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Lloyds Banking Group Joins Major Finance Firms to Launch UK Retail Investment Campaign

Lloyds Banking Group has joined seventeen other leading firms - including platforms, global banks, and wealth and investment managers - to launch the UK Retail Investment Campaign, a landmark initiative set to change how Britons think about investing their money for their long-term financial success.

The campaign, fully funded by the member firms and set to launch in April 2026, marks a moment of unity across the financial services sector, with firms working together to raise awareness of the importance of investing for people's financial wellbeing and the positive impact it can have on the wider economy.

The industry-wide campaign is supported by His Majesty's Treasury (HMT), the Financial Conduct Authority (FCA), and the Money and Pensions Service (MaPS), with the Investment Association (IA) acting as Secretariat.

Chira Barua, CEO Insurance, Pensions & Investments, Lloyds Banking Group, said: "As the UK's leading financial services group, Lloyds Banking Group is proud to be supporting the UK Retail Investment Campaign. Our scale and reach mean we can make investing accessible to more people, empowering Britons to take control of their financial futures. From simple options like Ready-Made Investments to InvestWise – our fee-free investing accounts for 18–25 year olds – we're committed to helping everyone feel confident about starting their investment journey."

Chris Cummings, Chief Executive of the Investment Association and Deputy Chair of the Campaign said: "By bringing together a wide range of firms from across the financial sector for a multi-year campaign, along with the support of the government and regulator, we will raise awareness that, while cash savings are important, many more people should be investing to fulfil their long-term financial plans. With only just over a third of UK adults agreeing that 'investing is for someone like me', many people could be missing out on the benefit that investing could bring. Together, we hope to inspire a nation of people who are ready to take the next step and invest in their futures."

Notes to Editors

In October 2025, the Investment Association and Opinium surveyed 2,000 nationally representative UK adults on their attitudes towards investing. The survey was fielded between the 3rd and 7th October 2025.

Find out more about the campaign and the full list of funding firms on the Investment Association's webpage [here](#).

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