

FOR IMMEDIATE RELEASE

Lloyds Banking Group partners with Newcastle University on digital banking innovation project for youngsters

- *Lloyds Banking Group has partnered with Newcastle University's School of Computing Science to create digital solutions around the topic of 'everyday banking and money management'*
- *Students have been tasked to come up with innovative solutions to help young people become more engaged with banking*

Lloyds Banking Group and the School of Computing Science at Newcastle University have created a unique partnership for the 2014 – 2015 academic year to try and find innovative solutions to help young people become more engaged with banking.

The School of Computing Science runs a Software Engineering Team Project module, and as part of this, Lloyds Banking Group's Digital Innovation Team set the project brief for students.

The brief asked students to come up with an application idea that catches the attention of young people and helps them engage with products such as current accounts, credit cards and savings accounts. In addition, they were tasked with helping young banking users to invest their money wisely and test whether introducing games into banking apps might also help engagement.

The applications that the students created will be on display at a Trade Fair on Tuesday 21st April, between 2pm and 5pm in the Exhibition Space at the Hancock Museum, Newcastle-upon-Tyne. The student teams will each have a stall where they will have a poster outlining their application and they will also have phones and laptops where visitors can try out the apps and speak to the teams about the development experiences and the technology used.

Marc Lien, Innovation & Digital Development Director at Lloyds Banking Group commented: "It is great that we have been able to partner with Newcastle University to set the brief for this innovative project. We are looking forward to seeing the solutions that the students come up with to help engage the next generation in everyday banking and money management."

Marie Devlin, Newcastle University, commented: “The School of Computing Science is really pleased to be partnered with Lloyds Banking Group on this project. We always strive to ensure that our students gain the key technical and professional skills that IT employers really want. This project involves a real client and presents a genuine business problem for them to solve so it is invaluable not only in terms of helping them demonstrate their creativity and technical talent, but in providing vital work-experience that will give them an advantage when applying for graduate roles.”

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Notes to editors:

For more information on Lloyds Banking Group’s digital partnerships, please contact Chris Tuttlebee or Eve Speight on the numbers below.

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