

Customer and Stakeholder Engagement: Sudbury

On 30 November 2022 we announced the closure of 114 branches, including our branch at Sudbury. The following provides detail of the stakeholder engagement we have undertaken, and feedback received, since our announcement.

Customer and stakeholder contact

On 20th and 23rd January, we wrote to all regular users of this branch. 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 James Cartlidge, constituency MP, on 30 November 2022 to advise of our decision to close the branch and offered to meet to explain the reasons and how we would be supporting all our customers during this period of change.

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

- Post Office
- HM Treasury
- Cash Action Group
- CBI
- British Chambers of Commerce
- Which?

On 23 January 2023 our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Matthew Hicks, Suffolk County Council Leader
- Sudbury Parish Council Clerk
- Shervorne Page, Post Office Area Manager
- Thakoor Maraj, Post Office Area Manager
- Suffolk Chamber of Commerce
- Sudbury Library
- Citizens Advice
- Sudbury Salvation Army
- Number 72
- British Heart Foundation
- Age UK
- The Christopher Centre

We published an Impact Assessment on our public website. The assessment provides 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. To view these reports just scan the QR code or visit <https://www.hsbc.co.uk/branch-finder>. Copies are also available in the closing branch.



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 James Cartlidge, Constituency MP and there has been no further correspondence.
- Calls to vulnerable customers have been well received and they have generally welcomed the opportunity to discuss the branch closure as a follow-up to the letter they received. During these calls we have taken the time to understand our customers' specific circumstances, which has allowed us to provide our customers with information on the services that may be suitable for them.
- General customer sentiment was disappointment that the branch was being closed as they do not want to travel further to access branch services. The staff within the branch have been actively supporting these customers and discussing the counter services available at the Post Office along with other alternatives.

Follow up action taken

- Branch staff have visited the local Post Office to ensure they are aware of the closure of Sudbury Branch and to understand the services they can provide to our customers. This has provided the branch team with the confidence to discuss the Post Office offering in detail with customers.
- The branch have supported customers who have no access to a compatible device for online banking through our community tablet programme, ensuring they are

Information correct at the time of publication.

able to get online and educating them in how to navigate online and mobile banking.

- We have been supporting customers in setting up telephone and digital banking. The branch team have been speaking to customers who use the branch, educating them on how to navigate mobile and internet banking, which will enable them to complete transactions using these channels.
- All staff in Sudbury branch have received 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/waystobank/>
- Contact us on 03457 404 404 (+44 1226 261 010 from outside the UK). Currently open 8am-8pm every day. Here you can:
 - Get help with your day-to-day banking enquiries
 - Talk to us about your closing branch
- Visit any HSBC UK Branch (branch hours can vary so please check our website before you visit at <https://www.hsbc.co.uk/branch-finder>)

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