

16 November 2018

Coventry Building Society launches five-year multimillion-pound redesign of its branch network

Coventry Building Society, a UK top ten savings and mortgages provider, has launched a branch redesign programme which will see the Society invest significantly in its network over the next five years.

The news comes at a time when Which? reports that the UK has lost almost two thirds of its bank branches in the last 30 years.¹ Coventry Building Society is bucking the trend with a substantial investment to create a more spacious, relaxed and friendly feel to its branches. The human touch is at the heart of the new look, with greater interaction between employees and members one of the main objectives.

The design has been rolled out in seven of its branches including Leicester city-centre and Birmingham's Corporation Street, with other branches to follow in the coming months and years ahead.

Mark Parsons, Coventry Building Society's Chief Executive Officer, said: "Whilst other banks and building societies are closing branches at an alarming rate, we're investing heavily in our network. Our multimillion-pound investment will ensure that we continue to meet the needs of our members and the local communities in which we serve.

"However, rest assured, our focus for our 70-strong network will continue to be people, with technology there to help provide the human touch, not replace it. Branches matter to savers, and we want to encourage more people to save more for their futures by continuing to offer good value over the long term."

The new look branch has been designed in partnership with design specialists, Allen International, part of the Accenture Group.

James White, Design Director of Allen International, said: "The success of any partnership stems from the client clearly articulating the desire for change, and then working together to define a differentiating but appropriate design. It has been very clear from the start that the CBS team have a natural understanding of who they are, the needs of their members and the important role their staff play in the communities they serve.

It has been a real pleasure to help shape a new experience that showcases the Society's warmth of service, the care it shows both colleagues and members, and a design that creates a welcoming and relaxing environment."

www.coventrybuildingsociety.co.uk

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For more information or additional comment please contact: the press office on **0800 121 6868**
or email **media@thecoventry.co.uk**

Coventry Building Society. Principal Office: Economic House, PO Box 9, High Street, Coventry CV1 5QN. www.thecoventry.co.uk

Calls to 0800 numbers are free when made from the UK. You may be charged for calls to all other numbers, please contact your service provider for further details.



Notes to editors

1. Which Report – Access to Banking 7 November 2018

Coventry Building Society is the UK's second largest building society and a top ten UK savings and mortgage provider, with over 1.8 million members and 70 branches across the UK.

We have 70 branches across the West Midlands, the South West, but also into Wales and as far north as Sheffield, as well as our head-offices' in Coventry.

The Society is a Which? recommended provider for savings and is ranked number one for savings by Fairer Finance based on trust, customer happiness, complaint handling and transparency.

The Society is one of Sunday Times 100 Best Companies to Work For in 2018 – the second year running that the Society has achieved this accolade.

Coventry Building Society strives to make a difference in its local communities. In 2017, over three quarters of our employees took part in the Society's Community programme, spending 7,440 hours volunteering for

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a wide range of activities. The Society supports over 75 good causes through its Community Partner scheme which incorporates fundraising, volunteering and raising awareness.

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