

There is a spring in the step of those good people who run Nationwide - by a country mile, the country's largest building society. They have just agreed to purchase rival Virgin Money - and they've got the banks firmly on the back foot over their collective propensity to axe branches as if they are dead wood. Having recently annoyed its banking rivals with a witty TV advert featuring Dominic West as a swaggering, smoothie-drinking, branch-axing banker, [Chiếu ngựa nguyên khối gỗ lim](#) Nationwide has now taken another swipe at the banks.

[external page](#)This time, it has put up a sign alongside a road on the outskirts of Windsor in Berkshire which says: 'You are now leaving Windsor. Just like the big banks.' Underneath these words, [Chiếu ngựa nguyên khối gỗ gõ đỏ](#) [Chiếu ngựa nguyên khối gỗ gõ đỏ](#) nguyên khối gỗ hương it adds: Sập gỗ nguyên khối giá rẻ 'Unlike the big banks, we're here to stay.' Unlike the fictional character it created for its advert, Nationwide is dead right about Windsor. This glorious Royal town lost its last banks just over six months ago when Barclays and HSBC shut their branches within a day of each other. Other banks - Lloyds, Metro, NatWest, and Santander - had long deserted the town.

As a result, Nationwide is the last 'bank' standing and as part of a pledge made last June, it will not be leaving Windsor or any other town or City it has a presence in until at least 2026. The only other bank to have made anything resembling a similar pledge on branches is HSBC which said late last year that it would not announce any more closures this year. So far, it has been true to its word. Spot on: Dominic West in the Nationwide TV ad and, right, the sign outside Windsor I trust Nationwide will soon be putting up similar signs in towns where it is now the last 'bank' standing.

According to long-standing community bank campaigner Derek French, Windsor is one of 37 largish towns (with populations more than 15,000) where Nationwide is the only 'bank' present. Bizarrely, says French, [Chiếu ngựa nguyên khối gỗ lim](#) these 37 towns should all qualify for a banking hub (a [community bank](#) funded by all the big banking brands). But because Nationwide is still in town, the banks won't fund them. Shameful. As for the Nationwide TV advert that has annoyed the banks so much, Santander has filed a complaint to the Advertising Standards Authority (ASA).

It argues that the advert is misleading about banks closing branches - and both denigrates and discredits competitors. On Friday, the ASA told me that its investigation into the complaints surrounding Nationwide's advertising campaign was 'ongoing'. Although the advert is a little bit naughty, especially when Mr West mocks a customer who wants to speak to a branch manager over the loss of his life savings ('total yawn fest'), I trust the ASA decides that Nationwide has no case to answer.

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