Branch Format Impact Analysis Report: Crewe, Market Street
Date of format change: On or after 2 August 2021

Background

With the growth in digital and on-line banking, the way in which our customers access their banking services continues to evolve. We therefore need to ensure the services we provide at each of our branches continues to meet local customer demand. After careful evaluation, as detailed on Page 3, we have therefore made the decision to change the format of our Crewe, Market Street branch to a Digital Service Branch effective on or after 2 August 2021.

Our new Digital Service Branch format is counterless and our self-service machines will be able to support with most cash and cheque transactions. Colleagues will be on hand in the branch to assist with learning how to use the machines as well as supporting with our digital services, product opening and more complex enquiries.

In order to make this change we will be closing the branch temporarily to undertake premises alterations. We will advertise in-branch to let you know when these works will take place which will provide you a minimum of 4 weeks' notice.

This report summarises some of the information used in reaching our decision as well as how you will be able to continue to access your usual banking services after we make these changes. Here you will find details for our Crewe, Market Street branch, including the self-service facilities available, as well as nearby branches in the area that continue to provide a counter service. We have also provided details of the nearest Post Offices providing a full counter service.

For more information on the location of these branches and additional services they offer please visit the Branch Finder via: https://www.hsbc.co.uk/branch-finder/. This report also included further details on our different branch formats and the services available.

Crewe, Market Street

Address: 30 Market Street, Crewe, Cheshire, CW1 2ES
Opening Hours: Monday to Friday: 10am – 2pm, Saturday and Sunday: Closed

Services available at this branch:

Self-service machines available to support most cash and cheque transactions*

Undertake simple account activities and enquiries via Express Bank, Fast Internet Point and Customer Service Telephone. Customer Wi-Fi available

Colleagues available to assist with:

- Simple account servicing such as Electronic Payments and Account Transfers
- Complex enquiries such as Bereavement support
- Product Opening Support
- Digital registration

Disabled Access

*Self-service machine availability varies by location. Ask staff for details.

Nearest Branch with a Counter Service

Northwich

19 High Street, Northwich, Cheshire, CW9 5BZ
Driving: 14.5 miles (34 minutes) Bus: 1 hour 19 mins Train: 1 hour 13 mins*

Opening Hours:

Monday to Friday: 10am to 2pm
Saturday and Sunday: Closed

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 withdrawal limit is set to £500 or the card limit – whichever is the lower.

Nearest Post Offices® to Crewe, Market Street:

13 Victoria Centre, Crewe Cheshire, CW1 2PU
Opening Hours: Monday to Saturday: 8.30am – 5.30pm

Walking: 0.2 miles (5 mins)

77-79 Coleridge Way, Crewe, CW1 5LE

Opening Hours: Monday to Saturday: 6am – 10pm, Sunday: 7am – 10pm

Walking: 0.9 miles (18 mins)

171 West Street, Crewe, CW1 3HR

Opening Hours: Monday / Thursday / Friday: 6am – 10pm, Tuesday / Wednesday / Saturday / Sunday: 6am – 6pm

Walking: 0.9 miles (18 mins)

For more information on exact transport details, please visit https://www.google.co.uk/maps/ or www.traveline.info *

For more information and details of other Post Office® branches visit: www.postoffice.co.uk *

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 https://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.

Self-service facilities/functions

Cash Machine (Card Required)

- Cash withdrawals (limits apply)
- Balance Enquiries and mini statement
- Card activation and PIN number change

Coin Machine

- Coin deposit
- Current coin in circulation only
- Same day credit if before 3.30

Cash Pay-in (Card Required)

- Note deposits (limits apply)
- Instant account credit

Drop Box

- Mixed deposits of cash, coin and cheques
- Coin volumes limited – check in-branch
- Same day credit if before 3.30

Cheque Pay-In

- Sterling cheque deposit facility
- Maximum 49 cheques per deposit
- Comprehensive receipt provided

Express Bank (Card Required)

Statement view and print
- Balance enquiries
- Inter-account transfers
- Bill payments
- Amend/Cancel Standing Order or Direct Debit

Business Deposit (Registration Required)

- Deposits between £500 and £25000
- Up to 1KG of coin
- Same day credit if before 3.30

Distances are based on postcode via Google Maps from closing branch to alternative branch > Between hours of 9am – 5pm > Information correct at time of publication > Train & Bus journey is based on availability and may include walking.
** Some links may allow you to access non-HSBC websites. HSBC UK Bank plc has no control over the linked websites and is not liable for the use of them.*
**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.*

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How our decision was made

Over the past 5 years the number of customers using HSBC UK branches has fallen by a third. Nine in ten customers' contact with the bank is now completed via the Telephone, Internet or Smartphone and 99% of cash withdrawals are made at an ATM.

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

- Counter usage at the branch for the 12 months from January to December 2020
- 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.

How Crewe, Market Street Customers are banking with HSBC UK:

93%	of customers who use this branch are registered for Online Banking and/or Telephone Banking
81%	of those that are registered for Online Banking and/or Telephone Banking and are active users.
18%	of customers who use this branch are also using the Post Office®
7%	of customers rely on branch only banking and no other methods
25%	of our customers are vulnerable customers and will be given additional support up to the closure date.*

Alternate Banking Options:

74%	of cheques valued below £500 currently being deposited at the branch can be deposited via our Online Services
26%	of cheques valued at £500+ can be deposited at the nearest HSBC UK Branch or Post Office®
99%	of counter transactions can be completed at the nearest Post Office®
1%	of transactions classified as high value transactions of £6k+ can be completed at an alternate HSBC branch

Vulnerable Customers

For all Vulnerable Customers who use this branch in isolation we will be providing additional support as follows:

- A personal call to each customer to identify solutions to ensure they can continue to access their usual banking services
- Once Covid-19 restrictions allow, in-branch face to face support will be provided to assist our customers in accessing the alternative channels available
- Ongoing support with utilising Digital services including holding HSBC@Home sessions to educate customers on access to banking, fraud and digital services
- Help with identifying the nearest Post Office® or Branch to the customers home address
- Advice on what services can be accessed at the Post Office®
- The local team will contact relevant charities to advise them of the changes and work on ways of supporting customers further in the community

91% of residents living within the CW postcode have access to broadband coverage ranging from strong to ultrafast.

**Please refer to the Glossary of terms on Page 4 / Information correct at time of publication*

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**Those customers using the branch in isolation and those vulnerable customers will be given additional support up to the closure date*

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Our Branch Formats

Our Branch Network now comprises three different formats to help you bank with us, as shown below. Please take a look before planning your visit.

The format for each branch can be found by visiting https://www.hsbc.co.uk/branch-finder/.

Full Service Branch

Full Service Branch supports customers across simple and complex needs.

Customers will have access to branch colleagues and specialists on site.

Services available

- Counter facilities
- Product opening support
- Full account servicing
- Life event reporting e.g. bereavement
- Cash and cheque services via self-service zones
- Digital education and community support
- Specialists based in branch

Digital Service Branch

Digital Service Branch supports customers in finding the most efficient banking method for them.

Customers will complete a range of transactions via self-service and digital channels. Our colleagues will be on hand to provide guidance and support..

Services available

- No counter facilities
- Product opening support
- Full account servicing
- Life event reporting e.g. bereavement
- Cash and cheque services via self-service zones
- Digital education and community support

Cash Service Branch

Cash Service Branch supports customers by ensuring our communities have easy access to cash.

These branches will focus on efficient transactional banking with our colleagues available to support account enquiries and to refer to specialists if required.

Services available

- Counter facilities
- Product completion offering
- Simple account servicing
- Life event reporting e.g. bereavement
- Cash and cheque services via self-service zones
- Digital education

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Other local services in the area

ATMs - There are 10 ATMs within a 0.26 mile radius, of which 10 are fee free.
More information on nearby ATMs can be found at the link ATM locator www.link.co.uk*

PayPoint – 3 stores within a 0.45 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.

Other Ways to Bank

Use our Telephone, Online and Mobile Banking services:
You can carry out most day-to-day banking transactions and browse and apply for HSBC UK products and offers by calling our Personal/Business Telephone Banking team or you can manage your account(s) and payments using our Online Banking service, Mobile Banking App or PayM*.

Personal: HSBC UK Mobile Banking

Available on iPhone, iPad iOS 12 and above and Android OS version 5 and above

Facilities available via Mobile banking are:
- Make transfers and pay bills
- Pay in cheques
- Access mobile statements,
- Block a card
- Receive a balance
- Cancel standing orders and direct debits
- View pending transactions
- Browse and apply for HSBC UK products and offers

Business: HSBC UK Mobile Banking

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

Facilities available via telephone banking are:
- Make transfers and pay bills
- Pay in cheques
- Receive a balance
- Cancel standing orders and direct debits

Personal Online Banking: www.hsbc.co.uk/personal

Facilities available via Online banking are:
- Log on securely using your Secure Key
- View recent transactions and up to six years' worth of statements
- Move money between your accounts and to other accounts in either the UK or overseas
- Update your personal details including your address and email
- Activate new cards, report them lost or stolen, replace a damaged one or add a temporary block
- Browse and apply for HSBC UK products and offers

Business Online Banking: www.hsbc.co.uk/business

Facilities available via Online banking are:
- Real-time balances, statements and transactions
- Instant transfers between your accounts
- Make domestic and international payments of up to £100,000 per day
- Set up multiple users
- Cheaper payments than in branch or by phone
- Choice of ways to apply and activate

Personal Telephone Banking:

HSBC UK Personal customers 03457 404 404
HSBC UK Jade & Premier customers 03457 70 70 70

Facilities available via telephone banking are:
- Check your balances
- Make payments, pay bills and transfer money
- Set up standing orders
- Update your details
- We also offer a 24 hour automated service which allows you to check your balance, make payments and transfer money.
- Browse and apply for HSBC UK products and offers

Business Telephone Banking:

HSBC UK Business customers 03457 60 60 60

Facilities available via telephone banking are:
- Check your balances
- Make UK payments up to £10,000 a day to each recipient
- Transfer money between sterling and currency accounts
- Set up, amend and cancel standing orders
- Cancel and reinstate direct debits
- Make international payments, including CHAPs, EFTs, and priority payments

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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).

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. https://www.lendingstandardsboard.org.uk/access-to-banking-standard/
Counter Transactions	Customers undertaking cheque deposits, cash withdrawals and deposits
Counterless	A branch operating without a traditional counter. In these branches cash and cheque transactions are completed via self-service machinery and digital channels.
Customer	A customer is anyone who holds HSBC UK products and uses the branch or Digital Banking.
Customer Demographics	This is statistical data based on a population of customers.
Digital	This is the digitization of the traditional banking activities which were only available to customers when physically inside a branch but now available digitally i.e. via Internet Banking.
Digital Service Branch	Branch counterless format where customers undertake cash and cheque transactions via self-service machines and digital channels. Staff are on hand to support all other account activities.
Footfall	Average number of visits to the Branch over a 12 month period
HSBC@Home	Customer education on mobile and internet banking via video conferencing. Run by trained branch staff and covers items such as fraud awareness, mobile cheque deposit and viewing transactions and statements.
Nearest Alternative Counter Branch	Road distances to the next nearest HSBC UK branch with a counter service. Source: Google maps based on post codes. Rail and Bus journeys, where available, may include walking.
Products	The various services offered by the bank to its customers, such as, mortgages, loans, credit cards, insurance, bank accounts etc.
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 is counted each time a customer uses the branch counter to undertake a monetary transaction.
Vulnerable Customers	HSBC fully aligns to the Financial Conduct Authority industry guidance on Branch and ATM closures and conversions (FG20/3) dated September 2020. The FCA guidance defines a vulnerable customer as follows: A Vulnerable Customer is someone who, due to their personal circumstances, is especially susceptible to harm, particularly when a firm is not acting with appropriate levels of care.

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