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HSBC UK ANNOUNCES PLANS TO BECOME A DEMENTIA FRIENDLY BANK

- HSBC UK has committed to raise £3 million for Alzheimer's Society and Alzheimer Scotland during three year partnership

HSBC UK has today announced a number of initiatives aimed at supporting people affected by dementia. This includes an extension of the three year partnership with Alzheimer's Society and Alzheimer Scotland across HSBC UK, 'Dementia Friends' information sessions for staff, and the launch of an advice guide that helps customers living with dementia, and those who support them, handle their finances. Throughout the three year partnership with, HSBC UK has also committed to raising £3 million.

There are currently around 850, 000 people in the UK with dementia. By 2021, it is estimated that 1 million people will be living with the condition. Common symptoms of dementia include memory loss, problems communicating and difficulty processing information and planning, which can make financial management challenging.

To help support people with the condition, HSBC UK staff will be receiving Dementia Friends information sessions, learning more about dementia and the small ways they can help. From telling friends about Dementia Friends to visiting someone you know living with dementia, every small step can make a difference.

Already 12,000 HSBC colleagues have joined the UK's biggest ever initiative brought about by Alzheimer's Society and Alzheimer Scotland, to change people's perceptions of dementia. In addition to becoming Dementia Friends, HSBC is also working to improve products, services and premises, as well as improving the website to ensure it is accessible for those living with dementia.

The launch of the 'Managing your money with dementia' guide aims to make it easier for customers living with the disease to look after their financial affairs. It was developed in tandem with Alzheimer's Society and Alzheimer Scotland and uses feedback from focus groups of people living with dementia and their carers to identify some of the key challenges faced when it comes to financial management. The guide is currently being piloted 10 in branches with the aim of being rolled out nationwide.

The guide includes advice on keeping track of spending, protecting against fraud and how to enable others to support customers with their finances. Tips include:

- **Keep track of spending** – To keep on top of your expenditure, keep a written record of what is spent and retain receipts for all transactions. Make sure to regularly check statements too.
- **Make regular payments** – via Standing Orders and Direct Debits to help ensure payments are made on time and made for the correct amount.
- **Use Chip and Signature Cards** - Chip and signature cards can be useful for those who have difficulty remembering their PIN. Unlike debit or credit cards, there is no need to enter a PIN provided there is a signature to make a purchase.
- **Enable others to help support with finances** - Ensure the right access is set up for getting assistance. For example, a Third Party Mandate or Ordinary Power of Attorney won't be suitable when someone has already lost mental capacity.

HSBC is also part of the 'Safe Places' scheme. The scheme, which was rolled out initially in Leeds, enables HSBC branches to offer a safe haven for vulnerable people in the community, should they need to seek support.

Francesca McDonagh, Head of Retail Banking and Wealth Management at HSBC UK said: "We understand that being able to manage finances independently is key for helping people living with dementia retain some control over their life. The launch of our voice recognition technology last year - whereby customers can simply use their voice as their password, rather than having to remember a pin - is just one example of the ways we are ensuring our banking experience is simpler to use and accessible to everyone. Through this partnership, training of our staff, the launch of the guide and the 'Dementia Friends' information sessions, we hope to provide even more support to help people living with dementia feel assured that they are banking within a trusted environment."

Jeremy Hughes, Chief Executive, Alzheimer's Society, commented: "Visiting a bank branch can be an overwhelming task for a person with dementia. What many take for granted as easy, everyday banking tasks like, remembering a PIN or other personal information, can suddenly become an unexpected challenge. Through this partnership with HSBC, we hope to create a space where those affected by dementia feel supported and treated as equal members of society."

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Notes to Editors

HSBC UK

HSBC serves c17 million customers in the UK and employs approximately 43,000 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including bank accounts and mortgages. It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,375bn at 31 December 2016, HSBC is one of the world's largest banking and financial services organisations.

About Alzheimer's Society

- Alzheimer's Society is the UK's leading dementia charity. We provide information and support, fund research, campaign to improve care and create lasting change for people affected by dementia in England, Wales and Northern Ireland.
- Dementia devastates lives. Alzheimer's Society research shows that 850,000 people in the UK have a form of dementia. By 2021, 1 million people will be living with the condition. This will soar to two million by 2051.
- Dementia deaths are rising year on year and 225,000 will develop dementia this year - that's one every three minutes.
- Dementia costs the UK economy over £26 billion per year. This is the equivalent of more than £30,000 per person with dementia.
- Alzheimer's Society funds research into the cause, care, cure and prevention of all types of dementia and has committed to spend at least £150 million on research over the next decade. This includes a £50 million investment in the UK's first dedicated Dementia Research Institute.

- Until the day we find a cure, Alzheimer's Society will be here for anyone affected by dementia - wherever they are, whatever they're going through. Everything we do is informed and inspired by them.
- Let's take on dementia together. Volunteer. Donate. Campaign for change. Whatever you do, unite with us against dementia.
- Alzheimer's Society relies on voluntary donations to continue our vital work. You can donate now by calling 0330 333 0804 or visiting alzheimers.org.uk.
- Alzheimer's Society provides a National Dementia Helpline, the number is 0300 222 11 22 or visit alzheimers.org.uk

About Alzheimer Scotland

Alzheimer Scotland is Scotland's leading dementia organisation, providing care, activities, support, information and advice to people with dementia, their carers and their families. The charity aims to improve public policies relating to dementia and be a voice for the 90,000 people in Scotland currently living with dementia. For further information on Alzheimer Scotland visit www.alzscot.org

Alzheimer Scotland is Scotland's foremost voluntary organisation working for people with dementia and their carers. It:

- speaks out for the [rights and concerns](#) of people with dementia and their carers;
- operates [services](#) on over 60 sites throughout Scotland providing practical services such as day, evening and weekend opportunities, home support and befriending and carers' support services;
- provides the 24 hour national freephone [Dementia Helpline \(0808 808 3000\)](#);
- provides the website www.alzscot.org;
- supports the [Scottish Dementia Working Group](#) and the [National Dementia Carers Action Network](#)
- has a network of [Dementia Advisors](#) across Scotland;
- has a Specialist [Dementia Nurse](#) programme;
- publishes leaflets, booklets, reports and a quarterly newsletter keeping carers and professionals up-to-date;
- has a [Dementia Research Centre](#) in partnership with the University of Edinburgh, a [Centre for Policy & Practice](#) at the University of the West of Scotland and a [strategic alliance](#) with Queen Margaret University.