

1<sup>st</sup> July 2025

## Summer Planning, School Ready: Savvy families juggling costs

- Uniform tops the list of school-related expenses (58%)
- School trips end up costing 30% more than expected
- Savvy parents managing to spend only +16% more on groceries to feed the family compared to the average household
- **Case study:** Zoe, a mum of two from North Somerset explains how she manages the school budget this Summer

As the summer holidays approach and parents start to plan the next school year, research from Lloyds reveals the cost of sending children to school, and it's more than just pencils and packed lunches.

### School uniform the biggest unexpected burden

For most parents, the biggest expense is school uniforms, with 58% saying they're the most significant expensive school-related item and 44% surprised at how much they cost. School trips (49%), lunches and snacks (37%), and extracurricular activities like clubs, music lessons, and sports (32%) are also all cited by parents as part of the mental load when balancing their school-related budgets.

Lloyds research shows many parents are spending more than they expected when their children start school. One in three (30%) say school trip costs exceeded their expectations, while a quarter (22%) were surprised by the cost of extracurriculars.

Budget-conscious families are seeking deals to reduce the financial burden. With some retailers already kicking off the pre-summer school uniform sales, M&S, Aldi and Lidl set to discount their uniforms in early July, it pays to think ahead, not wait until September and buy at full price.

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## Double the mouths to feed, double the budget?

It's no secret that raising a family means having higher day-to-day expenses, and parents are already balancing these costs. According to the latest Lloyds spending data, households with children at home\* spend just +16% more on essential groceries to feed the family compared to all households, indicating families seeking out the best value on their weekly shop. And it is similar picture when it comes to eating out, with parents spending +17% more, parents perhaps will be looking to take advantage of the 'kids eat free' deals many restaurants offer, particularly during the holidays. When it comes to clothing costs, families are spending +23% more on average.

Over half (51%) of parents say that while childcare costs are a burden, they are manageable – but 23% report struggling to afford school costs either some of the time or often.

**Gabby Collins, Payments Director at Lloyds:** *“Raising children is one of life’s great joys—but it can be expensive, especially when the new school year kicks off. From uniforms to after-school clubs, the costs can stack up, yet parents across the UK are rising to the challenge. Our research shows that while many are spending more, they’re finding smart ways to stay on top of it - whether that’s setting a budget, buying in the sales or shopping pre-loved, families are making it work so they can focus on the fun stuff and making memories over the Summer.”*

**Zoe Jutsum, a mum from North Somerset explains how she manages the school budget:**

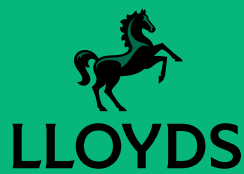
*“When my eldest started school, it was a huge milestone for our family—emotionally and financially. The costs added up quick- not just the uniform, but school trips, clubs and shoes they seem to outgrow overnight! Planning ahead has made all the difference. I set aside a little each month and start preparing early in the summer, looking for offers on shoes and keeping an eye out for uniform bargains. With our youngest starting this September, being organised helps us feel in control and focus on what really matters—enjoying this special time together as a family.”*



**Picture: Zoe, her husband Simon and children.**

The Benefits Calculator tool on Lloyds' mobile app gives customers a simple way to identify the benefits they may be eligible for and find out how to make a claim. For parents and carers, this includes tax-free childcare, a UK government initiative to top-up childcare savings which can be spent on nursery costs and even afterschool and holiday clubs.

## Contact



## Lloyds app

Packed full of features making banking simple, fast and secure, including:

- **Manage payments:** Keep track of spending by setting up notifications for every time a card is used to make a payment, when money is received and when a regular payment is coming up.
- **Subscription management:** It's easy to manage regular subscriptions – like TV streaming services or gym memberships using the app tool to view, cancel or block subscription payments.
- **Credit score checker:** Check a credit score, get alerted when it changes and access tips to make improvements.
- **Pay in cheques:** Simply take a picture and the app reads all the cheque details, with money usually available the next working day.
- **Request money from friends and family:** Request to pay is a fast way to request money back for shared purchases, such as restaurant bills. Easily share a secure link, or show a QR code from the app, without the need for sharing personal details.
- **Card management:** Card misplaced? No problem – use the app to view card details and report cards lost, damaged or stolen.
- **Limit spending:** Take more control over spending by setting personalised contactless card payment limits, in £5 increments, or freezing certain types of payments, including gambling.
- **In one place:** View all accounts and products including bank accounts, savings and investments, credit cards, mortgages and insurance products - or easily apply for something new.
- **Everyday offers:** Take advantage of Everyday Offers, providing cashback when shopping using a debit or credit card at select retailers.
- **Save the Change®:** Save money when using a debit card by choosing to round the spend to the nearest pound and transferring the change to a nominated savings account.
- **Benefits Calculator:** Find support that you may be entitled to, such as childcare discounts, Council Tax discounts, Universal Credit, home improvement grants and more. By answering some brief questions on our app, receive an estimate of any benefits they could be due, along with guidance on how to make a claim.

Lloyds app is available on IOS and Android. You can find more details [here](#).

## Contact



## Notes

This information is intended for the sole use of journalists and media professionals.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 3106 parents (of which 2496 have children attending school). Fieldwork was undertaken between 8th - 16th April 2025. The survey was carried out online. The figures have been weighted and are representative of all UK parents (aged 18+)

Lloyds Banking Group customer debit and credit card spending data 12 months to January 2025 by category. \*average across households with children, including single parents, homeownership parents and older working families.

Benefit Calculator is also available to Halifax and Bank of Scotland customers in their mobile banking apps, and can be accessed through the 'Manage Your Money' and 'Cost of Living Support' pages. Halifax customers with iOS devices can also access it in their 'MyExtras' page.

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