



New-look Lloyds branch set to open its doors in Birmingham following £1m+ investment

- Lloyds customers set to benefit from £1m modernisation of its Birmingham New Street branch
- Pictures of the new-look branch have been revealed before its opening on Monday 6th July
- First customers through the door will have the opportunity to win an iconic Lloyds horse plushie

Lloyds will welcome customers to its newly refurbished Birmingham New Street branch on Monday 6 July, following an investment of more than £1 million.

The transformed branch has been designed to create a bright, modern and welcoming space where customers can manage their money using the latest technology, supported by expert colleagues.

Open-plan areas provide a more relaxed banking environment, while ample private space is available for more sensitive discussions.

The investment reflects changes in the ways customers are banking, with dedicated areas where customers can receive support with online and mobile banking. New cash machines will allow customers to both withdraw and deposit cash, 24/7, as well as enabling them to choose coin and note denominations.

Colleagues will be available to help with everything from everyday banking to major life events, such as buying a home. Business customers will also benefit from a dedicated hub, with the latest cash machines allowing them to deposit and withdraw cash simply with a their phone.

The branch also offers customers greater flexibility, opening until 5pm on weekdays and 3pm on Saturdays.

Located in the heart of Birmingham city centre, the branch will be staffed by a team of 25 colleagues.

To celebrate the opening, the first customers through the doors on Monday 6th July will have the chance to win one of Lloyds' iconic horse plushies.

The investment marks the latest chapter in Lloyds' long relationship with Birmingham, where the bank was founded in 1765 and has remained serving the people, businesses and communities of the city ever since.

Jack Filippardos, Senior Branch Manager at Lloyds: "Birmingham is one of the UK's most vibrant and dynamic cities, and we're proud to be investing in our presence here. Our new-look branch has been designed around what customers tell us they want - a modern, welcoming space where they can access the latest banking technology while still benefiting from face-to-face support when they need it.

Contact

Lorna Gilmour: 0207 356 2374 / lorna.gilmour@lloydsbanking.com



"Whether someone is depositing cash, looking for help with digital banking or discussing an important financial decision, our colleagues will be ready to help. This investment demonstrates our long-term commitment to Birmingham and the communities we serve across the city."

Ends

Notes to editors

Branch address:

Birmingham New Street - Caxton Gate, 3 Corporation Street, Birmingham, B2 4LP

Opening hours:

Monday: 9.30am to 5.00pm
Tuesday: 9.30am to 5.00pm
Wednesday: 10:00am to 5.00pm
Thursday: 9.30am to 5.00pm
Friday: 9.30am to 5.00pm
Saturday: 9.30am to 3.00pm

Images of the Birmingham branch available by request.

About Lloyds Banking Group

Lloyds Banking Group is the largest UK retail and commercial financial services provider. Our main business activities include retail and commercial banking, general insurance and long-term savings, provided through a range of trusted, household brands.

We have 28 million customers, support one million businesses, and have a presence in nearly every community. Our purpose is Helping Britain Prosper.

For more than 320 years, we have served households and businesses across the UK. Today, we are transforming how we do that. We have invested more than £4bn in our digital transformation, and we're just getting started. That means building smarter, more resilient tech, expanding our use of AI, and creating seamless experiences for a digital-first Britain.

Contact

Lorna Gilmour: 0207 356 2374 / lorna.gilmour@lloydsbanking.com