instance, transactions refers to over the counter transactions only such as cash deposits.
% fall in branch transactions over 5 years	The percentage change in transactions carried out at our counters between the financial years of 2015/2016 and 2019/2020.
% of branch members exclusively using the branch	This is based on how many individual members used only this branch to carry out simple transactions including paying in cash at a counter or using a cash machine for balance enquires, between June 2020 and May 2021.
% of branch members who have used online or mobile banking	This is based on the number of individual members who have used online or mobile banking, that have used this branch between June 2020 and May 2021 to carry out transactions including at the counter or using the cash machine.
Access to Banking Standards	This sets out best practice guidelines for banks considering closing branches or reducing opening hours significantly. To find out more you can visit www.lendingstandardsboard.org.uk/access-to-banking-standard/
Branch Member demographics	We review the age and background of members who use our branches to understand how they may be affected by our decision to close, but also to understand how demand for our branches are changing.
Vulnerable Member	This includes members who are dependent on this branch, who use no other channel or local branch and those who have accessibility and support needs.

You can receive this document and others like it in Braille, large print or on audio CD. Just call **03457 30 20 11** or visit your local branch if you'd like us to arrange this for you.

If you have any hearing or speech difficulties and use a **textphone**, you can call us via BT Text Relay, Dial **18001**, followed by the phone number you want to ring.

