

Customer and Stakeholder Engagement: Cowbridge

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

Customer and stakeholder contact

We have written to all regular users of this branch to keep them updated on the branch closure, the most recent letter being on 16 April. 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 Alun Cairns, constituency MP in April 2024 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.

On 16 April 2024 our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Cathy Kennedy, Cowbridge Town Council
- Revd Victoria Ashley, Cowbridge Parish Council
- Local Library
- Age UK
- Alzheimer's Society
- Citizens Advice, Bridgend
- Citizens Advice, Barry
- RNIB, Cardiff
- Trussell Trust Food Bank
- Glamorgan Voluntary Service
- Age Connect, Cardiff and Vale
- Western Vale Mind

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 Alun Cairns, Constituency MP and Jane Hunt MS and have stayed in regular contact to ensure they are aware of all updates with regards to the closure date of the branch.
- 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 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

- Branch staff have visited the local Post Offices to ensure they are aware of the closure of Cowbridge branch and to understand the services they can provide to our 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 able to get online and educating 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.
- 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.

Information correct at the time of publication.

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.