

## **Customer and Stakeholder Engagement Hammersmith**

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

### **Customer and stakeholder contact**

On 21<sup>st</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 Andy Slaughter, 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 21<sup>st</sup> April 2022 our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Councillor Stephen Cowan
- Councillor PJ Murphy
- Councillor Patricia Quigley
- Alan Rides at West London Local Chambers
- Luisa Martinez, Community Engagement and CSR Manager as Hammersmith BID
- Matthew Edgar, Local Post Office Manager
- Hammersmith Library
- Hammersmith Alzheimer's Society
- Hammersmith and Fulham RNIB

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 Andy Slaughter Constituency MP and our Local Director has since held a zoom meeting with him to discuss the closure. The overall meeting was positive and the rationale behind closing and our work with local charities to support our vulnerable customers in transitioning to new ways of banking was discussed. We have agreed to maintain contact with Andy and we will speak with any constituents concerned with the closure.
- Our Local Director has visited the 3 closest Post Office sites to the branch, she was unable to meet with the managers when visiting however has left contact details to arrange a meeting. She has had no further contact from the Local Post Offices.
- Customers have shown concern about the members of staff in the branch and have been pleased to learn that the team would be relocating to nearby branches.

### **Follow up action taken**

- General customer sentiment was disappointment that the branch was being closed as some customers are not comfortable using digital channels. The staff within the branch have been actively supporting these customers and discussing alternative methods of completing transactions.
- We have been supporting customers in setting up telephone and digital banking. The branch team have been speaking to customers who use the counter service, educating them on how to navigate mobile and internet banking, which will enable them to complete transactions using these channels.
- We have offered customers the opportunity to attend a HSBC@Home session focused on alternative ways to bank. HSBC@Home is our digital education

*Information correct at the time of publication.*

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.