



Impact Assessment

Bradford-on-Avon branch update

Date of proposed changes:
Friday 28 August 2026



In May, we announced that we'd made the difficult decision to close some of our branches. Our branch in Bradford-on-Avon will be affected. It will permanently close on Friday 28 August 2026 at 1pm.

We published an Impact Assessment to give people more information about why these closures were happening and what alternatives were available. You can still read this on our website and copies are available in the Bradford-on-Avon branch.

We also said that two weeks before Bradford-on-Avon closed, we'd publish this update with any feedback we'd received and how we were going to answer any issues or concerns raised.

Communicating this change to our members and customers

We wrote to members and customers who have transacted in our Bradford-on-Avon branch within the last 12 months.

	Number of letters	Number of emails
Customers	234	798

Impact Assessments

Impact Assessments explaining the closure and alternative ways to manage your account(s) were uploaded to the Society's website and available in branch.

In the branch

We've displayed posters in Bradford-on-Avon branch with information about the nearest services that will be available when the branch closes.

We also talked about the closure with customers who visited the Bradford-on-Avon branch. We offered help with registering for and using alternative channels, including online banking and our app.

Looking after our community

We spoke to customers who have previously told us they need extra support, both by phone and during branch visits. We chatted to them about the closure. This helped us to spot any specific needs they may have.

We also talked about different options that may be available to them to make sure they felt supported.

We will continue attempting to contact those customers who we haven't yet spoken to.

Total number of customers who transact in the branch who need extra help	Number of these customers that were successfully spoken to on the telephone or during branch visits	Total percentage of customers successfully contacted
7	5	71%

Communicating this change with the local community

We informed the following stakeholders of the proposed closure by letter.

Brian Matthew MP , House of Commons, London SW1A 0AA
Wiltshire Council , Bythesea Road, Trowbridge, Wiltshire BA14 8JN
Wiltshire Citizens Advice - Trowbridge , Trinity House, Bryer Ash Business Park, Trowbridge, Wiltshire BA14 8HE
Age UK Wiltshire , Unit 9-10, Prince Maurice Court, Hambleton Avenue, Devizes SN10 2RT

Gathering feedback from our customers

Customer feedback*	Customer complaints**
2	109

When discussing the impact with customers our colleagues have taken time to understand individual customer needs and explained the support available to them.

This has included:

- Identifying their nearest alternative branch and how they can travel there
- Other ways to manage their accounts, such as online banking or our app
- The options available to access cash through cash machines
- The range of services available by telephone banking.

Colleagues have referred customers to the information provided in the Branch Impact Assessments.

We’re still committed to supporting our members and customers. We’ll continue to engage with them and address personal concerns, both before and after Bradford-on-Avon branch closes.

Gathering feedback from stakeholders

Community stakeholders were notified of the upcoming closure of Bradford-on-Avon branch at the same time as our members and customers.

Our communication included a link to the Branch Impact Assessment which outlined the reasons for the closure. It also included data on branch usage, and a summary of the other ways customers can manage their accounts.

Stakeholders were invited to contact us to discuss the impact of the closure and the other ways customers could manage their accounts when the branch is closed. We’ve had a small amount of feedback, which we’ve individually responded to.

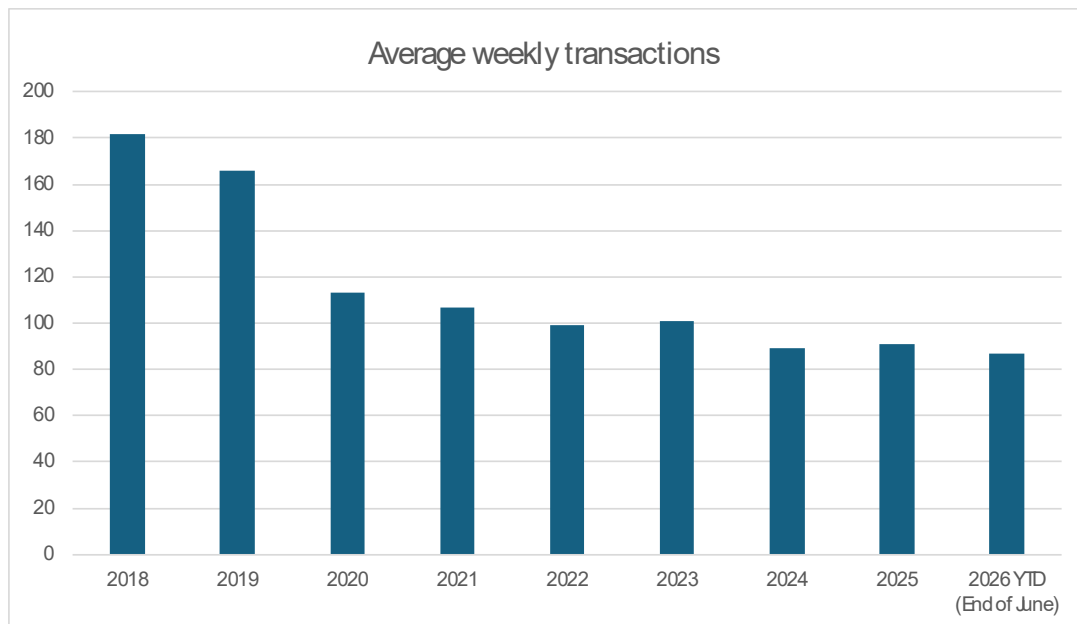
*Customer feedback received relating to the Bradford-on-Avon branch closure announcement in May 2026, up to and including Wednesday 22 July 2026.

**Total number of complaints received relating to all branch closures announced in May 2026, up to and including Wednesday 22 July 2026.

Latest update of customers using the branch

We've continued to monitor the trends of customers using the branch following publication of the original Impact Assessment. The bar charts below show the latest available data as at the time of publication.

The data confirms that the average weekly counter transactions completed by customers, and the number of accounts transacting in the branch, have continued to reduce compared to prior years.



Next steps

Thank you to everyone who shared their views on our proposal to close this branch. We carefully considered all feedback received, alongside a detailed review of how the branch is used and the alternative banking options available.

Following this, we've decided to proceed with the closure on Friday 28 August 2026. We are committed to supporting our customers throughout this change and make sure you can continue to access the banking services you need.

Who you can speak to

You can contact us using any of the details below.

Contact us

At a branch

For details of our opening hours, visit **thecoventry.co.uk**

Online

thecoventry.co.uk

By phone

0800 121 8899

By post

Oakfield House, PO Box 600,
Binley, Coventry CV3 9YR.

Media Relations team

If you're an external organisation representing customers who may be impacted by these proposals, please contact:

Lawrence Vousden

Head of Policy and Public Affairs
media@thecoventry.co.uk

Making our services accessible

If you feel like you might need extra support, on a short or long term basis – for any reason – there are lots of ways we can help.



Scan the QR code or go to

www.coventrybuildingsociety.co.uk/member/supportingmembers

for more information on how we can help or to download the Making our Services Accessible leaflet.

-  We can also send you a copy of the Making our Services Accessible leaflet, or this leaflet, in large print, Braille or on audio CD. Call us on **0800 121 8899** and we'll be happy to help.

Coventry Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority (www.fca.org.uk) and the Prudential Regulation Authority firm (reference number 150892).

For more information, visit our website **thecoventry.co.uk**, call us on **0800 121 8899** Monday to Friday 8am–7pm or Saturday 9am–2pm, or pop into a branch. Calls to 0800 numbers are free from the UK. You may be charged for calls to all other numbers, please contact your service provider for further details. Calls may be monitored or recorded to help improve our service and as a record of our conversation. Information correct at July 2026.

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