

Metro Bank Supports The Great Retail Revival

Friday 14 March, 2014

Metro Bank, the revolutionary high street bank, is proud to announce a new partnership with the Great Retail Revival to discover, support and mentor budding retailers.

The Great Retail Revival's first initiative, Pop at HoF, is being held in May in partnership with high street giant, House of Fraser. The department store is providing 2,500 square feet of prime retail space in their Oxford Street flagship store as well as space on their online platform to the 10 winners of the Pop at HoF Competition. Metro Bank will provide business planning and banking support for the competition finalists as part of its role as banking partner for the initiative.

"Metro Bank is an ideal partner for us", says Robin Kadrnka, one of the Great Retail Revival's Founders. "They entered the UK to shake up the market, to do things differently and to raise the bar in retail banking. They think like retailers and are enlivening high streets through their store development programme."

Craig Donaldson, CEO of Metro Bank says: "We are a retailer that happens to be a bank, and this mindset is reflected in everything we do: We have stores rather than branches, we're open early and late seven days a week, and, like all great retailers, we overinvest in our customer experience to ensure that we provide amazing service and the most convenient retail banking. As a community bank we work hard to support the local areas where we operate, and this of course includes local high streets.

"We are well-aligned with The Great Retail Revival's initiatives and are thrilled to be partnering with them to provide business and financial mentoring to the Pop at HoF candidates and to support future initiatives with The Great Retail Revival Foundation."

The Great Retail Revival's Pop at HoF competition is live and looking for the next great retail entrepreneurs and brands.

For competition information and entries visit www.thegreatretailrevival.org. Entries close on 20th March 2014.

- Ends -

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