

# Hybrid High Streets



# Introduction

**Much has been made of hybrid working in the last two years but it's not just our working practices which have been adapting to the changing world around us. Many newsagents now double as logistics centres, and some shops are adding recycling to their customer offer.**

Over the summer, Newcastle Building Society opened its 31st branch, as part of our commitment to maintaining and growing a presence in our communities. The new community partnership branch is located within the library, offers all our usual branch services and, in partnership with North Yorkshire County Council, helps restore access to face-to-face financial services to Knaresborough after the last bank left town in 2021.

We wanted to know more about the UK public's views on multi-purpose services and whether people are keen to see more businesses sharing space or expanding their offer in innovative ways.

Introducing the Hybrid High Streets report 2022 from Newcastle Building Society.



# Community partnership branches

Our network of 31 branches includes our four innovative community partnership branches, delivering vital services to our communities in collaboration with partner organisations, including



## Knaresborough

Within Knaresborough library on Market Place, you'll find our latest community partnership branch. Knaresborough branch opened in summer 2022, offering our full range of services and helping to restore financial services to the community after the last bank left the town in 2021.



## Wooler

Our Wooler branch counter sits alongside the Tourist Information Service, library and a gift shop within the town's Cheviot Centre. Delivered in partnership with the Glendale Gateway Trust, we opened in February 2020.



## Introduction

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High streets are the beating heart of our communities – not just as a place to come together but also as a driver for local employment and wellbeing. This new research shows that overwhelmingly, people see the value in having access to face-to-face financial services and confirms what our members tell us every day.

I can't think of a time when it's been more important for people to be able access the financial services they need. That's why we're absolutely committed to maintaining and growing our branch network and why we're so pleased to have opened our new community branch in Knaresborough this year.

In a town where the last bank left in 2021, we've worked with North Yorkshire County Council and other partner organisations to help restore financial services to the community. The benefits of having a shared space is obvious, but there are clear benefits to the community as well.

Interestingly, our research shows a much wider increase in such multi-purpose services – and that people see them as a welcome way to help keep our high streets vibrant. In the short term we know it will be tough on our high streets as the increased cost of living bites, but in the longer term, the use of innovations such as shared spaces and mixed use will only bring benefits and point to a much bright future in the long term.

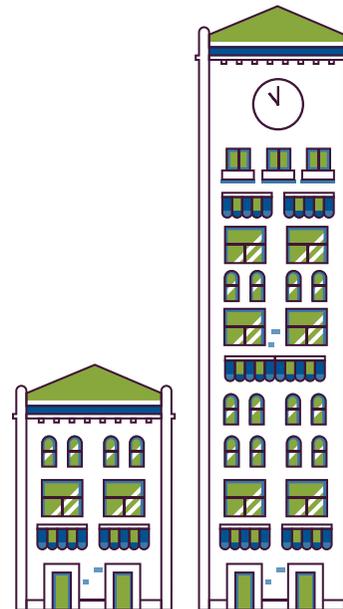
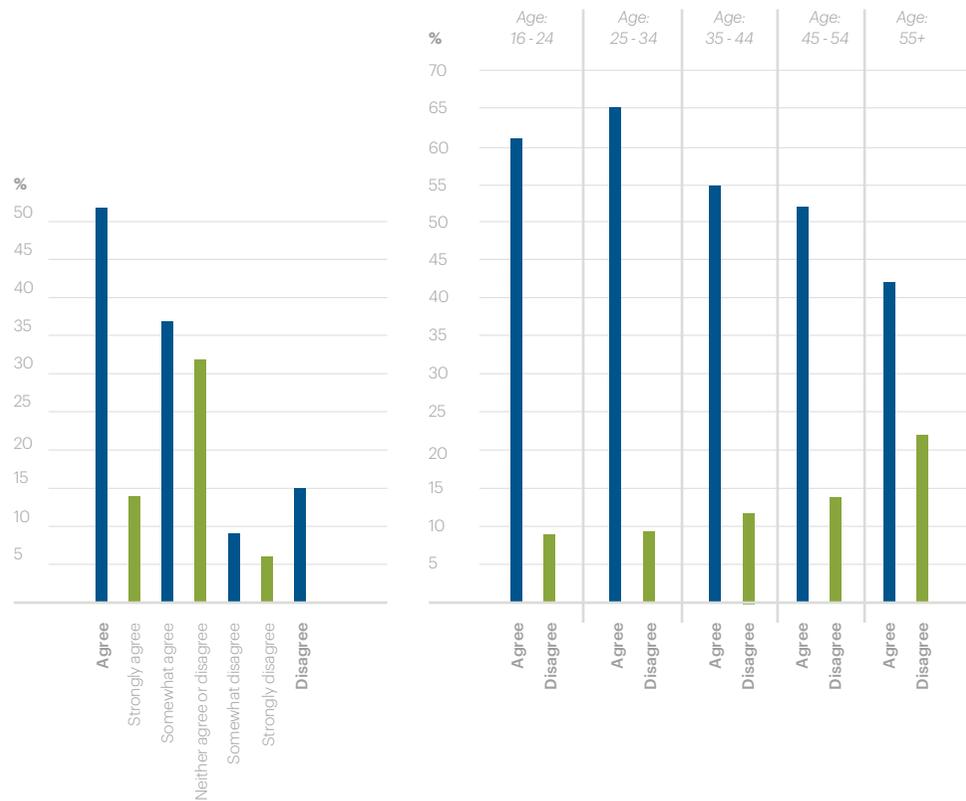
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### **Stuart Miller**

*Chief customer officer at Newcastle Building Society and board member of the High Streets Task Force*



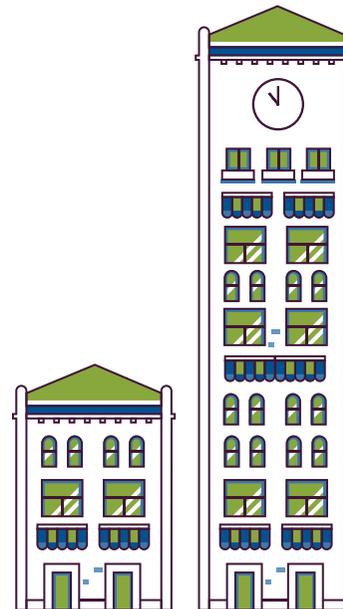
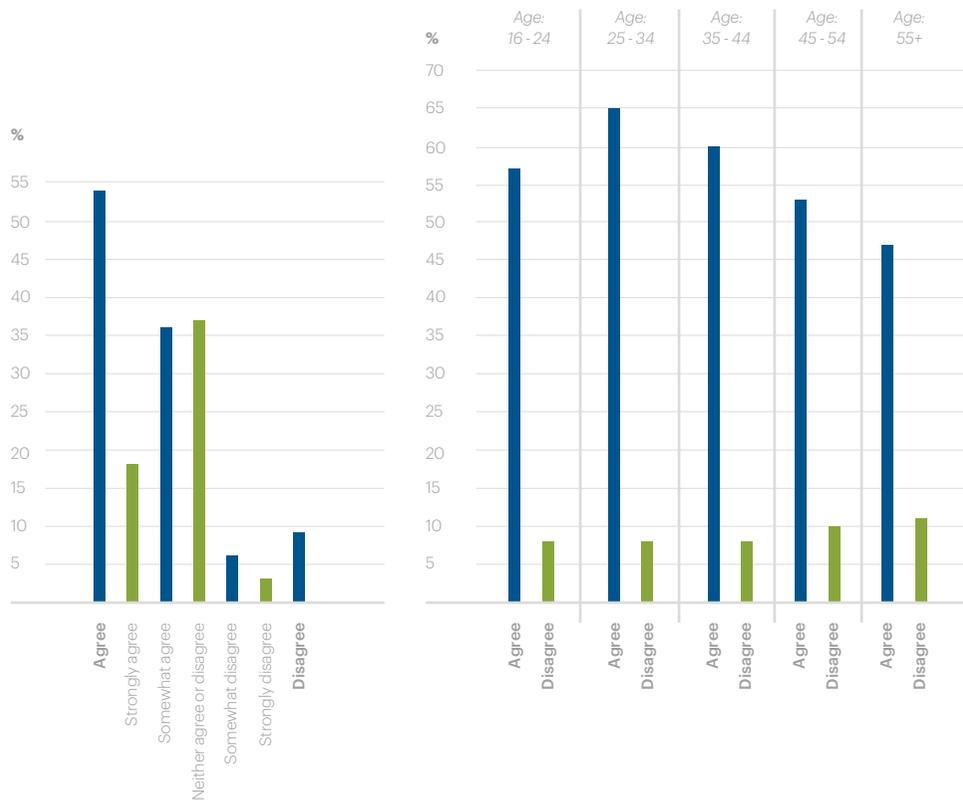
# I have seen a rise in the multi-purposing of services in my local area

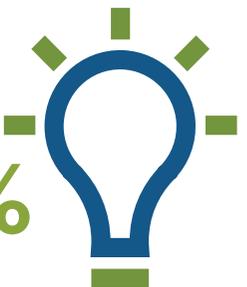


**52%** have seen a rise in the multi-purposing of services in their local area

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

# I expect to see a rise in the multi-purposing of services in my local area

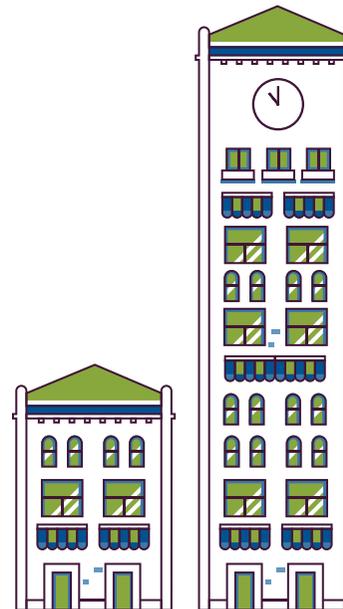
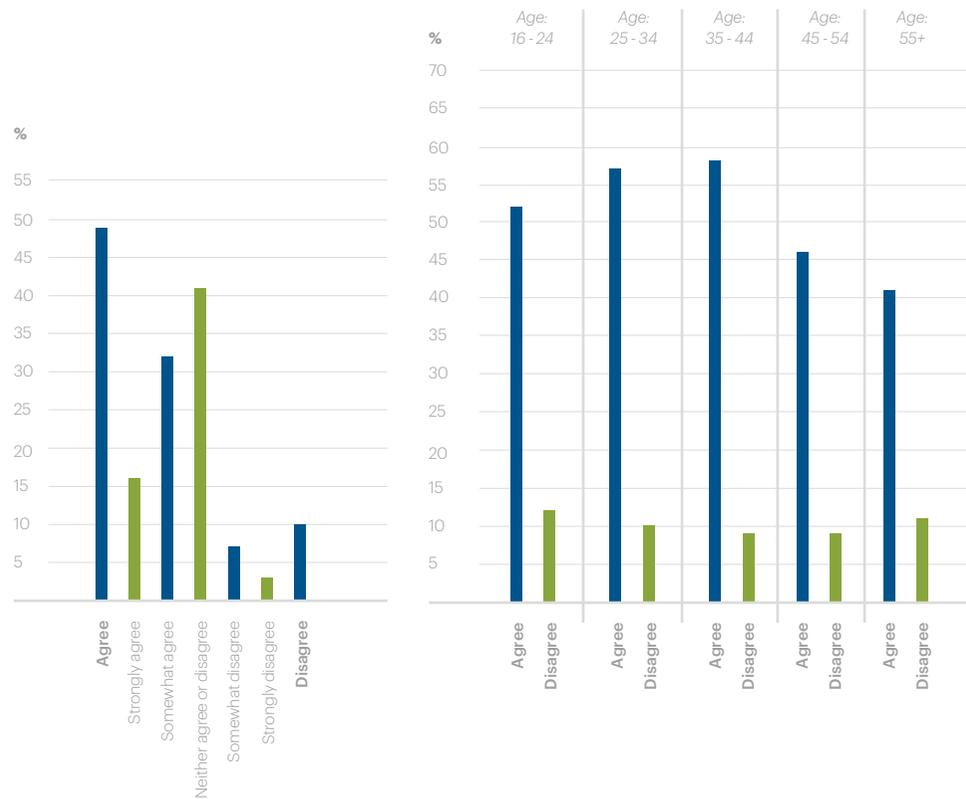


**54%** 

**expect to see a rise in the multi-purposing of services in their local area**

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

# I would like to see a rise in the multi-purposing of services in my local area

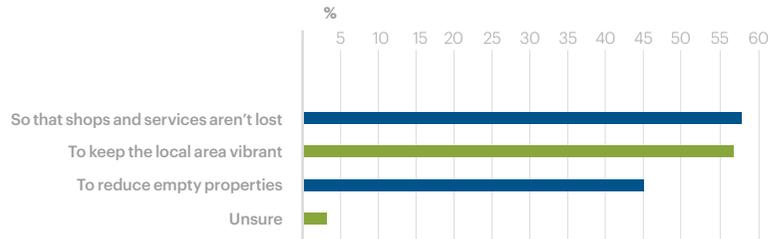


**48%** 

would like to see a rise in the multi-purposing of services in their local area

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

# Why would you like to see more “multi-purposing” in your local area?



## What examples of “multi-purposing”, if any, are present in your local area?

**52%**

A post office which is also a shop

**42%**

A convenience store which is also a logistics centres

**40%**

A supermarket incorporating a pharmacy

**25%**

A supermarket which is also a recycling centre

**22%**

A shop which also offers printing or photo services

**14%**

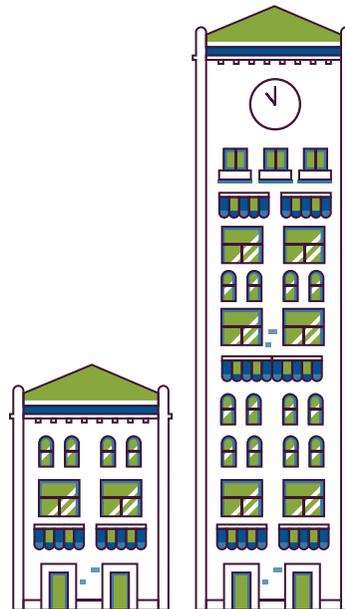
Cinema which is also a restaurant or bar

**13%**

A salon or barbers which is also a coffee shop

**8%**

Financial services within a library



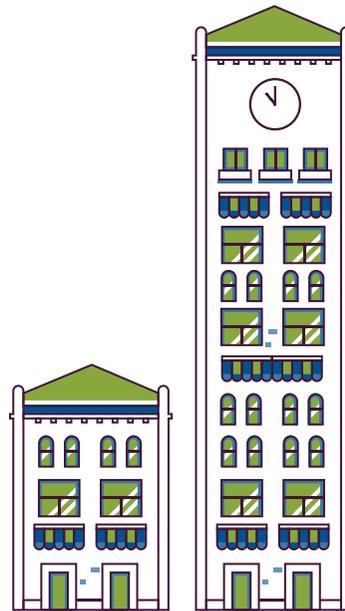
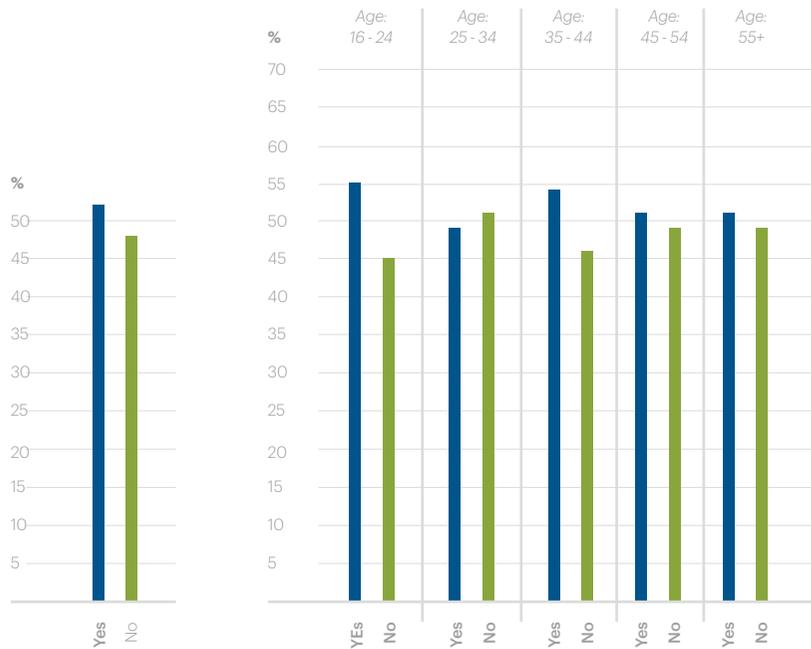
**58%**



would like to see more multi-purposing in their local area so shops and services aren't lost

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

# Have you seen a bank or building society leave your local area recently?

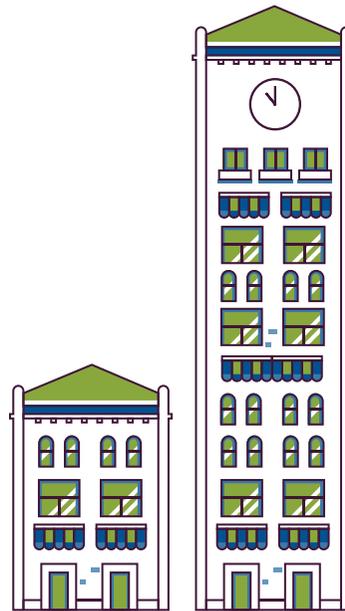
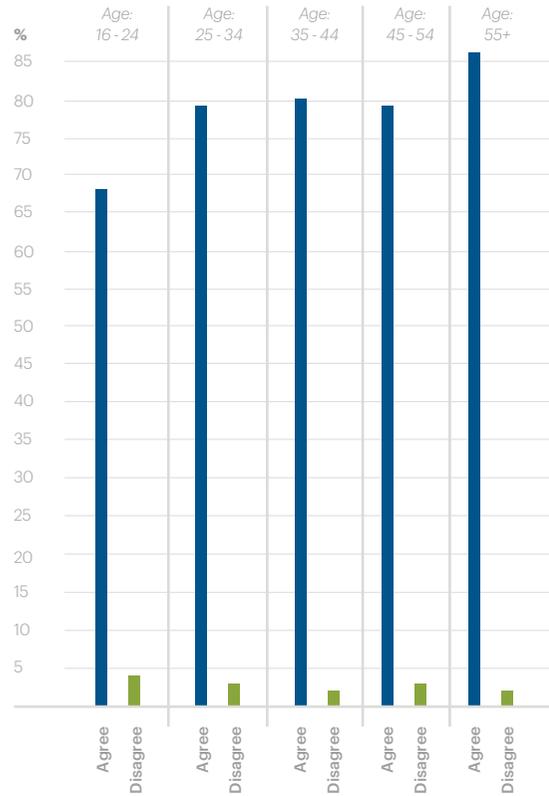
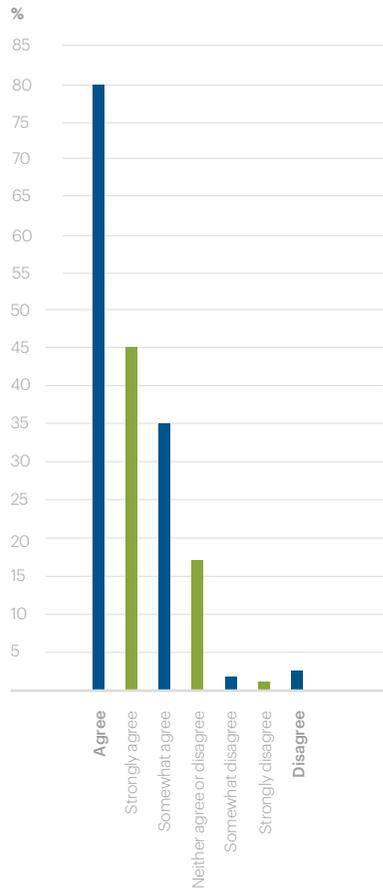


**51%** 

**have seen a bank or building society leave their local area**

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

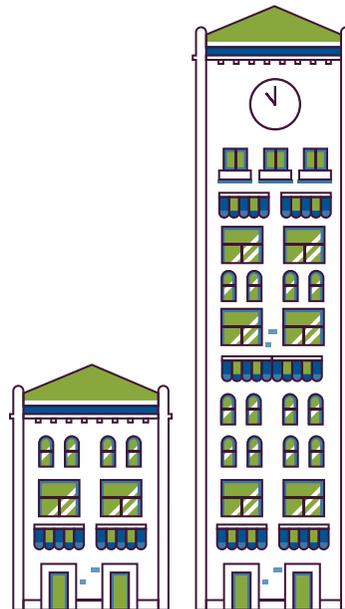
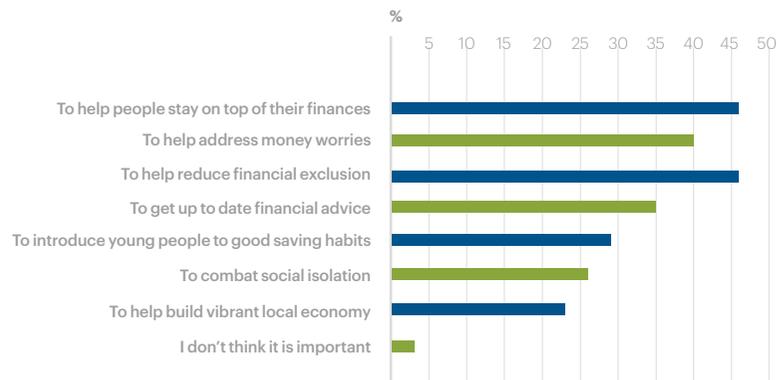
# In light of the cost-of-living crisis, its really important for people to be able to speak to someone in person about financial matters, if they need to



**80%**   
**agree it is important to be able to speak to someone in person about financial matters**

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

# Why, if for any reason, do you think it is important for communities to have access to face-to-face financial services?

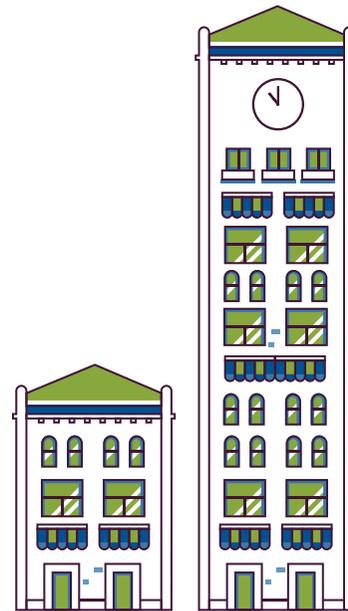
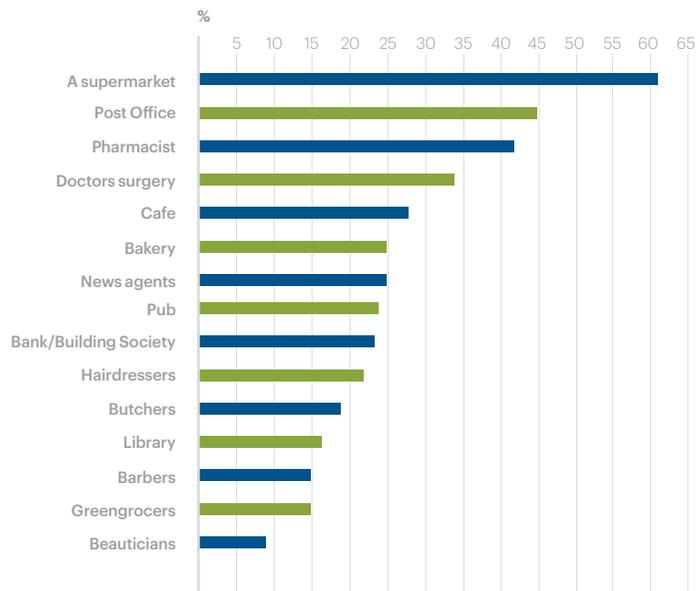


**46%** 

**think it would help people stay on top of their finances by having access to face-to-face financial services**

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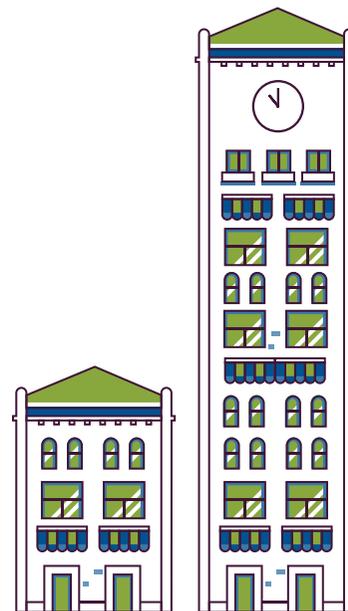
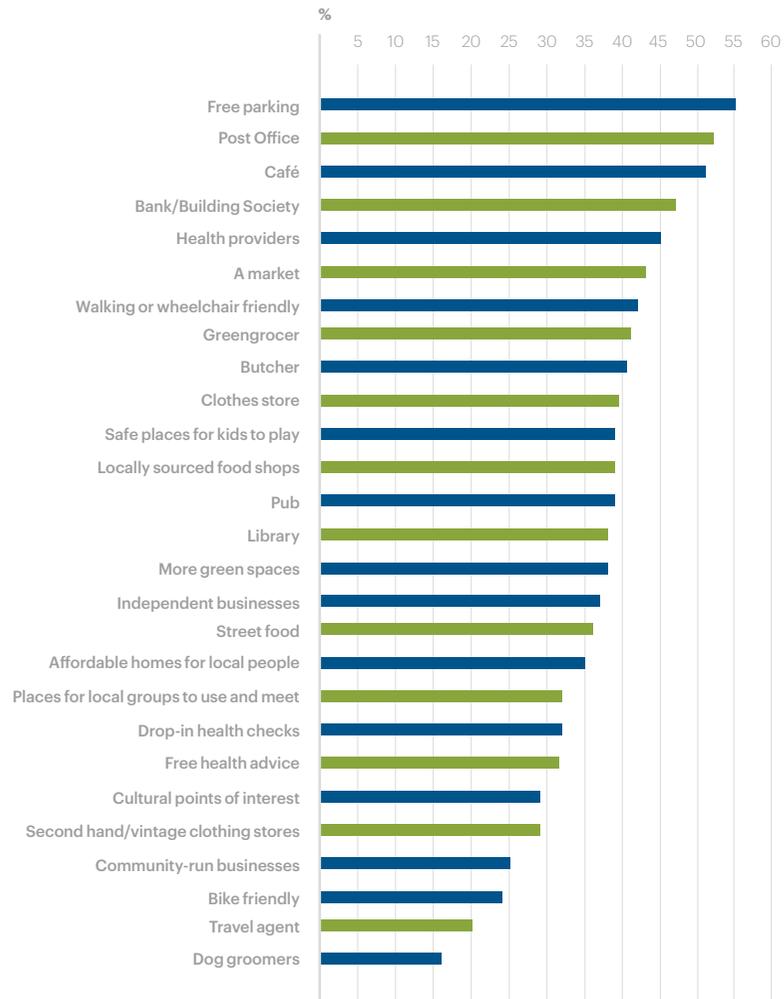
# Which, if any, of your local shops and services do you use on a regular basis on your local high street?



**23%** use a bank or building society on a regular basis on their local high street

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

# If you could design your ultimate local high street of the future, what would that feature?



**46%**   
 would like to see a bank  
 or building society in  
 their local high street of  
 the future

2,004 General Respondents (Nat Rep) 20.07.22 - 26.07.22

# We're here to help

Newcastle Building Society is committed to maintaining and growing access to face-to-face financial services in our communities. By investing in our branch network, we're part of a drive to transform our region's high streets.

For more information visit:

[www.newcastle.co.uk](http://www.newcastle.co.uk)



**Connecting our communities  
with a better financial future.**

