

New customer drive in Edinburgh for Airdrie Savings Bank

✘ Airdrie Savings Bank has made a big impact on Scotland's capital after taking its first steps out of Lanarkshire to promote its services.

It has reported a wave of new interest from personal and business customers after holding a successful roadshow in Edinburgh.

The customer recruitment roadshow, held in conjunction with Edinburgh Chamber of Commerce, came hot on the heels of the announcement that the bank plans to expand out of its Lanarkshire heartland.

Jim Lindsay, general manager of Airdrie Savings Bank, said: "We were absolutely delighted with the great turnout at the event, giving us a chance to engage with a significant number of potential customers in the capital.

"Many people were keen to register their interest and find out more, while a significant number of others arrived keen to sign up there and then, which is fantastic.

We are now thinking of having further customer recruitment events around the country, and are also considering the best location for our next branch."

The first customers to sign up included retired couple Elizabeth and Neil Sutherland from Edinburgh, with former head-teacher Neil describing Airdrie Savings Bank as a "refreshing change" compared with other banks.

He said: "Airdrie Savings Bank particularly appealed to us because it is a Scottish bank which has traditional values,

which makes me feel reassured that our money is in good hands.”

The event had a good turnout from the business community as Edinburgh Chamber of Commerce extended an invitation to all of its member businesses as well as reaching out to other city centre companies.

Graham Birse, managing director of the Chamber, said: “I have absolutely no doubt there is a market for Airdrie Savings Bank here in Edinburgh and the turnout at the roadshow is testament to this.

“I believe many ‘traditional’ banks almost fell out of fashion over recent years as people and businesses attempted to pursue fast profits, but there has been a u-turn and people are reverting back to banks built on traditional values. Airdrie Savings Bank is a perfect example of this, having stood the test of time in a difficult climate.”

Airdrie Savings Bank is 175 years old and, as Scotland’s last independent bank, has seven branches in Lanarkshire. It was established in 1835 as part of the ‘thrift’ movement and even today allows accounts to be opened with a deposit of only 5p.

If you would like to find out more about joining, email rosalind.laird@airdriesavingsbank.com or telephone 01236 766851.