

## **Customer and Stakeholder Engagement Gloucester Road**

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

### **Customer and stakeholder contact**

On 19<sup>th</sup> 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 Felicity Buchan, 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 19<sup>th</sup> April 2022 our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Councillor Janet Evans
- Councillor Gregory Hammond
- Councillor Quentin Marshall
- Councillor Elizabeth Campbell
- Matthew Edgar, Local Post Office Manager
- Brompton Library

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 Felicity Buchan, Constituency MP and there has been no further correspondence.
- The overall feedback from our customers has been positive with a large number of customers already registering for alternative channels during the pandemic. Alternative branches are available a short distance away and customers will use these or other alternatives including the Post Office and digital banking.
- Our Network Manager has reached out to the local Post Office to ensure a smooth transition for our customers, there has been no further correspondence at this time.
- Calls to vulnerable customers have been well received and they have generally welcomed the opportunity to discuss the branch closure as a follow-up to the letter they received. During these calls we have taken the time to understand our customer's specific circumstances, which has allowed us to provide our customers with information on the services that may be suitable for them.

### **Follow up action taken**

- 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 have increased the availability of staff in the banking hall to ensure all customers have someone on hand to support them with their transaction. There has also been an increase in the number of customers registering for online banking and

*Information correct at the time of publication.*

while completing these registrations the staff have been able to provide demonstrations on the customers own device.

- The Local Director has met with a customer who was concerned about the closure. This gave him the opportunity to explain the reasons for the closure of the branch and explore alternative ways of banking.
- 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, for example, where they live or transport they use. This has allowed us to provide our customers with information on the services that may be suitable for them, such as the local Post Office or digital options available through mobile or online 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.