

Customer and Stakeholder Engagement Wallasey Liscard 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 Wallasey Liscard 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 Angela Eagle, 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 Wallasey Liscard 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

- We've had no contact from Angela Eagle MP since we advised her about the decision to close Wallasey Liscard Branch.
- The local Post Offices® are aware of the Branch closure.
- We have contacted customers to discuss facilities at the Post Office® which they have found helpful as a lot of our customers were not aware of the services available to them.
- We have had discussions at the counter with customers and supported them with their own devices to register and enable them to use Online and Mobile Banking.
- Our customers are upset the Branch at Wallasey is closing after serving customers for 137 years. They are worried that the Branch closure will have a detrimental effect on the area and will lead to a decline in customer visits to local businesses in Wallasey.
- Regrettably as a result of our decision to close this branch a few customers have closed their accounts. The main reason they highlighted to us was their preference for face to face banking as apposed to using our digital services.

Follow up action taken

- We have ensured the local Post Offices® have enough HSBC envelopes for the customers to pay in cheques as the number of customers visiting the Branch will increase.
- We have scheduled in phone calls to assist customers with registering them for Online and Mobile Banking from the comfort of their own home if they are unable to complete this whilst in Branch. If they prefer to do their banking via Telephone Banking, we have also assisted them with setign up this service.

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.