



 **BARCLAYS**

## Barclays in the UK

January 2017

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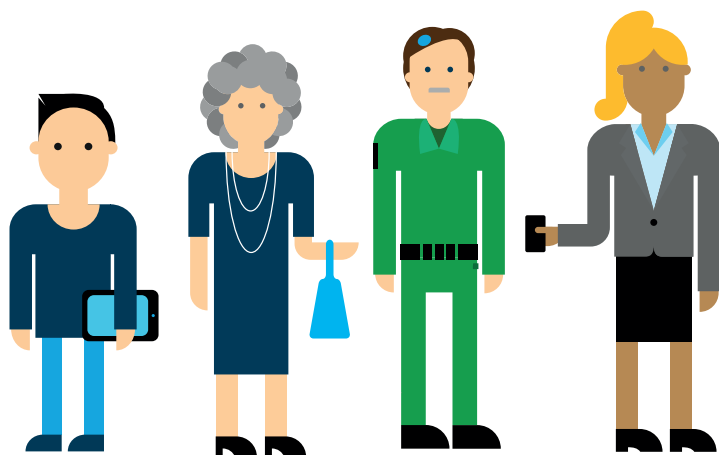
Our commitment to helping the UK thrive, tomorrow and beyond



# About this report

Barclays has existed for over 325 years. In our day-to-day activity, we work with individuals, families, parents, students, entrepreneurs, small business owners, company CEOs, borrowers, savers, homeowners and more. We work in schools, in community centres and in army barracks. Up and down the country our colleagues are embedded in communities and are helping the UK to grow. This report is designed to bring together our activity across all of our businesses in the UK to tell the story – in a snapshot in time – of the difference that Barclays is making to the UK economy and to society.

To do this, we collated information and data from across the bank in the UK including Human Resources and Sourcing as well as from our Corporate, Personal, Investment Bank and Barclaycard teams. This data was then analysed by an independent economist at Development Economics Ltd to produce a comprehensive view of our activity and its impact.



# Foreword

The world of finance plays a fundamental part in everyone's lives.

Finance is the oxygen which allows businesses to grow, public bodies to function, and people to succeed. It is absolutely integral to the successful running of healthy economies and in giving everyone access to a more prosperous future.

That capacity for finance to touch every aspect of society was intrinsic to why I joined the profession of banking when I graduated from college in 1979.

Of course, people may not immediately see the widespread impact finance has on their lives – we don't directly manufacture microchips, build schools, or make scientific discoveries. But we do play an important and very often essential role in enabling and supporting those endeavours.

This report – “Barclays in the UK” – is an effort to illustrate the positive ways in which our business contributes to the success of this country. It has been developed with an independent research partner and hopefully will help our stakeholders to better understand the outcomes of what we do, and how we do it.

From our direct contribution to the UK economy as a large company headquartered here, to the commercial activity we facilitate through the extension of credit; from lending to a small business on average every four minutes, to driving enough UK employment to fill 1,000 double decker buses; from our support for Government financing of public investment, to our backing for international corporations to expand and export; from helping tens of thousands of people to own their own homes, to supporting young people into

full-time employment – and much more besides – the social value of banking is huge, but perhaps not always apparent.

I want Barclays to be an active participant in tackling some of the biggest challenges society faces today, for example in addressing long-term unemployment, driving enterprise and growth across the UK, promoting digital and financial inclusion for all, and – of course – making Brexit work for everyone.

These are ambitions to which I and my colleagues at Barclays are committed, and each year we will update our progress against these and other agendas.

I hope you find this report of interest. Seeing our contribution quantified in its pages certainly brings home for us why we must remain a strong British corporate citizen.



**Jes Staley**  
Group Chief Executive

We added  
£8.5bn to the  
UK economy



Our banking services sparked a further  
boost to the economy of at least **£36bn**

## Across the UK in a year...

We've brought our total number  
of apprentices to over 3,000

BARCLAYS

We met a financial  
need for nearly  
one in two  
adults in the UK

We lent  
to an

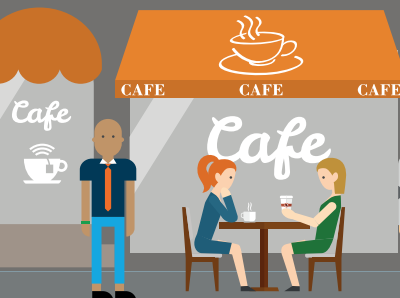
SME

every  
**4 Mins**

BARBER SHOP

BARBER  
SHOP

We prevented over  
**£578m** of fraud



Our workforce benefitted  
from over 2m hours of training



The farmers we supported could  
have produced enough eggs  
to go around the M25

**6 times**

GROCERS



The people we supported with jobs would fill over  
**1,000 double decker buses**

Every second we carried out  
**12 digital transactions**

TOWN  
HALL

The number  
of mortgages  
we provided

was  
greater  
than

the number  
of homes  
in York

**£1 in every £3**  
was spent through  
Barclaycard

## The UK and Barclays

Barclays was founded in 1690 by just two people. Fast forward to today and if you add together our Barclays colleagues and the people we work with to help us with activities like recruitment, security and IT, **we support over 86,500 jobs across the UK.**



That's enough people to fill more than  
**1,000 double decker buses**



We've hired over

**3,000** **£150,000**

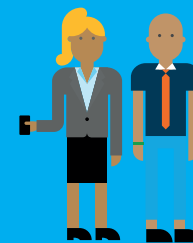
people as apprentices since the programme started in 2013, the majority with no prior qualifications or experience, boosting their individual earnings over their lifetime by up to



We want everyone to be able to build a career at Barclays, regardless of their age, circumstances or background.

We care about every single member of staff and want to help them build the skills they need to grow in their career.

That's why each year we provide colleagues with more than two million hours of training.



We were also the first UK company to extend our apprenticeships programme to the  
**over 24s**

as we believe you're never too old to learn new skills.



We've also hired over

**350**

veterans of all ages, ranks and circumstances



into jobs across Barclays through our Armed Forces Transition, Employment and Resettlement (AFTER) programme.

Turning to Barclays as a whole, our total contribution to the UK economy across a year was £8.5bn. This is more than:

the UK air transportation industry



**£4.6bn**

the UK beverages industry



**£4.6bn**

the UK pharmaceuticals industry



**£5.7bn**

When you also take into account the national prosperity we enabled by meeting a financial need for nearly one in two adults in the UK, this number rises to

**£36bn**

And in 2015, the total we paid in taxes to the UK government was

**£1.67bn**



# Businesses and Barclays

## From ideas to inception

Every business starts with a great idea and we want to help those ideas become a reality.

### Our **Eagle Labs**

give people the chance to use the tools they need to produce and test prototypes as well as to join up with other like-minded businesses and receive mentoring from Barclays industry experts.



Our **Business Managers** are there to help people start, run and grow their business, offering advice and guidance.

In a year they conducted over 5,500 face-to-face meetings every week to give SME owners guidance on how to reach their business goals

In the year leading up to March 2016, Barclays supported over 106,000 new small business start-ups.

We also provide programmes and initiatives to help high-growth businesses flourish – our Rise programme nurtures and stimulates growth through physical hubs and virtual networks where entrepreneurs can come together to share ideas and successes. Through the programme in the UK, Barclays has engaged with over 4,000 businesses.

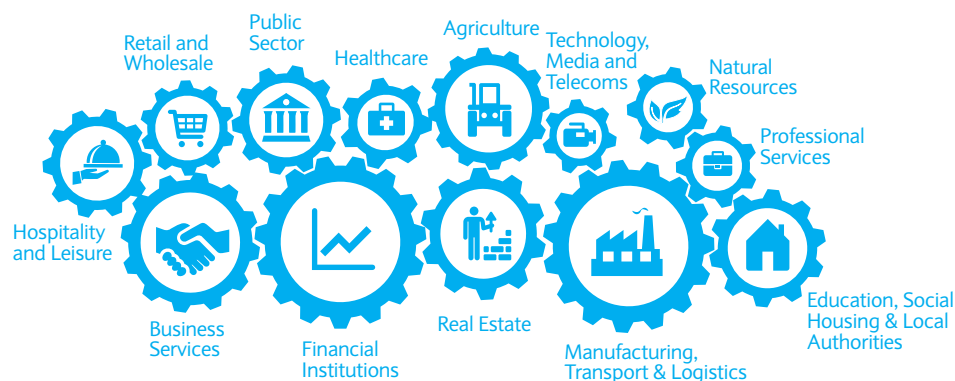
Rise is also home to our Accelerator programme for fintech businesses. Over 13 weeks, companies are guided through the process of growing and developing their business ideas. Following three successful programmes in London, an average of £2m was raised by participants to help them grow and achieve their ambitions.

## Starting up and growing fast

And this is just the start – we're committed to forging long-lasting relationships with every business we work with. Building momentum and success needs ongoing investment and we have a range of funding options to help businesses grow – because SMEs and high-growth businesses are key drivers of the UK economy as a whole, providing new jobs, boosting GDP and creating an environment of constant innovation.

Barclays had current account, deposit and loan relationships with over 1.2m UK-based businesses in the year leading up to March 2016, split between micro, small, medium and large businesses, and we've lent UK businesses more than £67bn to help them start, grow and succeed.

We provide services to a wide range of businesses from the private, public and third sectors that support the UK economy.



We've helped and continue to help UK businesses to grow, export, trade, flex their working capital and manage risk while at the same time making clients' lives much easier through pioneering innovation. We also provide corporate banking services to UK businesses and to large local companies, financial institutions and multinationals in non-UK markets.

We were the first bank to recognise the need for sector specialisms and now provide expert teams for 52 sectors and sub-sectors of industry. We work with 90% of FTSE 100 companies.

In addition, our Investment Bank assists private, corporate and public sector clients in a number of ways including:

- Providing finance for expansion and growth projects
- Supporting UK companies working on complex transactions such as mergers and acquisitions
- Developing investment products for pension funds.

Our Banking team was involved in nearly 280 public UK deals in the year leading up to March 2016, with an overall value of almost £257bn.

The impact of the Investment Bank's activity can be felt across the UK, whether it's providing support for building infrastructure projects such as university

accommodation through the raising of funds, or helping individual savers and investors get the best returns possible from pension and retail funds.

### Knowledge economy

In today's economy, the production and application of new high-value knowledge is key. Supporting advancements in areas such as manufacturing, technology and telecoms as well as financial and professional services is crucial if the UK is to compete on the international economic stage.

Barclays has relationships with around 190,000 businesses that operate in the high-value knowledge manufacturing and service sector activities, providing over £7bn in loans to help them grow and develop.

### Supporting the future of farming

**We've supported farmers for over 270 years. We know the challenges the sector faces and how to help businesses grow.**

We have a strong, experienced team with an in-depth knowledge of agriculture finance and of the industry itself.

In a year, the farmers we support could produce:

- Enough eggs to encircle the M25 six times
- Strawberries that weigh more than the equivalent of 1,000 double-decker buses
- Enough sheep to extend the length of Great Britain, nose to tail, three times.



### Worldpay

In October 2015, we supported Worldpay, a leader in global payments, when it launched on the London Stock Exchange in a £2,484m initial public offering (IPO). This transaction represents the 2nd largest IPO in the UK in the last ten years and is the 8th largest IPO in Europe over the same period.



### Gym Group

In November of the same year, we worked to support the Gym Group's £125m London Stock Exchange launch. The Gym Group operates a low-cost, technology-led disruptive business model offering affordable, no-fixed-term flexible membership and 24 hours a day, seven days a week access to high specification gyms. This transaction represents the first UK Main Market gym IPO since 1999.



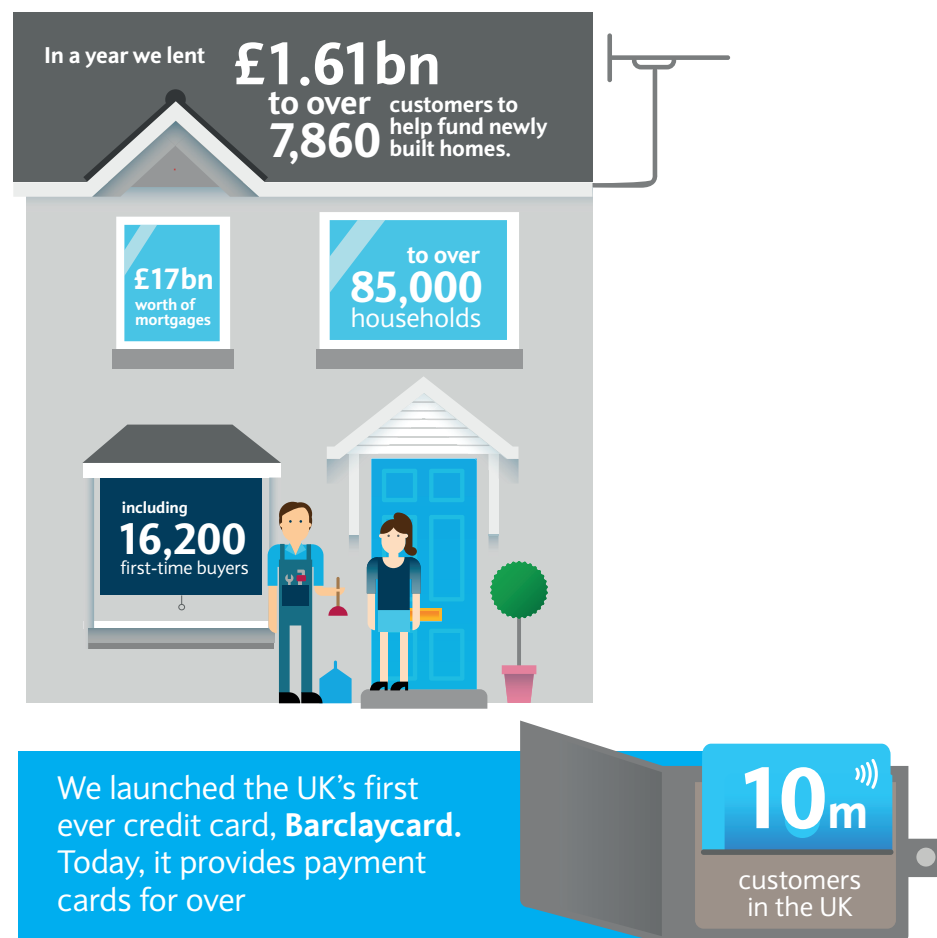
### BBA Aviation

We also worked with BBA Aviation, a British company that provides airport support services including refuelling and ground handling at over 300 locations across the globe. To help them grow their business, we advised BBA on the purchase of another company, Landmark Aviation, a supplier of aircraft maintenance services.



# You and Barclays

Our customers are the reason we exist. We meet a financial need for nearly 1 in 2 adults in the UK and we're there to support and protect them across their lifetimes – from opening their first bank account for everyday purchases, to making life changing investments like buying a house.



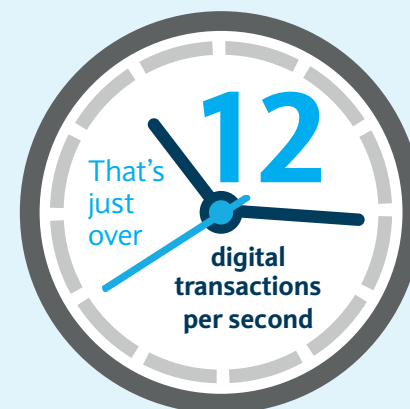
But we know it's not simply about offering products and services, it's about making them available in the way our customers want. Whether it's by saving time, increasing access or making them feel safer, we want to go the extra mile to exceed our customers' expectations and help them juggle their banking with the demands of everyday life.

## Saving time

In 2012 we launched our Mobile Banking app as well as the UK's first person-to-person mobile payment app, Pingit, so our customers can view their accounts, make payments and do banking tasks on the move.

We now have over 5m customers registered on our Mobile Banking app and Pingit has over 3m registered users. You can even use Pingit from your Twitter handle or to pay for your National Lottery games!

Taking mobile and online together, in a year, customers made payment transactions and transfers totalling 408.9m.



## Increasing access

Technology is important, but so are our people and when we combine the two that's when we can create a truly brilliant experience.

As well as having our people available in branch to help with all the moments that matter, we're using technology to provide new ways for our customers to talk to our colleagues:

- Our face-to-face video banking service allows customers to interact with us on their terms, at a time that suits them, combining human interaction with digital technology to put customers in control
- Barclays web chat is a service that enables you to chat online to a member of our team about selected products and services, without having to make a phone call or visit a branch. You can also access it through the Mobile Banking app.

## Access also comes in other ways

There are currently over 11 million people living in the UK with a limiting long-term illness, impairment or disability. We've worked hard to make Barclays the most accessible and inclusive organisation in the FTSE 100:

- Since launching the world's first ATM in 1967, we've evolved the technology so our ATMs now provide speech output through audio jacks, allowing blind and partially sighted people to listen to the audio and use the machines independently
- We've created high-visibility debit cards, which our customers can order free of charge to help make using their card easier
- Our SignVideo service allows deaf customers to get instant access to British Sign Language interpretation at home or in the branch.

In 2016, we received the highest score ever (98%) awarded to an organisation by the Business Disability Forum for our commitments to meeting the needs of people with disabilities, whether they're our colleagues, our clients or our customers.



## Unlocking opportunities

We're always mindful that we're custodians of our customers' data as well as their money. We want to help them access data in safe and secure ways that add value to their lives.



### Instant loans

Based on what we know about our customers, we're able to tell them what they could borrow, leaving them to decide whether they want to or not. If they do, in just six clicks they can have the money in their account.



### Local Insights and SmartBusiness

By anonymising and aggregating the information we hold and combining it with external data, we can give communities and businesses useful information that can tell them more about where they live, or how they can grow their business.



### Cashback

Our customers can get cashback and make savings on a range of shopping retailers in-store and online as well as on travel, energy, broadband and subscription TV switching through their online and mobile banking.

## Protecting our customers

We're committed to fighting fraud and helping protect our customers.

We've introduced technology that means we can identify customers by their voices, which makes our telephone banking more secure, but also much easier as you don't need to remember security questions and passwords.

We also provide our customers with free Kaspersky internet security to protect their laptops and smartphones. Behind the scenes, we've invested millions of pounds into multi-layered security systems to protect our customers.

In a year, we prevented over £578m of fraud – that's more than £25 per customer. But we also help by providing our customers with information about how they can keep themselves safe.



We have a dedicated Fraud Smart site to teach our customers all about fraud risks.



We're proud to have been the first bank to commit to a national TV advertising campaign to help educate the public on how they can protect themselves.



Our Digital Eagles are on hand to provide specialist fraud sessions, or simply answer any questions. Customers can also boost their knowledge by completing the Fraud Awareness modules on our online Digital Wings tool.

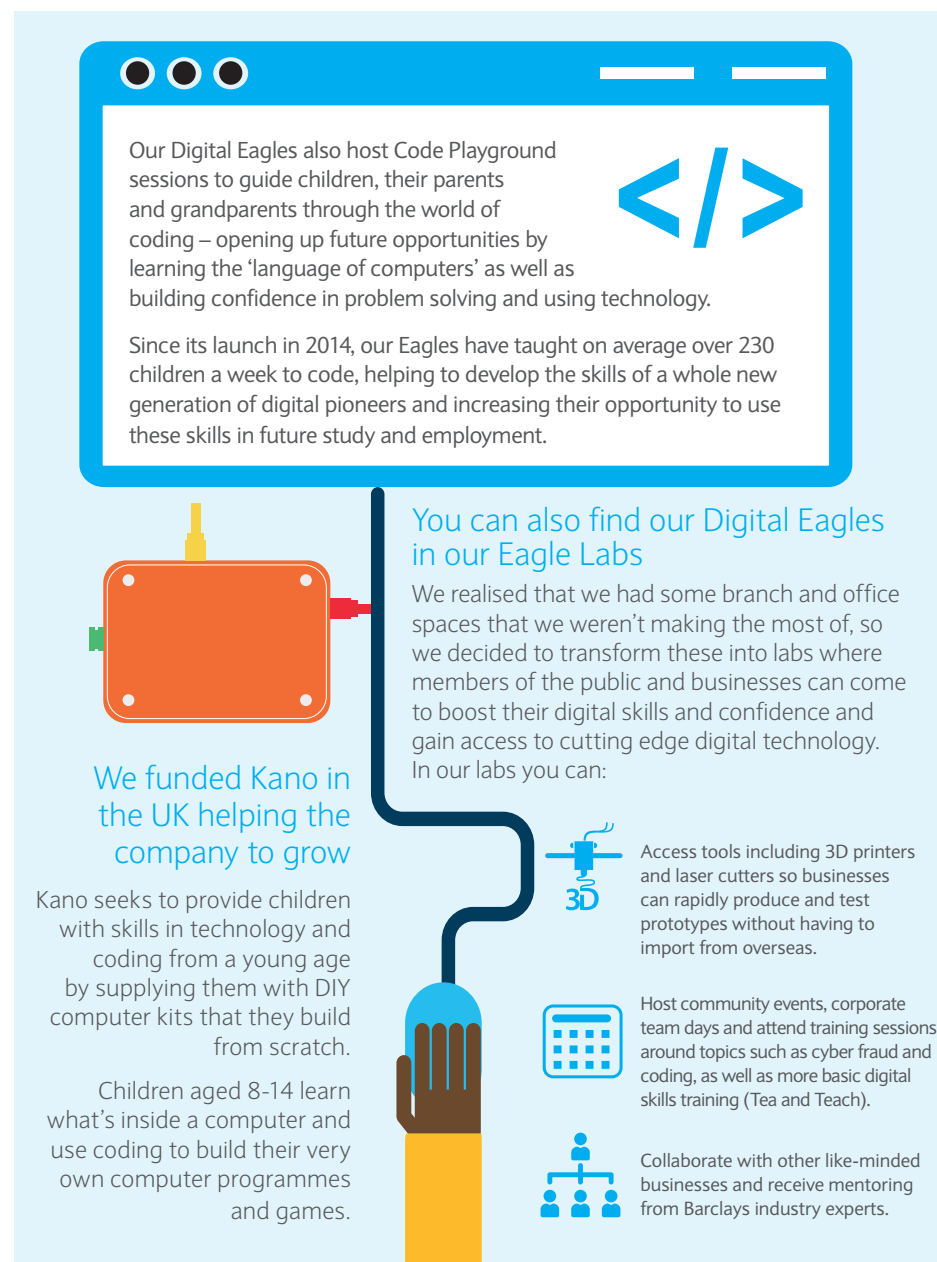
# The community and Barclays

Just as we care about our staff, so we care about the communities they live and work in and we want to bring together our people and our resources so that we can do even more than just be a bank.

## Take our Digital Eagles

Starting with 18 colleagues with a passion for all things digital, in just three years, that number has grown to over 16,000 Digital Eagles across the UK. That's enough Eagles to fill the Royal Albert Hall three times!

They're here to help any member of the community, whether they're a Barclays customer or not, with any tech question. People can simply pop into a branch, or attend one of our Eagles' 'Tea and Teach' sessions where they can learn new skills and ask questions over a cuppa. We held our first Tea and Teach in November 2013 and since then our Eagles have been helping on average over 250 people a week all over the country.



For those who don't have the time to see us in person but still want to take their digital skills to the next level, we offer Digital Wings – free learning modules that people can use online or through an app.



**It's not just digital skills we're passionate about. We also want to help our customers become more financially savvy so we've launched Financial Wings, an interactive website where customers can build their financial skills.**

We're committed to helping translate skills through our Armed Forces Transition Employment and Resettlement (AFTER) programme

AFTER helps address the issues faced by former as well as current service personnel in their transition into civilian employment by providing work placements, direct employment opportunities, CV and interview coaching and money management sessions.

We also want to make it much easier for serving and former military personnel to understand and access financial services, so we've launched a dedicated portal with all the products and services that are relevant to them in one place.

**Since the programme started in 2010...**

**4,000**  
veterans have  
been helped

**350**  
service leavers are  
now our colleagues

**£3.75m**  
donated to service  
charities

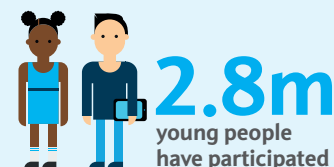


## LifeSkills

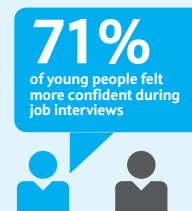
Created with BARCLAYS

Then there's our LifeSkills programme, launched in 2013 to inspire young people to help build their employability skills, experience and confidence as they prepare to enter the 21st century workplace, helping them and the UK more widely, to succeed in the future. It also gives free support to UK businesses to improve access to better work experience opportunities.

To date...



And this is making a real difference  
Thanks to the programme...



## We give back to the community in other ways

**In a year, our colleagues spent 137,800 hours volunteering in ways ranging from coaching financial skills to mentoring young people into work.**

With the help of Barclays matched funding, colleagues raised more than £22.3m for thousands of charities including British Heart Foundation, who we also made history with them by training over 16,000 colleagues in CPR in 10 days. Barclays is also working closely with partners in the private and third sectors to transform the traditional collecting tin by incorporating technology that will allow people to donate using their debit or credit card.

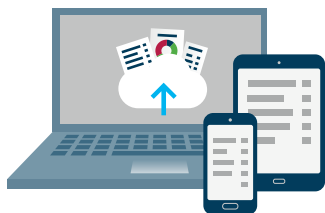
We're also a major sponsor of popular sporting, cultural, entertainment and business leadership events in the UK, from the Barclaycard presents British Summer Time music festival in Hyde Park, London, to the Business Excellence Awards in Milton Keynes.

# The future and Barclays

It's over 325 years since we first opened our doors and during this time we've grown and changed with our customers. But we don't just provide a service – we have a duty, a responsibility and the resources needed, to make a difference to people's lives, enabling success and giving them access to a future where they, and the UK, can thrive.



We don't just employ a large number of people in the UK, we also invest in them, improving their skills and future prospects, creating a rewarding place to work where they can make a real impact in their communities.



We're more than a provider of financial services. What we do goes far beyond simply offering our customers the products and services they need at the moments that matter. We ensure they can access them in the ways that suit them and that they're secure and protected when they use them.



We support communities across the UK by bringing together all of our resources – our people, our expertise and our scale – to help people access education, build skills and use the opportunities that can help them every day and into the future.



We recognise the crucial role that businesses large and small play in the success of the UK economy, but we don't just provide much-needed financial support, we provide the space, time and expertise needed to turn great ideas into thriving businesses.

We use everything we do, and everything we know to support the UK economy.

But it doesn't stop there...



While we pause to reflect on our past contribution, we're firmly focused on what's to come in the next 325 years.

or funding the infrastructure that put the ATM there in the first place.

There will undoubtedly be challenges ahead. And we know that we have an important role to play in ensuring the ongoing success of the UK and the people that live here. Success to us means bringing everyone with us on this journey – helping individuals and businesses flourish by providing opportunity and support, ensuring that everyone is included in the economic, technological and social changes that we'll experience.

The pace of this change won't slow down and neither will we – we'll continue to harness the opportunities that come with these changes and to make sure that they're available and accessible to everyone in the UK, whatever their age or location.

# Methodology

This report was created using data gathered from across Barclays. The majority of data used to produce this report covers the period April 2015 to March 2016 with the exception of some financial data which relates to the full calendar year of 2015.

The data was analysed by an independent economist at Development Economics Ltd in order to highlight and quantify the direct and wider economic contribution made to the UK economy.

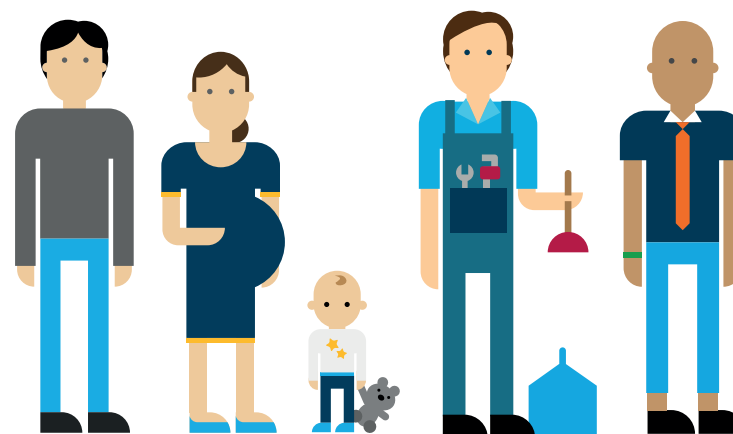
The impact of Barclays' activity in the UK is measured through its direct and indirect contribution.

- **Directly** through the day-to-day services provided to customers and the people employed to deliver those services
- **Indirectly** through the products and services that Barclays buys from other organisations, such as property and equipment and the 'spill over' effect of its activity, such as employees spending their wages to fuel and grow the economy.

This figure is articulated as Gross Value Added, or the total additional wealth added to the economy.

Data included in the analysis has been sourced from the Corporate, Personal, Investment Bank and Barclaycard teams. It also includes data from Human Resources and Sourcing, which includes all the people who have a working association with Barclays and therefore the numbers will not match external and internal headcount reporting.

All estimates of overall economic value have been independently produced and are the responsibility of Development Economics Ltd.





Across the UK  
in a year...

Barclays added  
**£8.5bn**

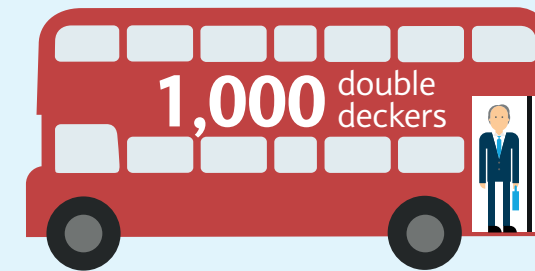
in economic benefit to the UK  
through our employment, supply  
chain and purchasing power,  
which creates a positive ripple  
throughout the economy.



This is a bigger  
benefit than the  
entire UK pharma,  
IT or aviation  
industry.

We supported over  
**86,500**  
Jobs in the UK

more than the total number of jobs  
in Norwich, and enough to fill over



We provided  
**£17bn**  
of mortgages to over

**85,000**  
households, including

**16,200**  
first-time buyers.

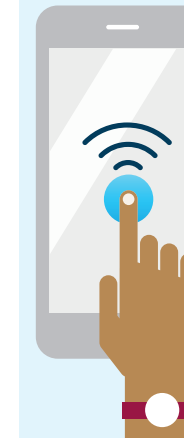
That's more than  
every home in York



We carried out over  
**12** digital  
transactions

for UK customers  
every second of  
every day,

**409m**  
per year



We provided over  
**2m hours**  
of training  
to our employees

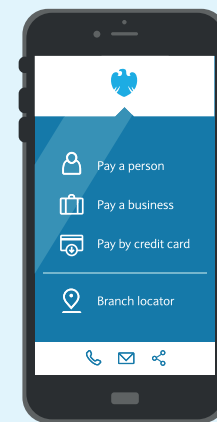


We lent to a  
UK SME every



We also  
facilitated  
**£36bn**  
of economic  
activity

by providing  
banking and  
financial services



We met a  
financial need  
for nearly



**1 IN 2**  
adults in the UK

We've brought our  
total number of  
apprentices to over

**3,000**

boosting their  
future individual  
earnings over their  
lifetime by up to  
**c. £150,000**



**£1 in  
every £3**

was spent through  
Barclaycard



We stepped in to  
prevent over



Our support  
for agriculture  
businesses

enabled them to  
produce enough eggs  
to go around the M25

**6**  
times



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