

Customer and Stakeholder Engagement Beaconsfield

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

Customer and stakeholder contact

On 25th April 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 Joy Morrissey, 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 25th April our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Local Councillor Michael Bracken
- Local Councillor Thomas Broom
- Local Councillor Andrew Wood
- Local Councillor Anita Cranmer
- Local Councillor Jackson Ng
- Local Councillor Alison Wheelhouse
- Rachael Shimmin OBE at Buckinghamshire Council
- Alexa Collins at the Parish Council
- Gemma Gardiner, Local Post Office Manager
- Maidenhead and District Chamber of Commerce
- Thames Valley Chamber of Commerce Group
- Beaconsfield Advisory Centre
- Beaconsfield Library
- Buckinghamshire Mind
- Buckinghamshire Citizens Advice
- Age UK Buckinghamshire

Information correct at the time of publication.

- Alzheimer's Society, Dementia Action Marlow

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 Joy Morrissey, Constituency MP. Councillor Thomas Broom from her office responded asking for a meeting to discuss the closure. A meeting was held on 31 March 2022 between Gramos Ramadani (Local Director), Councillor Thomas Broom and Councillor Anita Cranmer (both from the MPs office). The reason for closure were discussed thoroughly and concerns for the community were expressed. Gramos was able to share alternatives ways to bank for our customers as well as how they can get support after the branch closure. He also explained how we will continue to support the community through HSBC@Home sessions and community pop-ups.
- Gemma Gardiner, Area Manager for the Post Office responded to say she was already aware of the branch closure and confirmed that her and her team are committed to support our customers. Gemma expressed the post master is keen to help and attend any events community events we undertake in the future.
- Councillor Alison Wheelhouse responded to enquire whether HSBC are able to provide a mobile banking service. Our Local Director explained that whilst we

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cannot commit to a mobile banking service at this point, we continue to be supportive of the Cash Action Group and any proposals they make.

- Branch staff have visited the local Post Office to understand the services they can provide to our customers. This has provided the branch team with the confidence to discuss the Post Office offering in detail with customers.

Follow up action taken

- 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.
- 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.
- Some customers have expressed dissatisfaction in relation to the closure as it has been part of the community for a long time. The branch team have taken the opportunity to talk to customers about alternative ways to bank, ensuring they understand the options available post closure.
- One customer expressed concerns that the younger generations will be disadvantaged by not having a branch nearby, our local director took the opportunity to explain about our financial wellbeing programme and how successful it has been in supporting younger generations to gain access to free financial education.
- The branch are looking to support customers who have no access to a compatible device for online banking through our community tablet programme, ensuring they are able to get online and educating them in how to navigate online and mobile 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.