



Impact Assessment

Branch: Cheltenham

Change to branch opening hours feedback

How we responded and supported our customers

Feedback update:

Published December 2025



Communicating this change to our customers

We wrote to customers who have transacted in this branch within the last 12 months.

	Number of letters
Customers	2947

Changes to our opening hours

From 5 January 2026, our opening times are changing. The new opening times will be:

Monday	10.00am	-	3.00pm
Tuesday	10.00am	-	3.00pm
Wednesday	10.00am	-	3.00pm
Thursday	10.00am	-	3.00pm
Friday	10.00am	-	3.00pm
Saturday	9.00am	-	12.00pm
Sunday			Closed

Closed on bank holidays.

You'll still be able to manage your account online if you visit our website www.thecounty.co.uk, on our app or by calling us on 0800 121 8899 Monday to Friday 9am - 5pm and Saturday 10am - 2pm.

Call us 0800 121 8899 for more information about our changes. We may be unable to answer your calls at other times, please contact your nearest branch for further details. We may transfer your call to other members of staff who may be able to assist you. We may also contact you by email or text.

County Building Society
Principal Office: County House, Henry Weston Road, Birstley, County, West Midlands CV10 2TQ

Branch notices

Across our branch network, we displayed new opening hours and alternative ways for customers to access cash when the branch is closed.

Impact Assessments

Impact Assessments explaining the proposed changes and alternative ways to manage your account(s) were uploaded to the Society's website.

Branch

We talked about the proposed changes with customers who visited the 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 need extra support, both by phone and during branch visits. We chatted to them about the changes. 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.

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
35	18	51%

Communicating this change with the local community

We informed the following stakeholders of the proposed changes in branch opening hours.

Stakeholder contacted by letter
Max Wilkinson, House of Commons, London SW1A 0AA.
Gloucestershire County Council, Shire Hall, Westgate Street, Gloucester GL1 2TG.
Cheltenham Citizens Advice, Municipal Offices, Promenade, Cheltenham GL50 9SA.
Age UK Gloucestershire, Henley House, Barnett Way, Gloucester GL4 3RT.

Feedback from our customers

We haven't had any customer feedback or complaints as a result of our proposals.

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

This has included:

- Other ways to manage their accounts outside of branch opening hours, such as online banking or our app
- The options available to access cash through ATMs
- The range of services available by telephone banking, which offers extended opening hours.

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

We're still committed to supporting our customers. We'll continue to engage with them and address personal concerns, both before and after our new opening hours begin.

Feedback from stakeholders

Community stakeholders were notified of the proposed changes to the branch opening hours at the same time as customers.

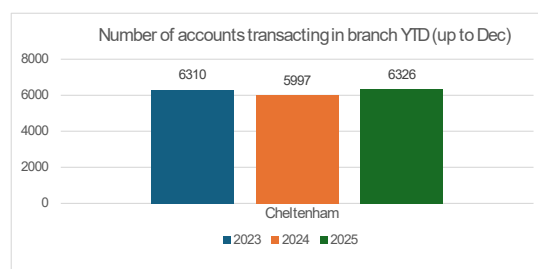
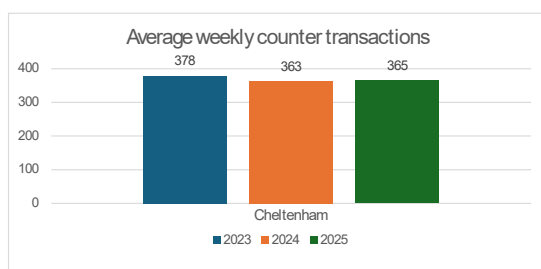
Our communication included a link to the Branch Impact Assessment which outlined the reasons for the changes. It also included data on branch usage and a summary of the other ways customers can manage their accounts.

Stakeholders were invited to contact us to discuss the impact of the change to opening hours and the other ways customers could manage their accounts when the branch is closed. No responses or feedback were received following our engagement.

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

Following a review of the above feedback and the continued reduction in branch usage identified through the Branch Impact Assessments, we'll be proceeding with the proposed change to opening hours with effect from **5 January 2026**.

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. Calls may be monitored or recorded to help improve our service and as a record of our conversation. Information correct at December 2025.

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