



On 11/12/2024, LINK completed an assessment of cash access in Alsager.

This assessment was done because we received a request for a cash access assessment to be conducted.

Defining the Local Area

To see if there is a gap in cash access services, we need to define the local area we are assessing. We do this by mapping the area, deciding if it's urban or rural, and seeing how many people and businesses would be affected by any gap.

For this assessment, the local area is Alsager.

We've checked:

- Where the people and businesses most affected by any gap are located.
- What cash access services are still available within a 1-mile radius of where at least 95% of the area's residents live.

How we do the assessment

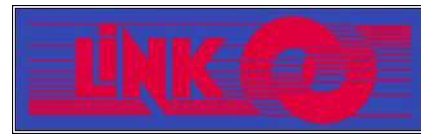
The assessment we undertake is in three steps:

Step 1: We check the cash access facilities within a 1-mile (urban) or 3-mile (rural) radius of the local area and identify the services available, including if:

- They offer the cash access services we're assessing.
- They can manage the demand from the local area.
- The travel time and/or cost to reach them is reasonable.

Step 2: We assess the potential impact of any actual or proposed closure and any gaps we've found, considering:

- If any closure is permanent or temporary.
- How many personal current account holders will be affected.
- How businesses will be affected in terms of accepting cash and being able to deposit or withdraw notes and coins.
- The impact on vulnerable account holders, if there are accessibility issues and if we need to consider services like assisted cash access, where help and support can be provided.
- If the remaining cash services can meet the local area's needs after a closure.
- How far the nearest suitable cash services beyond the 1-mile or 3-mile radius are.
- The travel time and cost to the next available cash service and if this is reasonable.
- If there are any seasonal or other demand fluctuations for cash services in the local area.



Some of the things we found out about the area and the cash services locally, which helped us to decide if there was a gap in services and if so what else was needed, can be found at the end of this assessment outcome.

Step 3: Using the outputs from Step 2 we identify any extra cash access services needed to address the gaps and we recommend what's reasonable to put in place to lessen the impact on people and businesses.

Outcome of this assessment

We are recommending the permanent provision of the following cash access services in the local area that we are assessing for people living in the area and, as appropriate, for local businesses:

A Banking Hub with no ATM

- A cash deposit service for personal current accounts that is provided free of charge.
- A cash deposit service for businesses.
- A cash withdrawal service for personal current accounts that is provided free of charge
- A cash withdrawal service for businesses.

The above services must:

- Allow for a reasonable mix of notes and coins to be deposited.
- Allow for a reasonable mix of notes and coins to be withdrawn.
- Allow access to help and support from an appropriately trained individual, in person or virtually.
- Provide services from Monday to Friday, 9 am to 5 pm.

The cash access services we have recommended will be:

- Free of charge if you have a personal current account.
- Offered by firms that work with us on coordinating cash access.
- Set up by Cash Access UK of behalf those firms (you can find the list of those firms [here](#)).
- For firms that do not use Cash Access UK to support them to implement the recommendations then the firm/firms are responsible for closing the gap themselves.

We expect these services to be ready within three months of us sharing this assessment, unless someone asks for a review, in which case it will be within three months of sharing the outcome of that review.

In any event, the services should be ready before the old facility closes, if it has not already closed.

Requesting a review of our Cash Access Assessment

Cash Access Assessment Outcome



Link Scheme Holdings Ltd

We'll review our cash access assessment decision if you ask us to but only in these circumstances:

- You have a good reason to care about fair access to cash services in your local area.
- You put your request in writing: e-mail: accesstocash@link.co.uk or write to: Link Scheme Ltd (Cash Access Request), Central House, Otley Road, Harrogate, HG3 1UF.
- You ask within 28 days of our initial decision.
- You provide new information that we didn't know about and that could change the result.
- You point out mistakes in our initial decision that could change the result.

We'll finish any review within twelve weeks, tell you what we have decided, and post the results on our website.

Step 2 data

Below are some of the things we found out about the area and the local cash services. We used this data to help inform our assessment.

About the area	
Local Area Name	Alsager
Is it urban or rural?	Urban
How many adults live near the High St?	10617
How many adults live in the local area?	14598
Number of shops on the High St	76

Nearest branch outside the High St serving both business and personal customers	
Bank Brand	Lloyds Bank, ST6 5DL
Bank Location	24 TOWER SQUARE, ST6 5DL
How far is the nearest branch?	4.75 miles
How long does it take to get there by bus?	25 minutes
How much does the bus cost?	£1.60

The closest banks (including those which only serve personal customers)				
Organisation Name	Address	Postcode	Straight Line Distance (miles)	Public Transport Time (mins)
Nationwide	14 PENDA WAY	CW11 1GS	4.1	35
Lloyds Bank	24 TOWER SQUARE	ST6 5DL	4.75	25
Halifax	10-11 MARKET CENTRE	CW1 2HU	5.6	52

Cash Access Assessment Outcome



Link Scheme Holdings Ltd

The closest free to use ATMs		
Address	Type	Distance (miles)
ALSAGER, CREWE ROAD, STOKE-ON-TRENT, ENGLAND, ST7 2ES	Internal	0
SAINSBURYS, CREWE ROAD, STOKE-ON-TRENT, ENGLAND, ST7 2EW	External	0
ASDA, 19-23 LAWTON ROAD, STOKE-ON-TRENT, ENGLAND, ST7 2AA	External	0.2

The nearest Post Offices		
Address	Postcode	Straight Line Distance (miles)
28 Lawton Road	ST7 2RU	0.2
135 Sandbach Road	ST7 3RZ	1.2
147 Congleton Road	ST7 1LL	2.1

You can find out more about our process and these data points [here](#).