

Customer and Stakeholder Engagement Merry Hill

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

Customer and stakeholder contact

On 20th 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 Mike Wood, 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 20th April our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Adam Davies, Local Councillor
- Zafar Islam, Local Councillor
- Ridha Ahmed, Local Councillor
- Nik Priestley, Post Office Area Manager
- Age Concern Stourbridge and Halesowen
- Brierley Hill Library
- Age UK Dudley
- Albion Street Church
- Alzheimer's Society Dementia Café- Brierley Hill/Sedgley

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 Mike Wood, Constituency MP and there has been no further correspondence.
- The Network Manager in Merry Hill has held a meeting with the Local Area Manager for the Post Office, Nik Priestley. No concerns have been raised and they will be ready to support any customers wishing to use this service.
- A small number of customers have expressed concerns that they will need to travel further to access counter facilities. We have taken the opportunity to discuss all the alternatives available to our customers requiring this service, particularly sharing with them the benefits of using the Post Office.

Follow up action taken

- We have spoken with several customers who were not aware of the services available to HSBC customers at the Post Office. We have spent time with these customers identifying their own local Post Offices and explaining the transactions they can complete there.
- We have been proactively speaking to customers at the counter about the different ways in which they can complete their transactions following the branch closure. Some customers we spoke to had not used the digital channels available before, we have explained the transactions that can be completed and supported customers to complete their banking using these channels during their visit.
- 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

Information correct at the time of publication.

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.

- The branch have supported 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.