

# LLOYDS, NATWEST AND BARCLAYS CREATE A BANKING HUB

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UK – The banks will pilot the UK’s first shared banking hub, offering flexible services for modern businesses.

The first location is to be trialled in Birmingham, with five more opening across the UK in the coming weeks. Responding to fears around branch closures, these shared spaces will be open seven days a week with a closing time of 8:00pm, enabling local businesses to manage their day-to-day finances more flexibly.

Known as Business Banking hubs, they will allow business customers from **Lloyds**, **Natwest** and **Barclays** to experience the same service in one streamlined space. ‘The Business Banking hub pilot is being explored as an additional route for firms looking for flexible banking,’ says Paul Gordon, managing director of SME at Lloyds. ‘Working collaboratively with other high street banks means more businesses will benefit.’

As explored in our macrotrend **Civic Brands**, businesses are now realising the importance of joining forces and becoming Collaborative Brands in order to improve their services.