Customer and Stakeholder Engagement Bond Street

On 15 March 2022 we announced the closure of 69 branches, including our branch at Bond Street. The following provides detail of the stakeholder engagement we have undertaken, and feedback received, since our announcement.

Customer and stakeholder contact

On 11th April 2022 we wrote to all customers who either hold accounts at the branch, use it frequently or live nearby. 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 Nickie Aiken, constituency MP, on 15 March 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:

- Which?
- Age UK
- Citizens Advice
- Post Office
- HM Treasury
- Cash Action Group

On 11th April our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Timothy Barnes, Local Councillor
- Jonathan Glanz, Local Councillor
- Pancho Lewis, Local Councillor
- Satyam Dubey, Local Post Office Manager
- Charing Cross Library
- Westminster Reference Library
- Age Concern Westminster
- Alzeimers Society Westminster
- Citizens Advice Westminster

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.

Information correct at the time of publication.

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 Nickie Aiken, Constituency MP and there has been no further correspondence.
- Local Councillors Timothy Barnes, Jonathan Glanz and Pancho Lewis thanked us for reaching out to them regarding the closure. The asked what would be happening to the staff at the branch and how we were supporting our vulnerable customers. Our local director confirmed our staff would be working in nearby branches and that we were spending time supporting our vulnerable customers through the changes. He agreed to keep them updated on this during the run-up to the branch closure.
- Customers have been disappointed to hear that the branch is closing but the majority have understood the decision to do so.
- Customer have been pleased to hear that staff will be moving to local branches which means that existing relationships can be maintained.

Follow up action taken

- The branch have staff available in the banking hall to ensure all customers have someone on hand to support them with their transaction. They have also been supporting customers to register for online banking and while completing these registrations the staff have been able to provide demonstrations to customers on how to complete transactions.
- We have proactively contacted our vulnerable customers who use the branch to understand how they currently bank. During these calls we have taken the time to

understand our customers specific circumstances which has allowed us to provide customers with information on the services that may be suitable for them.

- 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.

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.

Information correct at the time of publication.