



**We're saying goodbye
to this store on
17 June 2022,
but we're still
here for you**

Our Earl's Court store is closing, but you'll still be able to bank with us at our other stores.

Here's all the information on why we've made this decision, and the other ways you can bank with us in future.



Key information

This store will be closing its doors on 17 June 2022.

Where will my nearest Metro Bank store be?

As always, you can visit any of our stores to do your banking. All our stores offer the same great banking services including **counter services, Safe Deposit Boxes, Magic Money Machines, cash machines, and personal and business banking** support to help customers with their everyday financial needs. This is where you'll find your nearest stores:



Store	Metro Bank Kensington High Street	Metro Bank Fulham Broadway	Metro Bank King's Road
Address	160-166 Kensington High Street, London, W8 7RG	Fulham Retail Centre, Unit 3, London, SW6 1BW	234 King's Rd, London, SW3 5UA
Opening hours	Monday to Saturday 8.30am to 6pm, Sunday 11am to 5pm	Monday to Saturday 8.30am to 6pm, Sunday 11am to 5pm	Monday to Saturday 8.30am to 6pm, Sunday 11am to 5pm
Distance	0.4 miles	1 mile	1.2 miles
How you can get to this store	There are regular buses between Earl's Court and Kensington High Street, with a journey time of around ten minutes. It's also just one stop on the District Line.	There are regular buses between Earl's Court and Fulham Broadway. They are also just two stops apart on the District Line, and the journey takes roughly seven minutes. Fulham Broadway tube station is wheelchair-accessible.	There are regular buses between Earl's Court and Sloane Square. They are also just three stops apart on the District line, and the journey takes about six minutes.
	Please visit www.tfl.gov.uk for up-to-date travel information and services		
Website	metrobankonline.co.uk/kensington-high-street	metrobankonline.co.uk/fulham-broadway	metrobankonline.co.uk/kings-road

Our normal store hours are Monday to Saturday from 8.30am to 6pm, and Sundays and bank holidays from 11am to 5pm. In order to keep supporting our customers during the COVID-19 pandemic, some of our stores

may have temporarily changed their opening hours. For the full list of stores and current hours please go to metrobankonline.co.uk/store-locator

Where are the nearest free cash machines?

Location	Address	Distance
Sainsbury's Local	162-164 Earls Ct Rd, London, SW5 9QQ	0.1 miles
Lloyds	179 Earls Ct Rd, London, SW5 9RF	0.2 miles
Barclays	191 Earls Ct Rd, London, SW5 9AW	0.2 miles

Where are the nearest Post Offices?

(For our business and commercial customers)

Location	Address	Distance
Earl's Court Road	320-322 Earls Ct Road, London, SW5 9BQ	0.4 miles
Kensington	208-212 Kensington High Street, London, W8 7RG	0.4 miles
Gloucester Road	118 Gloucester Road, London, SW7 4PH	0.5 miles

Business and commercial customers can pay in cash and cheques, and convert notes into change, at Post Office branches across the country.

If you have a business or commercial account with us and want to sign up to our Post Office partnership, simply call us on **0345 08 08 508** or visit us in store, and we'll give you everything you need to get started.

How can I continue banking with Metro Bank?

As well as our stores, there are many different ways you can bank with us and get the same great service. You can use Online Banking or our mobile App 24 hours a day. You can also give us a call and speak to someone at our UK-based contact centre, and we'll be happy to assist you. To find out more, turn to page 6 in this booklet or go to metrobankonline.co.uk/ways-to-bank

Why we're closing the Earl's Court store

Why we made the decision

We do banking differently and believe that all our customers deserve a great experience when banking with us. This is why our stores are important to us, and we pride ourselves on being the first new high-street bank in over 100 years. We're a community bank that puts our customers at the heart of everything that we do. Our colleagues go above and beyond to offer exceptional service, and we've introduced new products to meet the needs of more of our customers. We value the relationships with local residents and businesses that our stores enable us to create.

We are committed to becoming the UK's best community bank and to having stores in major towns and cities across England and Wales. In 2020-21 we opened stores in seven new locations – and our Leicester store will start welcoming customers soon. We haven't closed any stores since we launched almost 12 years ago.

We sometimes need to make tough decisions, to be certain that we are investing in the right services and

right locations to continue to meet the needs of our customers and communities. Sometimes, near to stores that are less well used, there are alternative stores that are convenient for more of our customers.

Earl's Court was the second Metro Bank store, opened not long after our first store in Holborn. The location of Earl's Court – on the busy A4 into central London – was chosen due to the high level of traffic going past, and was an ideal location to publicise the launch of Metro Bank. It was perfect for raising the bank's visibility in London, but has proven to be too far away from retail areas and pedestrian routes, which has meant Earl's Court has consistently been one of our quietest stores and is not serving our customers as well as we would've liked.

There is a lease break coming up at Earl's Court, which gives us an opportunity to make a choice about whether to keep the store. The low customer visits, combined with the close proximity of other Metro Bank stores, led us to the decision to close this location.

How we came to our decision

The main reason why we're closing this store:

There are four other stores within a two-mile radius, serving our West London-based customers, and the catchment areas of these stores overlap a great deal. Our busy Kensington High Street and Fulham Broadway stores are both located within a mile of Earl's Court, and are easily accessible by public transport.

However, before we make any decisions about an individual store, we must think carefully about our customers. There are many things to consider, but our customers are our priority. We look at how many customers we serve, the products they use and the ways they usually choose to bank with us, to ensure that the impact on them is as minimal as possible. We particularly assess the impact of our decision on customers who may need additional support. We believe that closing this particular store, whilst a tough decision, is the right choice because:

The percentage of customers exclusively using Earl's Court has not significantly changed in the last three years¹, and has remained consistently low since before the pandemic.

Over the past few years Earl's Court customers have increasingly sought alternative ways to bank in addition to using this store²

We continue to invest in our stores and we remain committed to the high street, but we have to make sure we are investing in the right locations. The lease break on our Earl's Court building will enable us to exit this site and focus on our nearby stores which are located in areas with more personal and business customers.

All our customers who have a Safe Deposit Box at Earl's Court will be able to move their valuables to a new box at an alternative store, at no extra cost.

We are also committed to ensuring that any customers who need additional support are able to access this through our stores or contact centres.

¹% impacted customers who exclusively used Earl's Court store 3 times or more: 2019 (pre-COVID-19) 4.4%, 2020 7.9%, 2021 6.2%. Data correct as of September 2021 and represents personal, business and commercial banking customers who exclusively transacted in the store 3 times or more in the first half of each year.

²86% have visited other stores or used Online Banking, our App, or telephone banking. Data correct as at September 2021 and represents personal, business and commercial banking customer who transacted in the store in H1 2019 (pre-COVID-19) and who also used alternative stores or channels during that period.

Supporting our customers and communities

We appreciate that closing the Earl's Court store will impact our customers and the local community, which is why we want to understand how people are affected and continue to offer the best service possible.



We'll be contacting your local MP and other community leaders to explain our decision and to hear feedback.



We will be making communications such as this impact assessment, posters and other leaflets available in store and online to let people know that the store is closing. We will gather feedback during the closure period and will update the impact assessment two weeks before the store closes.



We will be contacting all impacted customers to let them know their store is closing and how we can help.



We will have additional colleagues on hand to support customers through the change, answering questions and helping customers to register for Online Banking and our mobile App.



We will be contacting customers who exclusively used the store three times or more, and who we have identified as potentially needing additional assistance, to help them make the move to our other stores or find other ways to bank.



We'll let customers who have a Safe Deposit Box know how to arrange collection of their valuables, and how to request a new safe deposit box at an alternative store.



We are inviting customers to call, visit or email us if they need additional help and support.

Other ways to bank with us

For quick step-by-step help with Online Banking or using our App, check out our guides at metrobankonline.co.uk/online-banking



Our App

You can use our App 24/7 for most of your banking needs.

Instantly block, unblock or cancel your debit and credit cards, or order a replacement card if you need to.

You can download our App from the App Store or Google Play Store. You'll need your 12-digit customer number, a Magic Word (to activate the service), and the last four digits of your mobile number.



Online Banking

You can use Online Banking 24/7 to view your statements, make payments and open new accounts.

If you haven't signed up for Online Banking yet, go to metrobankonline.co.uk/online-banking

You'll need your 12-digit customer number, a Magic Word (to activate the service), and the last four digits of your mobile number.



Telephone banking

You can call us to hear your balance, check your transactions, pay your bills and transfer money.

You can also speak to a colleague if you have questions. If you're not registered for telephone banking yet please call 0345 08 08 500 to get set up – you'll need your 12-digit customer number and Magic Word.

For our latest contact centre opening hours, go to metrobankonline.co.uk/get-in-touch

We're still here to help

For more info on how you can bank with us, go to metrobankonline.co.uk/ways-to-bank or visit metrobankonline.co.uk/support for more help.

If you're a business customer, please call **0203 402 8969** or contact your Relationship Manager.

We would like to hear from you

If you have any questions or feedback about the changes, please contact us.



Email us at earlscourt.enquiry@metrobank.plc.uk



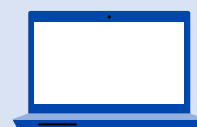
Call us on **0203 402 8969**



Visit us in store



Write to:
Daniel Frumkin
(Chief Executive Officer)
Metro Bank PLC
One Southampton Row
London
WC1B 5HA



Or go to metrobankonline.co.uk/waystobank

We'll share feedback we've received from customers and the local community before we close the store. We'll be updating this impact assessment with details on how we're helping our Earl's Court customers with alternative ways to bank.

After this store closes, you'll be able to find all the information online at metrobankonline.co.uk/earls-court

If you need this communication in another format, such as large print, braille or audio CD, please contact us.

Glossary

An explanation of the terms we've used in this booklet:

Alternative ways to bank	The range of flexible options for banking services offered to customers – e.g. Online Banking.
Business and commercial customers	Metro Bank customers who currently use a business, commercial, community, foreign currency or insolvency partner account, a business or premium client deposit account, a business credit card, business or commercial loan, or have an invoice or asset financing arrangement.
Exclusive use	When a personal, business or commercial banking customer transacts in a store three or more times in a six-month period, and does not use any other store or alternative way to bank.
Impact assessment	A process for carrying out an assessment of the impact of a proposed change, consulting with affected stakeholders and customers and presenting the findings.
Impacted customer	Any Metro Bank customer who lives within a 2.5-mile radius of the impacted store, OR who has transacted at the store at least once in 2021 or three times or more in 2019 or 2020, OR who has a Safe Deposit Box at the store.
Personal banking customer	A Metro Bank customer who currently uses one or more of our retail products – for example, a personal current or cash account, personal savings account, mortgage, personal loan or a personal credit card.
Transaction	An in-person request to move money in or out of an account over our counter including a cash withdrawal or deposit, and paying in cheques. Includes transactions by personal, business and commercial banking customers.

