

Closure Impact Analysis Report Sheffield Broomhill Branch

HSBC UK is a founding signatory to the industry wide Access to Banking Standard introduced by UK Finance in May 2017 (and previously the Access to Banking Protocol).

We continually review our branch network to ensure our branches are in the right locations which reflect the long-term changes in the way customers choose to bank with us. Retaining a sustainable branch network is extremely important to us and we need to ensure it is fit for the future. Over the past 5 years the number of customers using HSBC branches has fallen by a third. Nine in ten customers' (90%) contact with the bank is now completed via the telephone, internet or smartphone and 99% of cash withdrawals are made at an ATM. The emergence of social media as a tool used by customers has also been stark, with a five-fold increase in cases being handled over the last two years.

As a result, we sometimes have to make the difficult decision to close branches. This is, however, after following an extensive evaluation of external and internal information, which includes a full study of customer activity at the branch, the availability of alternative services in the area and any other market conditions which may have an impact on the usage of the branch.

We have therefore decided to close Sheffield Broomhill branch on 09 October 2020. The following summarises some of the information used in reaching this decision as well as how you will be able to continue to access your usual banking services once your local branch has closed.

Sheffield Broomhill Branch Details

Opening Hours:

Monday to Friday 10:00 – 14:00

Address:

251 Fulwood Road, Broomhill, Sheffield, South Yorkshire, S10 3BE

Facilities:

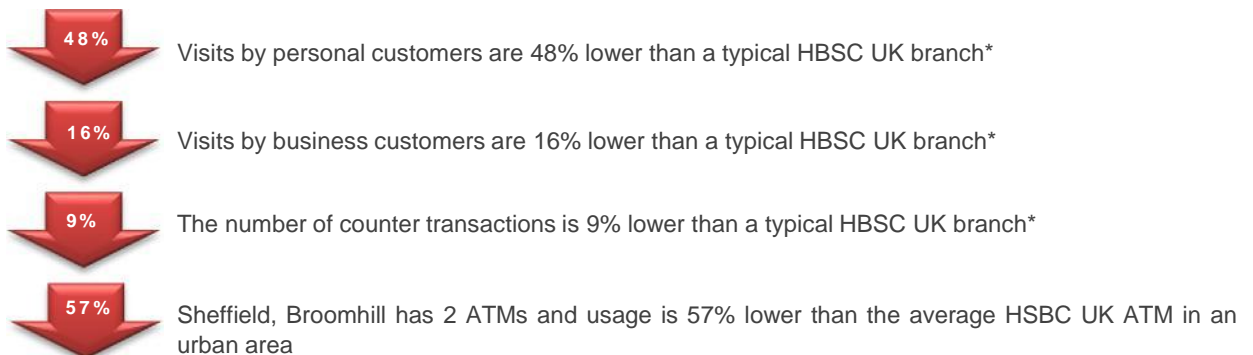
24hr cash machine

A range of self-service machines

Counter service

Disabled access

Usage of Sheffield, Broomhill Branch



*Please refer to the Glossary of terms on Page 6

Assessment of the impact of the closure on customers

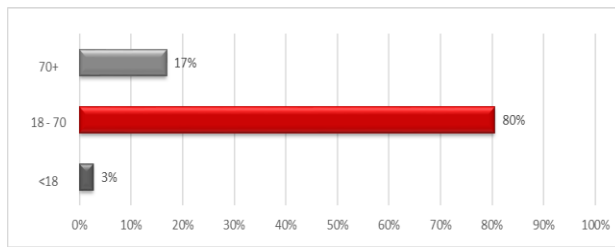
As part of the analysis used to inform our decision to close this branch HSBC UK considered:

- The number of personal and small business branch users affected
- The age profile of branch users (i.e. both older and younger users)
- The number of vulnerable and other branch users who are more dependent on their branch than others (including but not limited to customers that are disabled, elderly, digitally excluded and/or lower income customers)
- The distance to alternative banking services

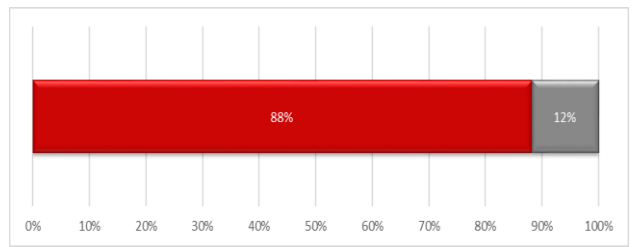
The availability of alternative ways to bank for customers who live locally or travel to use this branch is considered suitable.



Personal customer age profile



Personal / Business usage split



Sheffield Broomhill customers are already banking in other ways

Personal Customers

83% of personal customers who use this branch are already registered for Online Banking and/or Telephone Banking

53% of personal customers who use this branch also use other HSBC branches

Of the **47%** of personal customers who do not use other branches, **91%** use other methods of banking

Business Customers

49% of business customers who use this branch also use other HSBC UK branches

Nearby HSBC UK Branches

Following the closure you can continue to use any HSBC UK branch for your day-to-day banking. However, accounts held at Sheffield Broomhill branch will be administered from Sheffield City branch. **Key account details such as your sort code and account number will not change.**

Details about branches in the area, including the nearest alternative branches to Sheffield Broomhill can be found below. For more information on the location of these branches and the services they offer please visit <http://www.hsbc.co.uk/branch-finder>

Sheffield City

Carmel House, 49-63 Fargate Street,
Sheffield, S1 2HD

Driving: 2.7 Miles* (9-20 mins*)

Opening Hours:

Monday to Friday 10:00 – 14:00*

**With effect from 20 July 2020 the opening hours will change to 10:00 to 16:00*

Facilities:

24hr cash machines

A range of self-service machines

Counter service

Disabled access

Sheffield Darnall

660 Staniforth Road, Darnall, Sheffield
South Yorkshire, S9 4LQ

Driving: 4.6 Miles* (14-24 mins*)

Opening Hours:

Monday to Friday 10:00 – 14:00

Sheffield Meadowhall

37 High Street, Meadowhall Shopping Centre,
Sheffield, South Yorkshire, S9 1EN

Driving: 5.5 Miles* (16-35 mins*)

Opening Hours:

Monday to Friday 10:00 – 14:00

Covid-19*

Most of our branches are still open, but on reduced hours and offering limited services*. Before visiting a branch please check our opening hours by either visiting <http://www.hsbc.co.uk/branch-finder> or calling us on 03457 404404. Our contact centre hours have also changed. Personal banking lines are open 8am-8pm everyday and Business lines are open 8am-6pm Monday-Friday. Please only come into branch or call us if it's urgent, so we can help those most in need [See what you can do through online and mobile banking without leaving home.](#)

**We can still help with cash deposits and withdrawals, bill payments, changes of address and some other services. However, we won't be able to help with things such as appointments, new products or account openings.*

Post Office®

The agreement we have with the Post Office® allows our personal customers to use any of the Post Office® counters to pay in cash or cheques, withdraw money and check their balances.

Using their HSBC UK Business Debit Card, business customers can use any of the Post Office® counters to pay in cash or cheques, withdraw money and check their balance. Varying limits will apply to cash transactions and customers should check this in advance with the local Post Office®.

The nearest Post Office to Sheffield Broomhill is:

273 Fulwood Road, Broomhill, Sheffield, South Yorkshire, S10 3BD

Driving: 0.1 Miles* (1 min*)

Walking: 0.1 Miles* (1 min)

Opening Hours:

Monday to Friday 09:00 – 17:30 and Saturday 09:00 – 15:00

For more information and details of other post office branches visit www.postoffice.co.uk

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**Distances are based on postcode.*

**Between hours of 9am – 5pm.*

Information correct at time of publication

Other Local Services

ATMs

There are 30 ATMs within a 0.94 mile radius, of which 25 are fee free. As there is access to fee free cash near Sheffield Broomhill HSBC UK will not be installing an ATM following closure.

More information on nearby ATMs can be found at the link ATM locator www.link.co.uk

PayPoint

15 stores within a 0.89 mile radius have PayPoint available where customers can pay bills and transfer money. For further details visit the PayPoint website at www.paypoint.com

Cashback

Cashback services are also available in leading supermarkets where customers can get cash along with their goods when paying by debit card.

Alternative Banks

Santander – University of Sheffield, Sheffield

NatWest – 669 Ecclesall Rd, Sharrow, Sheffield

Barclays – 10-12 Pinstone St, Sheffield City Centre, Sheffield

Parking

Nearby parking to alternative branches or alternative facilities can be found by visiting www.parkopedia.co.uk and entering the town or postcode.

Transport Links

To plan your journey to our alternative branches visit www.traveline.info and enter the town or postcode.

Other Ways to Bank

Personal Customers

Use our Telephone, Online and Mobile Banking services:

You can carry out most day-to-day banking transactions by calling our Telephone Banking team or you can manage your account(s) and payments using our Online Banking service, Mobile Banking App or PayM.

Telephone Banking:

HSBC UK customers 03457 404 404

HSBC UK Jade & Premier customers 03457 70 70 70

Online Banking:

www.hsbc.co.uk/personal

HSBC UK Mobile Banking and PayM:

Available on iPhone, iPad iOS 9 and above and Android OS version 5 and above.

Business Customers

Use our Telephone, Internet and Mobile Banking services:

You can carry out most day-to-day banking transactions by calling our Business Telephone Banking team or you can manage your account(s) using our Business Internet Banking service or Mobile Banking App.

Telephone Banking:

HSBC UK Business customers 03457 60 60 60

Business Internet Banking:

www.hsbc.co.uk/business

Mobile Banking:

Available on smartphone or via our App available on iPhone, iPad if you use Safari web browser, and Android™ devices.

Inter-Bank Agency Agreement:

HSBC also participates in the Inter-Bank Agency Agreement (IBAA) which enables business customers to use counters at other banks, subject to quarterly charges.

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

Glossary of terms used in this document

Term Used	Definition
Access to Banking Standard	The Standard, overseen by the Lending Standards Board, aims to help minimise the impact of branch closures on customers and local communities
Counter Transactions	Customers undertaking cheque deposits, cash withdrawals and deposits
Customer	A customer is anyone who holds HSBC UK products and uses the branch
Footfall	Average number of visits to the Branch over a 12 month period
Nearest Alternative Branch	Based on road distances between the closing branch and the next closest branches. Source Google maps based on post codes
Telephone, Online or Mobile Banking	Percentage of customers utilising these channels to meet their daily banking needs including, but not limited to, transfers, payments, speaking with an advisor, checking balances and statements
UK Finance	UK Finance is a trade association for the UK banking and financial services sector, formed on 1 July 2017
Visits per customer	A visit per customer is counted once per day s/he visits the branch where a transaction is performed or a service is provided that interacts with HSBC UK bank systems
Visits	Visits are defined by the volume of visits made by a customer at the branch in a particular month
Vulnerable Customers	Including but not limited to customers that are disabled, elderly, digitally excluded and lower income customers