

## **Customer and Stakeholder Engagement: Coleraine**

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

### **Customer and stakeholder contact**

On 20<sup>th</sup> and 23<sup>rd</sup> 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 Gregory Campbell, 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. We also wrote to the following members of the Northern Ireland Assembly:

- Caoimhe Archibald MLA
- Maurice Bradley MLA
- Cara Hunter MLA
- Alan Robinson MLA
- Claire Sugden MLA

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:

- Councillor Philip Anderson
- Alderman Yvonne Boyle
- Alderman George Duddy
- Councillor William McCandless
- Councillor Stephanie Quigley
- Councillor Russell Watton
- Councillor Sean Bateson
- Councillor Helena Dallat O'Driscoll
- Alderman Mark Fielding
- Alderman Norman Hillis

*Information correct at the time of publication.*

- Councillor Richard Holmes
- Councillor Sandra Hunter
- Alderman Michelle Knight-McQuillan
- Councillor John McAuley
- Councillor Chris McCaw
- Alderman Tom McKeown
- Alderman Sharon McKillop
- Alderman Alan McLean
- Councillor Ciaran McQuillan
- Alderman Adrian McQuillan
- Councillor Angela Mulholland
- Councillor Leanne Peacock
- Councillor Mervyn Storey
- Councillor Ivor Wallace
- Councillor Darryl Wilson
- Post Office, Sean Doherty
- Advice NI, Derry-Londonderry
- Age Concern, Causeway
- Trussell Trust Foodbank
- Coleraine Sure Start Partnership
- Causeway Volunteer Centre
- Age NI
- RNIB, Northern Ireland Community Connection Team
- Coleraine Library, Nicholas Bell
- Causeway Chamber of Commerce and Industry
- Alzheimer's Society in Northern Ireland
- Community Advice, Causeway
- Citizens Advice, Causeway

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.

*Information correct at the time of publication.*

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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 Gregory Campbell, Constituency MP and there has been no further correspondence.
- General customer sentiment was disappointment that the branch was being closed. Staff within the branch have been actively supporting these customers and discussing alternative methods of completing transactions.
- Customers have been generally understanding of the reason for closure. In some cases, customers have taken the decision to move their account to an alternative provider. The branch staff have given them information on how they can do this through the Current Account Switching Service.
- 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 customer's specific circumstances, which has allowed us to provide our customers with information on the services that may be suitable for them.

### **Follow up action taken**

- Our Local Director, Neil Roberts, has contacted the Post Office Area Manager and they are looking to agree a date for him to visit the branch to talk to customers about the services available at the Post Office
- Staff in the branch have spoken to the local Post Offices who confirmed they were already supporting HSBC UK customers with their transactional banking.
- The branch have been speaking with customers who have no access to a compatible device for online banking, about our community tablet programme. This programme supports customers getting online and educates them in how to navigate online and mobile banking.
- We have offered customers the opportunity to attend a HSBC@Home session focused on alternative ways to bank. HSBC@Home is our digital education programme and has been designed to educate and upskill customers on a range of topics from digital tools and services to fraud and financial fitness.

## 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.