

## **Customer and Stakeholder Engagement: Ashton-under-Lyne**

On 30 November 2022 we announced the closure of 114 branches, including our branch at Ashton-under-Lyne. 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 Angela Rayner, 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:

- Councillor Mike Glover
- Councillor Lucy Turner
- Councillor Yvonne Cartey
- Tina Warden, Clerk to the Parish Council
- Ashton Library and Information Service
- Greater Manchester Chamber of Commerce
- Vicky McCall, Manager - Alzheimer's Society
- Community Money Advice
- Terri Balon, RNIB Manchester
- Lisa Williams, Post Office
- Tina Mellow, Post Office
- Victoria Patching, Post Office
- Citizens Advice, Ashton-Under- Lyne

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

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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.

### **Update to closure date**

Following a fire on 22 May 2023, the branch has suffered significant damage and is now permanently closed. We will be writing to all impacted customers to advise them of the closure. In addition to this, our Local Director, Iain Adams, has already engaged with local stakeholders. In order to support customers during this time, we have arranged community pop up events both before and after the planned closure date. Details of these can be found later in the report.

### **Customer and stakeholder reaction/feedback**

- We have written to Angela Rayner, Constituency MP and received a response on her behalf, thanking us for the information and passing her best wishes on to the staff at the branch.
- Customers have shown concern about the members of staff in the branch and have been pleased to learn that the team would be relocating to other branches.
- 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.
- 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

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customers' 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, Iain Adams and Network Manager, Elaine Jia, met with Vicki Patching, Area Manager of Post Office Retail Network on 2 Feb 2023 to discuss how we can work together to support each other in the run-up to the branch closure.
- The branch has supported customers who have no access to a compatible device for online banking through our community tablet programme, ensuring they are able to get online and educating them in how to navigate online and mobile banking.
- Branch staff have been educating customers on our digital channels, reassuring them about the security of using digital and showing them how to complete transactions. This has been well received and customers have felt more confident to try these alternative channels.
- 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.
- Following the fire at the branch on 22 May 2023, we have been supporting customers at our community pop ups, made appointments at nearby branches and assisted them with alternatives such as online banking, mobile banking, telephone banking and the Post Office.

### **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>)

## Community pop up events

Our branch experts will be on hand to offer important advice on how to reduce the risk of fraud, give guidance and support on the different ways customers can do their banking, including the services available at the Post Office. They can also help with queries about our products and services. We are unable to support any cash transactions at these events, customers are able to visit the Post Office for these services.

These events will be held on Mondays, Tuesdays and Fridays, 9.45am to 3.30pm until 1 August 2023 and then every Thursday 9.45am to 3.30pm until 21 September 2023 at:

Ashton Market Hall  
Market Street  
Ashton-under-Lyne  
Tameside  
OL6 7JU

Time and frequency of events may be subject to change, for up to date information please visit our website [Community Events | Ways To Bank - HSBC UK](#)

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