



Branch Secretaries' Circular

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Dear Branch Secretary

RAISING AWARENESS OF BANKING SERVICES

As many of our banks are closing branches there is a real opportunity for subpostmasters to grow their businesses through increased banking transactions.

The NFSP has been working closely with Post Office Ltd to ensure completing banking transactions in branch is an attractive proposition for both subpostmasters and our customers.

One of the issues subpostmasters have raised is a lack of awareness around the type of transactions post office branches can do. We have been calling for an awareness campaign for some time and I am pleased to tell you there has been some progress.

Earlier this week Post Office Ltd, UK Finance (which represents the banks) and the Government committed to a five point plan to raise awareness of banking services via the post office network.

The plan aims to:

1. Raise awareness of banking services available at post offices by coinciding with post office in branch campaigns;
2. Support specific communities impacted by closures. There will be collaboration between banks and Post Office Ltd in the providing of information leaflets;
3. Promote post offices as an integral channel for day to day banking, including prominent information via banking literature, websites and telephony;
4. Provide enhanced support for vulnerable consumers based on Citizens Advice best practice guidelines;
5. Carry out ongoing monitoring of awareness and confidence in the post office counter service.

The awareness campaign will begin in the third quarter of 2018 (i.e. from July) via a pilot in North West England and South West Scotland.

The NFSP continues to work with Post Office Ltd on other areas related to banking transactions including training, reducing risks for subpostmasters, and transaction rates.

Yours faithfully

Calum B Greenhow

CALUM GREENHOW
Chief Executive Officer Designate