SOUTH HOLLAND D.C.
HOUSING & PLANNING
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Welcome to the new Midland Bank

You'll notice that we're introducing a smart new corporate identity. But the changes at Midland are more than superficial. We've taken a series of steps to ensure our customers receive the highest possible level of service. Please take the time to look around:

New Corporate Identity
The old 'Griffin' is being replaced by the new 'hexagon' symbol, recognising our membership of the HSBC Group, one of the world's largest banking and financial services organisations. Eventually the new symbol will appear on everything from our stationery to your cheque books.

Experienced Managers
have been put back into branches where our customers need them most. Now 90% of loan decisions can be made on the spot.

500 New Cash Machines
have been added to our network. Our card holders now have access to 12,500 cash machines in the UK and over 285,000 worldwide.

New Products
like the highly-acclaimed Midland Bank Account which has a no-fee overdraft and £50 buffer zone.



New Interiors
All our branches have been refurbished, making them more modern, comfortable and, we hope, more attractive environments.

Financial Planning Managers
Our team of professionally-qualified Financial Planning Managers can offer expert financial advice across our full range of home finance, life assurance and investment products.

Better Trained People
In the last year all our 45,000 staff have undergone a comprehensive training programme to improve their customer service skills.

Putting Customers First
and as a result our customer satisfaction is at an all-time high.

Midland
The Listening Bank

Member HSBC *Group*

Midland Bank plc is regulated by the Personal Investment Authority and only advises on its own life assurance, pensions and unit trusts. Our credit facilities are subject to status. Full written details about our products and services are available from any Midland Branch or telephone 0345 180 180.