

Customer and Stakeholder Engagement: Fakenham

On 30 November 2022 we announced the closure of 114 branches, including our branch at Fakenham. 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 Jerome Mayhew, 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:

- Council leader, Norfolk District Council
- Clerk to the Parish Council, Norfolk District Council
- Post Office Area Manager, Samantha Sansom
- Local Library
- Age UK
- Alzheimer's Society
- Citizens Advice
- Community Money Advice
- RNIB
- Mid Norfolk Foodbank (Trussell Trust)
- Rebecca's Wishes
- Steven Newing House

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 Jerome Mayhew, Constituency MP and following our communication, a Zoom meeting was held on 15 December 2022 with our Local Director George Hemstock. During the meeting they discussed other Banks and Building Societies in the town, the local Post Office, Banking Hubs and support for vulnerable customers. Following the meeting, Jerome Mayhew MP, was still disappointed about the closure and the impact it may have on his constituents but he did understand the reasons the decision has been made.
- George Hemstock received a letter from Granville Hawkes, Town Clerk, for and on behalf of Fakenham Town Council. It expressed disappointment and concern around the closure, including the distance to next nearest HSBC UK branch, Post Office provisions and banking for business customers in the town. They were also interested in any leave behind activities. A request was made for a permanent mobile banking/community banking solution which would be in place for 6 months. George Hemstock responded to confirm that we are actively talking to customers, both personal and business, to help them find alternatives. He also advised him of our banking beyond the branch HSBC@Home sessions and our plans for pop up branches post closure.
- 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.

Information correct at the time of publication.

- 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.

Follow up action taken

- Local Director, George Hemstock, visited the local Post Office to introduce himself to the staff there and confirm they were aware of the branch closure. They were clear on the services they could provide to our customers. He also spoke to the area manager to understand the plans for the Post Office as it is currently classed as temporary. The Post Office Area Manager confirmed they currently don't have any intention of closing it, they are seeking a permanent postmaster/mistress and that it will remain classed as temporary until someone is appointed.
- The branch have 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.
- The branch team will be holding Pop Up events once the branch closes. Our branch experts will be on hand to offer important advice on how to reduce the risk of fraud on your account, give guidance and support on the different ways customers can do their banking, including the services available at the Post Office and help with queries about our products and services.
- We have proactively contacted our vulnerable customers who use the branch to understand how they currently bank. During these calls we have taken the time to understand our customers specific circumstances, for example, where they live or the transport they use. This has allowed us to provide our customers with information on the services that may be suitable for them, such as the local Post Office or digital options available through mobile or online 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 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.

Information correct at the time of publication.