



Impact Assessment

Branch: Cheltenham

Date of proposed changes:
Monday 5 January 2026



About Coventry Building Society

Coventry Building Society is a mutual organisation owned by you, our members. Our story is a strong one: for 140 years, we've put our members first. We keep your money safe and provide great value and service.

What changes are happening in Cheltenham?

The weekday opening hours for the branch will be changing from 5 January 2026:

	Current hours	New hours
Monday	10.00am – 4.45pm	10.00am – 3.00pm
Tuesday	10.00am – 4.45pm	10.00am – 3.00pm
Wednesday	10.00am – 4.45pm	10.00am – 3.00pm
Thursday	10.00am – 4.45pm	10.00am – 3.00pm
Friday	10.00am – 4.45pm	10.00am – 3.00pm
Saturday	9.00am – 12.00pm	9.00am – 12.00pm
Sunday	Closed	Closed

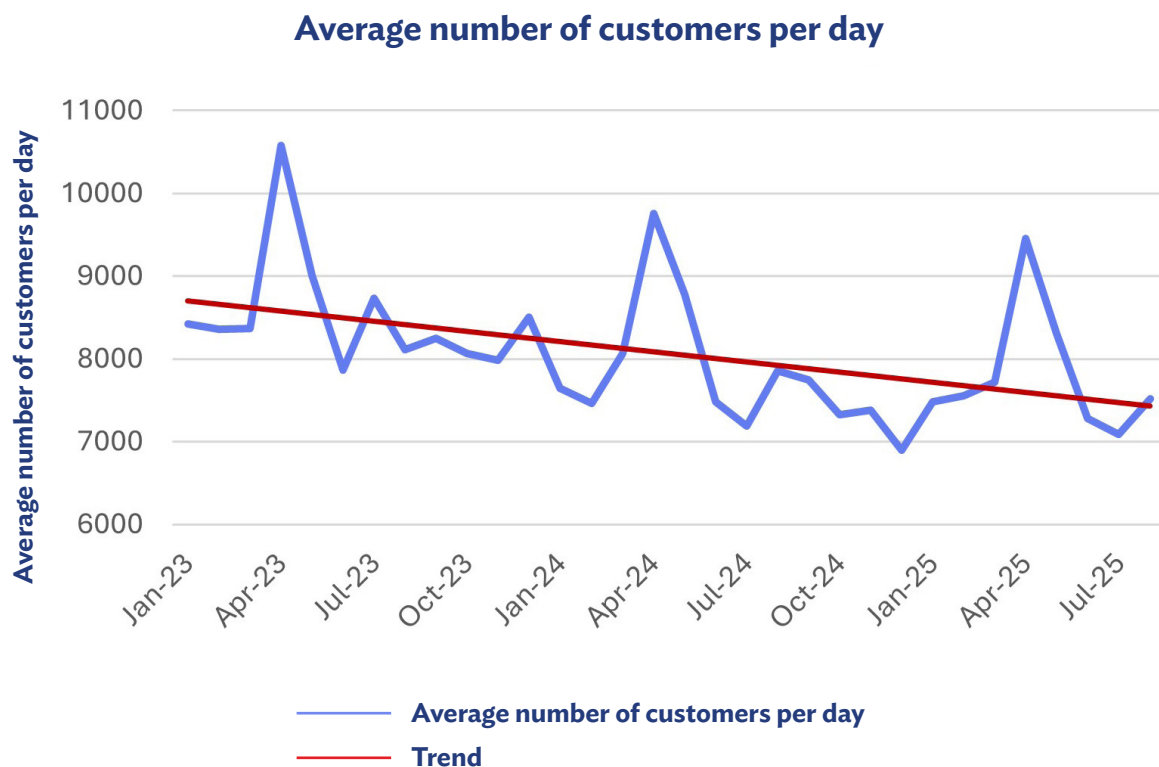


Impact Assessment – why is this happening?

In recent years, the number of people going into banks and building society branches has dropped. Many customers like to manage their accounts online. They also use less cash to pay for things. Because of this, many banks and building societies have closed branches or moved employees to new roles.

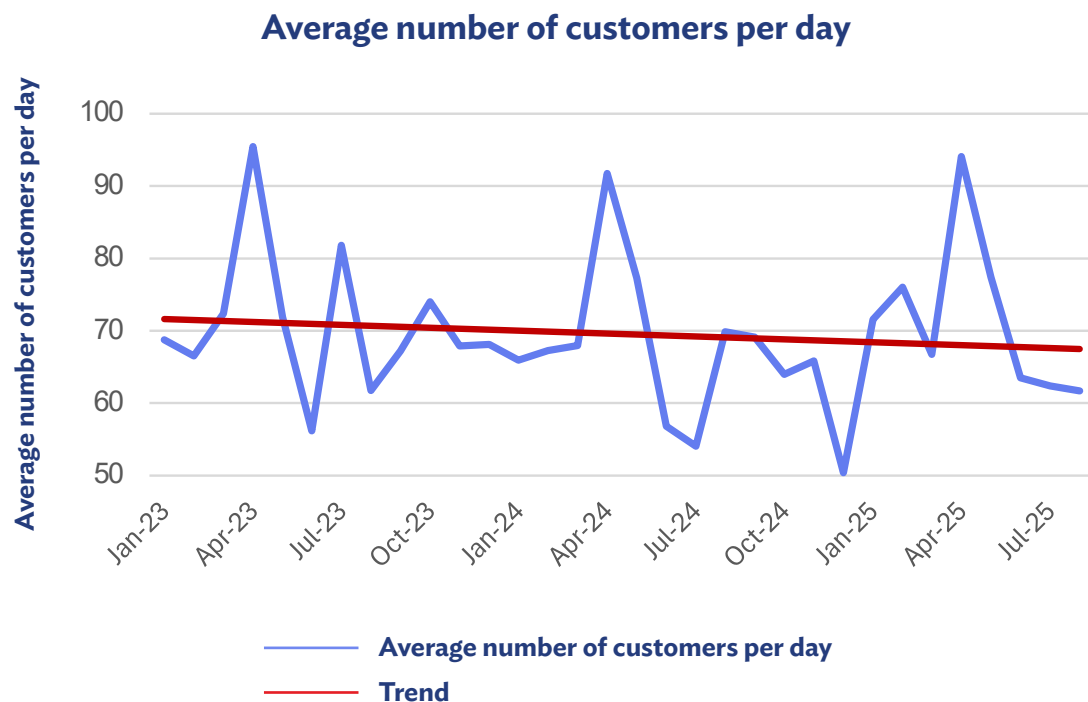
As a Society, we've seen this in our own branches. We've had around a 40% drop in transactions in branches since 2018. But it's still important to us to keep a presence in the cities and towns we serve. To support this, we did a full refurbishment of our branches in 2022.

The graph below shows this continued trend since the start of 2023:



Why are Cheltenham's opening hours changing?

We've looked at how many customers use the branch each day. From the start of 2023, we have seen a decrease in the number of customers using the branch.



We also found that less customers use the branch at the start and end of the day.



The graph above shows the number of customers that visit the branch on an average day. It shows lots of customers visit the branch during the middle of the day (10.00am-3.00pm).

What will we do with the closed hours and our colleagues?

By shortening our branch opening hours, we can free up more time to help customers in other ways. This means answering calls during busy times and handling requests that come in by post or online.

Your nearest agency to Cheltenham

It's important to us that members can still access their accounts after the branch hours reduce.

Agency	Distance
Winchcombe Agency – Bank House, Abbey Terrace, Winchcombe, Cheltenham GL54 5LL. Telephone: 01242 602228	5.96 miles away 21 minutes by car 23 minutes by public transport (W bus)

Opening times	
Monday	9.00am – 4.00pm
Tuesday	9.00am – 4.00pm
Wednesday	9.30am – 4.00pm
Thursday	9.00am – 4.00pm
Friday	9.00am – 4.00pm
Saturday	Closed
Sunday	Closed

You can also use the following cash machines which are all free to use and in the local area.

	Cash machine	Location
A	HSBC	2 The Promenade, Cheltenham GL50 1LR (0.01 miles)
B	Santander	174-180 High Street, Cheltenham GL50 1EP (0.02 miles)
C	Eurochange	200 High Street, Cheltenham GL50 3HD (0.04 miles)

Other ways of using your account

You can call us on **0800 121 8899** Monday to Friday 8am–7pm and Saturday 9am–2pm to manage your account over the phone. You can make the same requests over the phone as you can in branch. Click the button below to find out what you'll need to do this.

Explore our telephone services

<https://www.coventrybuildingsociety.co.uk/member/help/managing-your-money/telephone-services.html>

Managing your money online – it's quick and convenient to manage your money using our 24-hour Online Services. You can securely check your balance and interest rate, make or cancel payments and open new savings accounts without leaving the house. It's straightforward to register and all the help you need is available online.

Find out about Online Services

<https://www.coventrybuildingsociety.co.uk/member/help/managing-your-money/online-services.html>

Manage your money on our app – you can check your savings balance, view transactions and make payments to your Named Bank Account and Coventry Building Society accounts on the go.

Find out about our app

<https://www.coventrybuildingsociety.co.uk/member/help/managing-your-money/app/features.html>

Need some more support?

If you'd like to tell us about any specific support needs you have, please speak to us. We'll be happy to help.

- Bereavement
- Power of attorney
- Cost of living
- Payment difficulties
- Accessibility and wellbeing.

Explore the support we offer

<https://www.coventrybuildingsociety.co.uk/member/help/member-support.html>

Our glossary will help you with any words we've used that you'd like more information on.

View our glossary

<https://www.coventrybuildingsociety.co.uk/member/help/savings/savings-glossary.html>

Who you can speak to

If you think you might be affected by this, 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.



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 September 2025.

Coventry Building Society. Principal Office: Coventry House, Harry Weston Road, Binley, Coventry, West Midlands CV3 2TQ.