

Customer and Stakeholder Engagement: Leicester Hinckley Road

On 30 November 2022 we announced the closure of 114 branches, including our branch at Leicester Hinckley Road. The following provides detail of the stakeholder engagement we have undertaken, and feedback received, since our announcement.

Customer and stakeholder contact

On 20th and 23rd January, we wrote to all regular users of this branch. The letters advised customers of the reasons behind our decision and effective date of closure. They also provided customers with details of the nearest alternative HSBC UK branch, alternative ways to continue to access their usual banking services and how to access the closure Impact Assessment.

We wrote to Liz Kendall, constituency MP, on 30 November 2022 to advise of our decision to close the branch and offered to meet to explain the reasons and how we would be supporting all our customers during this period of change.

At announcement we also wrote to a number of key stakeholders. These included:

- Post Office
- HM Treasury
- Cash Action Group
- CBI
- British Chambers of Commerce
- Which?

On 23 January 2023 our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Mayor of Leicester, Sir Peter Soulsby
- Post Office Area Manager, Ezra Nadasen
- Chamber Of Commerce
- Unity House, Wayne Gagin
- Home Start Horizons
- The Centre Project
- Age UK
- Alzheimer's Society UK
- Westcotes Library
- Community Money Advice
- Citizen's advice
- East West Community Centre

We published an Impact Assessment on our public website. The assessment provides further details on the reasons behind our decision, the information used, the nearest HSBC UK and Post Office branches, alternative ways to bank and how to contact the bank for

additional support. To view these reports just scan the QR code or visit <https://www.hsbc.co.uk/branch-finder>. Copies are also available in the closing branch.



Posters have been displayed at the branch with information on the nearest HSBC UK branch and cash machine as well as the nearest Post Office counter.

We provided extensive training to our branch teams in order that they could fully support both personal and business customers with accessing alternative ways to bank. Following this training our branch staff have been proactively engaging with customers, particularly those who are reliant on the branch services, to help them look at the alternatives that are available, including the services provided by the Post Office.

We have also been engaging with the nearest Post Office counters to the branch to ensure they know we are closing, are aware of the services they can provide to our customers and to address any queries or concerns they may have in meeting the needs of our customers.

Customer and stakeholder reaction/feedback

- We have written to Liz Kendall, Constituency MP who requested a meeting to discuss the branch closure. We have not been able to find a mutually suitable time for the meeting so our Local Director, Gursh Bassi wrote to Abigail Stephens, who has been acting on behalf of Liz Kendall, with details of the closure and a copy of our impact analysis report.
- The overall feedback from our customers has been understanding of the reason for closure with many customers looking to complete their transactional banking at the Post Office or via Digital Banking.
- We have received feedback about the impact of the closure on our vulnerable customers and the branch team are actively working with these customers to support them with alternative ways to bank.
- Customers have shown concern about the members of staff in the branch and have been pleased to learn that the team would be relocating to other branches.

Follow up action taken

- A member of our branch team visited Hinckley Road Post Office and met with the Postmaster. They discussed the provisions for supporting HSBC UK customers and the Postmaster confirmed that he was fully set up to receive our customers and had been serving them since Hinckley Road became a Digital Service Branch in

Information correct at the time of publication.

2021. He stated he was happy to be helping our customers and was looking forward to helping more once the branch closes.

- Branch staff are also visiting other branches in the area to ensure they can fully support HSBC UK customers and provide any additional support they may need.
- We have offered customers the opportunity to attend a HSBC@Home session focused on alternative ways to bank. HSBC@Home is our digital education programme and has been designed to educate and upskill customers on a range of topics from digital tools and services to fraud and financial fitness.
- The branch has supported customers who have no access to a compatible device for online banking through our community tablet programme, ensuring they are able to get online and educating them in how to navigate online and mobile banking.

Contacting the bank after closure

Following the closure of this Branch, if you have any questions or need advice on how to access our services, you can contact us in the following ways:

- Visit us at <https://www.hsbc.co.uk/waystobank/>
- Contact us on 03457 404 404 (+44 1226 261 010 from outside the UK). Currently open 8am-8pm every day. Here you can:
 - Get help with your day-to-day banking enquiries
 - Talk to us about your closing branch
- Visit any HSBC UK Branch (branch hours can vary so please check our website before you visit at <https://www.hsbc.co.uk/branch-finder>)

Braille, Large Print and Audio copies of this document can be provided upon request.