

Customer and Stakeholder Engagement Cheltenham Bath Road Branch

Following the closure announcement of this Branch on 06 November 2020 we have been engaging with customers and members of the local community.

Customer and stakeholder contact

We have written to all customers who have either opened an account at this Branch, use it often or live nearby. This letter has given customers details of the nearest alternative Branches, the services available at the nearest Post Office®, how to access the Impact of Closure report, alternative ways to bank information and the bank's contact details.

Posters have been displayed at the Branch with details of the nearest HSBC UK Branch and cash machines and Post Office® counter. We have also made copies of the Impact of Closure document available Cheltenham Bath Road Branch.

During the Covid-19 pandemic we have been unable to hold our usual face to face meetings with customers. We have however been proactively calling customers who are reliant on Branch services to provide advice on the alternatives available to them. These customers are not registered for either Online, Mobile or Telephone banking and we have been discussing how they can use these channels to access their usual banking services. We have also discussed the availability of nearby HSBC UK Branches as well as the services available from the Post Office.

Following the closure, customers will be able to visit any HSBC UK Branch for advice and guidance on banking with us.

Our business relationship managers have also been telephoning their customers to discuss options that suit their needs.

We contacted the following key stakeholders and provided contact details should customer queries or concerns be brought to their attention:

- Citizens Advice
- Which?
- Age UK
- Alzheimer's Society

We wrote to Alex Chalk, constituency MP, on 25 February to advise the Branch would be closing in November and offered to meet to explain the reasons for the decision and to discuss how we are supporting our customers.

We have engaged with the nearest Post Office® to the Branch, to ensure that it is fully aware that we are closing, aware of the services it can provide to our customers and to address any questions they may have.

Customer and stakeholder reaction/feedback

- We wrote to the offices of Alex Chalk, constituency MP, regarding the closure of Cheltenham Bath Road Branch. Since then, we have had no further correspondence from their offices.
- We have visited the local Post Offices® and discussed the services that they can offer to our customers.
- To aid our commercial customers, we have provided Business Banking leaflets provided by the Post Office®. This has helped in supporting customers around services available at the Post Office®.
- Our Commercial customers are happy to continue to use the services at our Cheltenham Promenade branch. Most of our customers have expressed a positive feeling around our alternative ways to bank, and the minimum distance between the next nearest branch has left customers happy with the circumstances.

Follow up action taken

- Where appropriate we have been taking the opportunity to register customers for Internet, Telephone and Mobile Banking.
- Overall, our customers are open to using the next nearest branch at Cheltenham Promenade. The only negative sentiment has been around the convenient access to the car park at Cheltenham Bath Road Branch ~~but~~ whereas Cheltenham Promenade branch does not offer this facility.

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 any HSBC UK Branch
- Contact us on 03457 404 404 (+44 1226 261 010 from outside the UK)



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