

Customer and Stakeholder Engagement Sheffield Broomhill Branch

Following the closure announcement of this Branch on 09 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 Sheffield Broomhill 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 contacted Paul Blomfield MP on 25 February to advise the Branch would be closing in October and offered to meet to explain the reasons for the decision and to discuss how we are supporting our customers.

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 contact from Paul Blomfield MP or Stakeholders.
- We had visited our local Post Office® and they explained there has been a few of our HSBC Customers using the Post Office® after 2pm once the branch closes.
- During the COVID-19 Lockdown, we had already assisted most of our customers with alternative ways to bank such as Internet Banking and Mobile Banking and had proactively contacted our vulnerable customers to discuss alternative ways to bank with HSBC.
- Many of our customers are unhappy about the closure of Sheffield Broomhill Branch as it is a small community and most of the branches around the area have been closed. As we have a elderly customer base, they do not feel comfortable to travel into the City Centre.

Follow up action taken

- We have been educating customers on how to use our digital services i.e. Mobile Banking and Internet Banking and we have been offering them the HSBC at home Webinars which they have found helpful.
- With those customers who are unhappy about the closure of Sheffield Broomhill, and uncomfortable in travelling into the city center, we have discussed the services they regularly undertake. In most cases, the customers are able to conduct these services at the local Post Office® which we have discussed with them. On a few occasions concerns have been resolved by registering our customers for Internet Banking or Telephone 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 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.