



Customer and Stakeholder Engagement Oxford, Summertown

On 19 January 2021 we announced the closure of 82 branches, including our branch at Oxford, Summertown. The following provides detail of the stakeholder engagement we have undertaken, and feedback received, since our announcement.

Customer and stakeholder contact

On 8th February 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, Layla Moran constituency MP, on 19 January 2021 to advise of our decision to close the branch and offered to meet to explain the reasons and how we would be supporting all of our customers during this period of change.

At announcement we wrote to a number of key stakeholders. These included:

- Which?
- Age UK
- Citizens Advice
- Alzheimer's Society
- Post Office

On 8th February our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Counsellors Stephen Goddard, Michael Gotch and Andrew Gant at Oxford City Council.
- Josh Richardson, Post Office Area Director
- Sandy Kirkpatrick, Thames Valley Chamber of Commerce
- Summertown Library
- Age UK Oxford
- RNIB
- St Michaels Parish Council

We have published an Impact Assessment on our public website. We also made copies of the report available in the closing branch. The assessment includes 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. These reports can be accessed at www.hsbc.co.uk/branch-finder.

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 constituency MP Layla Moran and have received no further correspondence.
- 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 customer's specific circumstances for example, where they live or transport used. This has allowed us to provide our customers with information on the services that may be suitable for them such as local Post Office or digital options available through our app or online banking.
- Following the closure of Kidlington branch and the Witney branch moving to a new format many customers moved to Oxford, Summertown and are now disappointed the Oxford, Summertown branch is closing.
- We have identified a number of potentially vulnerable small business banking customers who regularly use the branch and we have contacted these customers to discuss suitable alternative ways to bank. A number of these customers were not aware of the Post Office services available and were pleased they no longer need to make a long trip to a branch to pay in cash.

Follow up action taken

- We have offered customers the opportunity to attend a HSBC@Home session around digital banking. HSBC@Home is our new digital education programme and has been designed to educate & upskill customers on a range of topics from digital tools and services to fraud and financial fitness.
- Sharon Hoare, Local Director, has held regular conversations with Josh Richardson, Post Office Area Director. This has led to a partnership between the branch and the local Post Offices which will have a positive effect on the customer experience when visiting the Post Office.

- For customers who mainly pay in cheques we have focused on assisting customers to use of mobile banking service so they can pay cheques in via their mobile using our mobile cheque deposit service.
- For many customers we have located the most local Post Office to their house and explained the services they offer and ensured that customers are fully able to use the Post Office. Customer feedback has been positive as they can use a local Post Office instead of having to travel into the city centre.
- We have contacted all of our customers who have expressed dissatisfaction in a survey to understand their specific situation and explain all of their options. We supported some of these customers in registering for digital banking and reassured them that staff in the local branches would be able to continue to help them.
- All staff in Oxford, Summertown have received tailored vulnerable customer training to upskill them in holding in depth conversations to support our customers in finding alternative ways to bank.

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/ways-to-bank/>
- Contact us on 03457 404 404 (+44 1226 261 010 from outside the UK). Currently open 8am-8pm every day.
- Visit any HSBC UK branch (branch hours can vary so please check our website before you visit)

Braille, Large Print and Audio copies of this document can be provided upon request.

