

Customer and Stakeholder Engagement Heswall 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 Heswall 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 Alison McGovern, 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 Alison McGovern, constituency MP, regarding the closure of Heswall Branch. Since then, we have had no further correspondence from their offices.
- We have visited the local Post Offices® and had a meeting with the local Post Master and discussed the services that they can offer to our customers. We have ensured they have sufficient HSBC envelopes for our customers to pay cheques into their account as we expect the number of HSBC customer visiting their branch to increase
- For those customers who are unable to visit the Branch, we have been proactively contacting them and registering them for Internet, Mobile and Telephone Banking. During the telephone conversations, we also took the opportunity to educate them on the services offered at their local Post Offices® which a lot of customers were not aware of.
- For our customers at Heswall Branch, it has been devastating for them that the Branch will be closing as it is the only remaining branch on the west side of the Wirral. They are concerned about the detrimental effect the branch closure will have on local businesses and further bank closures.

Follow up action taken

- Where appropriate we have been taking this opportunity to register customers for Internet, Telephone and Mobile Banking.
- Where customers want to transfer their banking to another bank, we have provided practical advice and information about CASS.
- Where customers are reluctant to use the alternative digital services available, we have directed them to use the local Post Office®.

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.