

PRESS RELEASE



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Halifax opens biggest UK bank branch

A brand new, state-of-the-art 'flagship' Halifax branch is now open in central London, offering 13,500 square feet of bright and open customer space over three floors. It is thought to be the biggest bank branch in the UK.

Designed to meet the changing needs of high street customers and be a potential blueprint for the future of banking, the branch is situated on the corner of New Oxford Street and Tottenham Court Road, directly opposite the entrance to Tottenham Court Road tube station.

The branch employs over 50 colleagues and is open seven days a week - 8am to 8pm on weekdays - offering everything expected from a bank and much more, with a full range of services set in an environment that challenges the conventions of what a modern bank branch can be.

A different kind of bank branch

At the heart of the branch, the Halifax Home Hub helps customers with all aspects of the home buying and moving process, with expert colleagues on hand at all times, available without appointment.

In the travel zone, customers can order and exchange over 50 currencies and get advice on saving for their next trip or how to pay for things while they are away.

In the kids' savings zone, children can learn about good savings' habits, using the coin counting machine to see how much they have saved up, or make a deposit.

On the lower ground floor, a state-of-the-art safe deposit facility using biometric fingerprint technology allows customers to store their possessions in a safe and secure location.

Russell Galley, Managing Director, Halifax says: *"Banking is often quick and transactional but we know that some financial decisions need more thought and that's why branches remain vitally important. Support and guidance from our colleagues is still key for the big or unexpected moments in our customers' lives, such as home buying, having children, divorce or bereavement. We've built a different kind of bank branch, providing the services that we know customers want to access face-to-face with our expert colleagues."*

"Our new flagship branch is on the busiest shopping street in the UK, giving us a unique opportunity to help more people than anywhere else in the country. Access to such a broad customer base will help us test new concepts so that we can continue to offer the best possible customer experience."

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Open to everyone

The branch is a comfortable and relaxed space open to everyone. Customers and non-customers alike are encouraged to take their time and explore at their leisure.

Quality food and barista crafted coffee is available in the Halifax kitchen; a warm, informal space to chat, meet, work and learn. Run in partnership with social enterprise and award-winning local independent supplier Change Please, it empowers members of the local homeless community by offering opportunities to be trained as baristas.

Regular events run in partnership with companies including Google and Microsoft share expertise on topics such as home buying, smart homes, digital skills and coding for children. These events are open to everyone and are be bookable online.

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Notes to editor:

The new Halifax flagship branch in central London is the second flagship branch Lloyds Banking Group has opened. The first was opened in Manchester city centre last year under the Lloyds Bank brand.

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