

Closure Impact Analysis Report: Pembroke

Date of closure: 11 December 2020

Background

We continually review our Branch Network to ensure our branches are in the right locations which reflect the long-term changes in the way customers choose to bank with us. Retaining a sustainable Branch Network is extremely important to us and we need to ensure it is fit for the future. Over the past 5 years the number of customers using HSBC branches has fallen by a third. Nine in ten customers' (90%) contact with the bank is now completed via the Telephone, Internet or Smartphone and 99% of cash withdrawals are made at an ATM.

Therefore, after careful evaluation, we have made the difficult decision to close Pembroke Branch on 11 December 2020. We are here to support you and there will be plenty of other ways you can continue to do your banking with us. The following summarises some of the information used in reaching our decision as well as how you will be able to continue to access your usual banking services.

Pembroke Branch

Address: 65 Main Street, Pembroke, SA71 4DW

Facilities:

- 24hr cash machine
- A range of self-service machines
- Counter service
- Disabled access

Opening hours:

Monday	10:00 – 14:00
Tuesday	10:00 – 14:00
Wednesday	10:00 – 14:00
Thursday	10:00 – 14:00
Friday	10:00 – 14:00
Saturday	Closed
Sunday	Closed

How our closure decision was made

As part of the analysis used to inform our decision to close this branch HSBC UK considered:

- ✓ The number of personal and small business branch users affected
- ✓ The age profile of branch users (i.e. both older and younger users)
- ✓ The number of vulnerable and other branch users who are more dependent on their branch than others (including but not limited to customers that are disabled, elderly, digitally excluded and/or lower income customers)
- ✓ The distance to alternative banking services

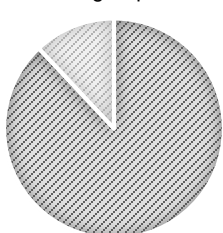
The availability of alternative ways to bank for customers who live locally or travel to use this branch is considered suitable.

Usage of Pembroke Branch

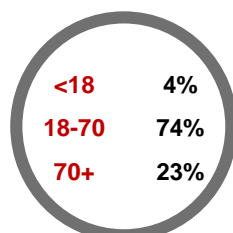
75%	Visits by personal customers are 75% lower than a typical HBSC UK branch*
51%	Visits by business customers are 51% lower than a typical HBSC UK branch*
37%	The number of counter transactions is 37% lower than a typical HBSC UK branch*
10%	Pembroke has 1 ATM and usage is 10% lower than the average HSBC UK ATM in an urban area

Pembroke Branch Customers

Personal/Business Usage Split



Personal Customer age profile



Pembroke customers are already banking in other ways

76%	of Personal customers who use this branch are registered for Online Banking and/or Telephone Banking
33%	of personal customers who use this branch also use other HSBC branches
67%	of personal customers who do not use other branches, 90% use other methods of banking
52%	of business customers who use this branch also use other HSBC UK branches

Following the closure you can continue to use any HSBC UK branch for your day-to-day banking. However, accounts held at Pembroke branch will be administered from Haverfordwest Branch. **Key account details such as your sort code and account number will not change.**

Details about branches in the area, including the nearest alternative branches to Pembroke can be found below. For more information on the location of these branches and the services they offer please visit <https://www.hsbc.co.uk/branch-finder/>

Haverfordwest Branch

Address: 41 High Street, Haverfordwest, SA61 2BU

Facilities:

24hr cash machine
A range of self-service machines
Counter service
Disabled access

Driving: 12.8 Miles* (23 mins*)

Opening hours

Monday	10:00 – 14:00
Tuesday	10:00 – 14:00
Wednesday	10:00 – 14:00
Thursday	10:00 – 14:00
Friday	10:00 – 14:00
Saturday	Closed
Sunday	Closed

Tenby Branch

Address: Tudor Square, Tenby, SA70 7AG

Facilities:

24hr cash machine
A range of self-service machines
Counter service
Disabled access

Driving: 10.1 Miles* (30 mins*)

Opening hours

Monday	10:00 – 14:00
Tuesday	10:00 – 14:00
Wednesday	10:00 – 14:00
Thursday	10:00 – 14:00
Friday	10:00 – 14:00
Saturday	Closed
Sunday	Closed

COVID-19

Most of our branches are still open, but on reduced hours and offering limited services*. Before visiting a branch please check our opening hours by either visiting <https://www.hsbc.co.uk/branch-finder/> or calling us on 03457 404404. Our contact centre hours have also changed. Personal banking lines are open 8am-8pm everyday and Business lines are open 8am-6pm Monday-Friday. Please only come into branch or call us if it's urgent, so we can help those most in need. [See what you can do through online and mobile banking without leaving home.](#)

Post Office®

The agreement we have with the Post Office® allows our personal customers to use any of the Post Office® counters to pay in cash or cheques, withdraw money and check their balances.

Using their HSBC UK Business Debit Card, business customers can use any of the Post Office® counters to pay in cash or cheques, withdraw money and check their balance. Varying limits will apply to cash transactions and customers should check this in advance with the local Post Office®. The withdrawal limit is set to £500 or the card limit – whichever is the lower.

Nearest Post Office to Pembroke branch:

49 Main Street, Pembroke, Pembrokeshire, SA71 4JT

Walking: 223 Feet * (1 min)

Opening Hours:

Monday to Friday 09:00 – 17:30
Saturday 09:00 – 16:00
Sunday Closed

For more information and details of other post office branches visit: www.postoffice.co.uk

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*Distances are based on postcode > *Between hours of 9am – 5pm > Information correct at time of publication

*We can still help with cash deposits and withdrawals, bill payments, changes of address and some other services. However, we won't be able to help with things such as appointments, new products or account openings.

Other local services in the area

ATMs - There are 7 ATMs within a 0.75 mile radius, of which 6 are fee free.

More information on nearby ATMs can be found at the link ATM locator www.link.co.uk

PayPoint – 4 store within a 0.75 mile radius have PayPoint available where customers can pay bills and transfer money.

For further details visit the PayPoint website at www.paypoint.com

Cashback - Cashback services are also available in leading supermarkets where customers can get cash along with their goods when paying by debit card.

Other Ways to Bank



Use our Telephone, Online and Mobile Banking services:

You can carry out most day-to-day banking transactions and browse and apply for HSBC products and offers by calling our Personal/Business Telephone Banking team or you can manage your account(s) and payments using our Online Banking service, Mobile Banking App or PayM*.



Personal Telephone Banking:

HSBC UK Personal customers 03457 404 404

HSBC UK Jade & Premier customers 03457 70 70 70

Facilities available via telephone banking are:

- Check your balances
- Make payments, pay bills and transfer money
- Set up standing orders
- Update your details
- We also offer a 24 hour automated service which allows you to check your balance, make payments and transfer money.
- Browse and apply for HSBC products and offers



Personal Online Banking: www.hsbc.co.uk/personal

Facilities available via Online banking are:

- Log on securely using your Secure Key
- View recent transactions and up to six years' worth of statements
- Move money between your accounts and to other accounts in either the UK or overseas
- Update your personal details including your address and email
- Activate new cards, report them lost or stolen, replace a damaged one or add a temporary block
- Browse and apply for HSBC products and offers



Personal: HSBC UK Mobile Banking

Available on iPhone, iPad iOS 12 and above and Android OS version 5 and above

Facilities available via Mobile banking are:

- Make transfers and pay bills
- Pay in cheques
- Access mobile statements,
- Block a card
- Receive a balance
- Cancel standing orders and direct debits
- View pending transactions
- Browse and apply for HSBC products and offers

Business Telephone Banking:

HSBC UK Business customers 03457 60 60 60

Facilities available via telephone banking are:

- Check your balances
- Make UK payments up to £10,000 a day to each recipient
- Transfer money between sterling and currency accounts
- Set up, amend and cancel standing orders
- Cancel and reinstate direct debits
- Make international payments, including CHAPs, EFTs, and priority payments

Business Online Banking: www.hsbc.co.uk/business

Facilities available via Online banking are:

- Real-time balances, statements and transactions
- Instant transfers between your accounts
- Make domestic and international payments of up to £100,000 per day
- Set up multiple users
- Cheaper payments than in branch or by phone
- Choice of ways to apply and activate

Business: HSBC UK Mobile Banking

Available on iPhone, iPad iOS 9 and above and Android OS version 5 and above.

Facilities available via telephone banking are:

- Make transfers and pay bills
- Pay in cheques
- Receive a balance
- Cancel standing orders and direct debits

Glossary of Terms Used in This Document

Term Used	Definition
Access to Banking Standard	The Standard, overseen by the Lending Standards Board, aims to help minimise the impact of branch closures on customers and local communities. https://www.lendingstandardsboard.org.uk/resources/access-to-banking-standard/
Counter Transactions	Customers undertaking cheque deposits, cash withdrawals and deposits
Customer	A customer is anyone who holds HSBC UK products and uses the branch
Footfall	Average number of visits to the Branch over a 12 month period
Nearest Alternative Branch	Based on road distances between the closing branch and the next closest branches. Source Google maps based on post codes
Telephone, Online or Mobile Banking	Percentage of customers utilising these channels to meet their daily banking needs including, but not limited to, transfers, payments, speaking with an advisor, checking balances and statements
UK Finance	UK Finance is a trade association for the UK banking and financial services sector, formed on 1 July 2017
Visits per customer	A visit per customer is counted once per day s/he visits the branch where a transaction is performed or a service is provided that interacts with HSBC UK bank systems
Visits	Visits are defined by the volume of visits made by a customer at the branch in a particular month
Vulnerable Customers	Including but not limited to customers that are disabled, elderly, digitally excluded and lower income customers

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