

Customer and Stakeholder Engagement Pudsey Branch

Following the closure announcement of this Branch on 16 October 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 at Pudsey 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 Stuart Andrew, constituency MP, on 25 February to advise the Branch would be closing in July and offered to meet to explain the reasons for the decision and to discuss how we are supporting our customers. We wrote again on 15 April to advise that, due to the impact of Covid-19, we were delaying the closure of Pudsey Branch until October.

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

- There has been no engagement with Stuart Andrew MP however they are aware of the closure.
- Whilst in the Branch, we have been encouraging our customers to set up for Telephone, Mobile or Internet Banking.
- For those customers who are unable to visit the Branch, we have been contacting them and registering them for Internet, Mobile and Telephone Banking.
- Customers have raised their concerns on the closure of Pudsey Branch as they feel it is not good for the community but at the same time are pleased to hear the staff will not be losing their jobs due to the closure. They are pleased to know there are alternative ways to bank with HSBC.


Follow up action taken

- We have proactively spoken with our three local Post Offices® in the area and they are aware of the closure and acknowledge customers will be visiting their Post Office® for their banking needs.
- For those customers who are nervous about using the digital services we offer, they have been educated on the services the Post Office® offers. They were unaware of the services available at the Post Office® until it was mentioned.

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.