

15TH FEBRUARY 2007

ALL MEMBERS IN PETERBOROUGH SERVICE CENTRE

# Bank Rocked By LTU Campaign Opposing Peterborough Closure

**L**TU's campaign opposing the Bank's intention to close its Peterborough Service Centre is attracting massive support from across the Peterborough community.

Since Group Operations announced its closure plans last Tuesday, LTU has successfully:

- **Gained widespread national and local media attention to the closure, ensuring that the closure doesn't escape public attention. The Union has also succeeded in ensuring that the Bank doesn't obscure the link between the Peterborough closure and the offshoring of a further 400 jobs to India.**

Following LTU's efforts to generate media attention, the closure has been covered by local TV and Radio, as well as national and local newspapers.

- **Persuading the largest local newspaper, the Peterborough Evening Telegraph, to join our campaign to stop the closure of the Service Centre.** This will help ensure the issue remains firmly in the local spotlight.
- **Attracting widespread condemnation of the closure plans from Stewart Jackson (local MP), John Peach (Council Leader) and John Bridge (President of the Peterborough and Cambridgeshire Chamber of Commerce).**

## INSIDE

**Campaign Generating Massive Local Support**

**LTU's Petition**

**Where's Amicus?**

**Join LTU's Campaign**

And all this in just the first week of our campaign opposing the Peterborough closure.

**Quite simply, the more attention and opposition LTU can generate to the closure, the greater the prospect of persuading the Bank to drop its closure plans if it is to avoid leaving its reputation in Peterborough in tatters.**

Today we are ratcheting up our campaign a notch higher. **We are asking Lloyds TSB customers visiting the Bank's branches in Peterborough - and the general public in the key shopping areas - to take a leaflet that explains what the Bank is doing and to sign a petition calling on the Bank to reverse its decision to close the Peterborough Service Centre.**

LTU is also confident that, in doing so, we will get over our message to the wider Peterborough community through the media.

# Campaign Generating Massive Local Support

The campaign against the closure of the Peterborough Service Centre has already successfully generated massive local support from key figures in the area.

Stewart Jackson, MP for Peterborough, was himself previously a member of LTU for nine years whilst employed by the Bank and is uniquely placed to understand the issues and concerns facing staff.

He has written to Paul Baker, head of Group Operations, asking why the Peterborough Service Centre is being earmarked for closure and pressing the Bank to reverse its decision.

Meanwhile, the Leader of Peterborough Council, John Bridge, has also written to Paul Baker; this time seeking a meeting in order to press the Bank to save Peterborough Service Centre from closure.

And finally, the Chief Executive of the local Chamber of Commerce has also given his support to the campaign, joining Stewart Jackman and John Peach in signing the petition prepared by LTU opposing the closure.

LTU will now be taking the petition to customers visiting branches - and the local Peterborough public on the streets - over the coming weeks.

## **Stewart Jackson, Member of Parliament:**

*"(the closure is) a slap in the face for Peterborough ...this decision is the result of 'offshoring by proxy', where the offshoring of other bank sites creates surplus staff capacity which then facilitates the closure of other sites. This obscures the correlation between the offshoring of jobs to Bangalore in India and the loss of existing jobs at sites such as the one in my constituency."*

## **John Peach, Council Leader:**

*"It is so very disappointing that while so many people, including myself, are working hard to bring good value jobs to the city, one so-called good employer is planning to pull out of the city"*

## **John Bridge, Chief Executive of Chamber of Commerce:**

*"We find it quite extraordinary that a bank like Lloyds TSB is almost flying in the face of everything that is currently happening when people are coming back again because of their dreadful experiences of these things not working overseas ... we fail to see how the action they are taking fits in with current modern thinking and particularly looking after businesses and retail customers in the way that we feel they should"*

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# LTU's Petition Opposing The Peterborough Closure

The most effective way of persuading Lloyds TSB to drop its plans to close its Peterborough Service Centre is to engage the support of the Bank's own customers, and the wider Peterborough community whose local economy is being jeopardised by the loss of so many jobs.

The Bank will know only too well that it will ignore the wishes of its customers at its peril.

It will have learnt from its experience of LTU's campaign opposing the closure of its Newcastle Contact Centre in 2004, that if it turns its back on

the Peterborough community it will risk severely tarnishing its local reputation; perhaps irreparably.

## Lessons From Newcastle

**Not since the Bank announced it was closing its Newcastle Call Centre in 2004 - transferring all 968 jobs to India - has the Bank's reputation been so badly battered and bruised by a local community backlash.**

At that time, LTU successfully co-ordinated and led a massive community campaign opposing the closure, involving:

- **Persistent media coverage in the local newspapers, on local radio and television.**
- **Condemnation of the Bank's plans in the House of Commons, by the Local Council and from local businesses.**
- **A major groundswell of support from Lloyds TSB customers and the general public in Newcastle, with tens of thousands signing LTU's Petition opposing the transfer of jobs to India.**

There can hardly have been a person living or working in the North East who, because of LTU's campaign, wasn't aware of the closure and the

Bank's offshoring of work to India .

It has since been joked that even a local pensioners tiddly-winks tournament would attract Lloyds TSB sponsorship in the hope of repairing the Bank's tarnished image in the North East community!

Though not ultimately successful in saving the Newcastle Contact Centre, LTU's strategy had also been intended to generate such a community backlash to the Bank's offshoring strategy that it would not dare risk the damage of closing another UK Telephony Call Centre. This has been a complete success, with the Bank not risking closing any further Call Centres.

## Repeating The Formula

LTU intends to repeat the formula used when opposing the closure of the Bank's Newcastle Call Centre ... but now with an even greater determination to ensure that Lloyds TSB doesn't get away with closing its Peterborough Service Centre.

**The first stage of LTU's campaign has already been an outright success: ensuring that the Bank's attempts at obscuring the connection between the closure and its offshoring of jobs to India - and downplaying the likelihood of large-scale redundancies - have been exposed.**

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# LTU's Key Campaign Objectives

LTU has a number of key objectives to its campaign on behalf of Peterborough staff.

**First and foremost, our campaign's objective is to press Lloyds TSB to reverse its decision to close the Peterborough Centre, through organising the maximum possible local community reaction.** Though this is inevitably a stretching objective, we know from the experience of our campaign in Newcastle that it led to a rethink on whether to close further Lloyds TSB Call Centres. Learning from this experience, LTU really does believe that if we can galvanise and mobilise local community support, there is a genuine possibility of saving the Peterborough Service Centre.

It was clear in Newcastle that the Bank has seriously under-estimated the strength of public opposition to offshoring, which although it is being driven from the top of the Bank. is damaging the Lloyds TSB brand.

The Bank may not want to listen to its staff and it may prefer not to listen to LTU: but it will listen when its misguided offshoring policy affects profits. And customers in Peterborough and elsewhere are the people who provide those profits.

# Where's Amicus?

Once again, Amicus has shown that it has neither the resources nor the commitment needed within Lloyds TSB to oppose offshoring and fight for jobs.

And this isn't the first time ... Amicus was conspicuously absent in campaigning for staff when the Bank announced the closure of its Call Centre in Newcastle in 2004. At that time, it was forced into signing its widely discredited 'Offshoring Agreement' with the Bank in an attempt to excuse its inactivity.

LTU has repeatedly been able to show that, rather than protecting jobs, the Amicus-Bank 'Offshoring Agreement' has given the green light to even more jobs being transferred to India.

## Confused!

A number of Peterborough staff have also reported that, at its visit to Peterborough last Thursday, Amicus appeared confused over how the Severance Terms compared between those staff who left the Bank on Voluntary Severance and those who left on

Compulsory Redundancy Terms.

*For the record, the Voluntary and Compulsory redundancy Terms are exactly the same.*

**However, this illustrates Amicus' wider problem; it may well be a 'Jack of all trades', but in Lloyds TSB it simply doesn't have the specialist knowledge, resources or experience to represent staff effectively.**

The fact that many of the Amicus staff representing its members are paid directly by the Bank (and use Bank cars, mobile phones and expenses) also means that its small number of members in Lloyds TSB cannot count on independent representation.

**In contrast, LTU has already vividly shown its commitment to vigorously campaigning on behalf of Peterborough Staff.** And LTU also provides our members with the peace of mind of knowing that all our officials and staff are paid direct by the Union without any Bank subsidies whatsoever.

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## Join LTU's Campaign

**For LTU's campaign to succeed on behalf of Peterborough Staff, we need to count on the support of the maximum possible number of Service Centre staff.**

Irrespective of whether individual staff want to save their jobs, or would like Severance Payments, LTU has an important role in ensuring staff are treated fairly.

Over the coming weeks and months, LTU will be providing Peterborough Staff with many opportunities to pressurise the Bank into dropping its plans to close the Service Centre.

The first will be the next Peterborough (Posh) football

fixture at home, when LTU will be inviting staff, their family and/or friends to join us in collecting signatures from fans for our joint petition with the Evening Telegraph to oppose the closure. Any members who feel able to help should telephone Joe Harrison on 01234 262868 or email Steve.Tatlow@ltu.co.uk.

In the meantime it is essential that all staff who are not yet LTU members join straightaway. To do so, either complete and return the enclosed Application Form or telephone our Membership Department on 01234 262868.

**STEVE TATLOW**  
**Assistant General Secretary**