



Impact Assessment

Our agency in Ross-on-Wye update

Date of proposed changes:
Thursday 10 September 2026



In May, we announced that we'd made the difficult decision to close our agency locations. Our agency in Ross-on-Wye within Ross-on-Wye Agency Office, 30 Gloucester Road, Ross-on-Wye HR9 5LE will be affected. It will permanently close on Thursday 10 September 2026 at 12pm.

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 Ross-on-Wye agency.

We also said that two weeks before Ross-on-Wye agency 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 Ross-on-Wye agency within the last 12 months.

	Number of letters	Number of emails
Customers	369	810

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 the agency.

In the branch

We've displayed posters in the Ross-on-Wye agency with information about the nearest services that will be available when the agency closes.

We also talked about the closure with customers who visited the Ross-on-Wye agency. 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 agency 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 agency who need extra help	Number of these customers that were successfully spoken to on the telephone or during agency visits	Total percentage of customers successfully contacted
7	1	14%

Communicating this change with the local community

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

Jesse Norman MP , House of Commons, London SW1A 0AA
Herefordshire Council , Plough Lane, Hereford HR4 0LE
Citizens Advice Herefordshire , 8 St Owen Street, Hereford HR1 2PJ
Age UK Wyvern , Bank House, 7 Shaw Street, Worcester WR1 3QQ

Gathering feedback from our customers

Customer feedback*	Customer complaints**
6	79

When discussing the impact with customers, our colleagues and agency 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.

We’ve also referred customers to the information provided in the Agency 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 Ross-on-Wye agency closes.

Gathering feedback from our stakeholders

Community stakeholders were notified of the upcoming closure of the Ross-on-Wye agency at the same time as our members and customers.

Our communication included a link to the Agency Impact Assessment which outlined the reasons for the closure. It also included data on agency 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 agency is closed. We’ve had a small amount of feedback, which we’ve individually responded to.

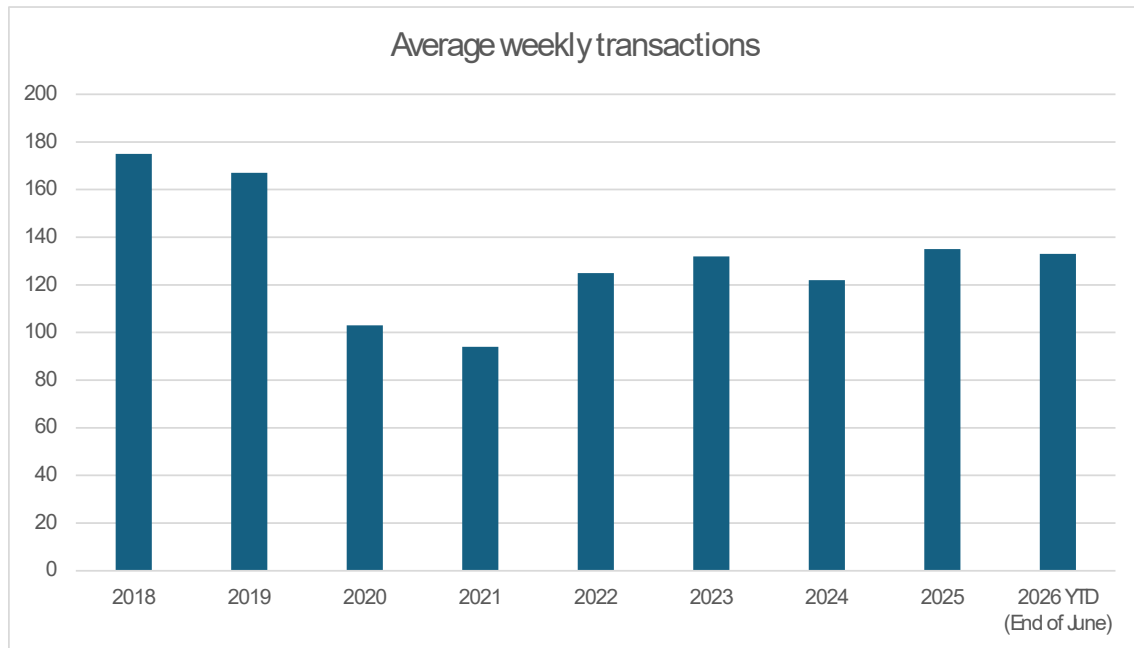
*Customer feedback received relating to the Ross-on-Wye agency closure announcement in May 2026, up to and including Wednesday 22 July 2026.

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

Latest update of customers using the agency

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

As we mentioned in the first Impact Assessment, average weekly transactions in the agency have remained relatively stable but they are significantly lower than the rest of our branch network.



Next steps

As explained when we announced the closure, our agency network offering has come to an end and the agency will therefore close on Thursday 10 September 2026.

While the closure itself is not subject to change, we wanted to review the impact on our customers and the local community before the agency closes. Following this, we've considered the feedback received from customers and stakeholders, reassessed customer needs and reviewed the alternative banking services available. This has helped us shape the support and information provided to customers to help them continue to access our services after the agency closes.

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.