South Holland and The Deepings

Lloyds Banking Group serves 28 million people, and we are the UK's largest digital bank.

Across the UK we have a financial relationship with more than half of all adults and provide banking to around one million businesses.

We are also proud to have helped finance UK infrastructure projects with a total value of more than £100 billion over the last five years.

LLOYDS BANKING GROUP

In **South Holland and The Deepings** Lloyds Banking Group had:

43,093
personal banking customers in January 2025

1,854
business customers

9.8 million
logins to our website and app by your constituents in the 12 months to January 2025

In the 12 months to January 2025:

3,608 customers used our Save the Change facility to put small sums away each time they spent

10,891 checked their credit score through our app

2,704 cancelled a subscription through our app

Our data from January 2025 shows that, on average, customers in your constituency:

- Received **£2,002** into their current account each month, **an increase** of **4.7%** on the previous year
- Had a balance of **£3,794** in their current account, **a decrease** of **2.2%** on the previous year
- Had a balance of **£9,826** in their savings account, **an increase** of **5.0%** on the previous year
- **3,589** of your constituents held basic bank accounts with us
- **2,369** were receiving Universal Credit

We have donated more than

£800 million

to our four charitable Foundations in the last 40 years, enabling them to support more than 70,000 charities in total.

In 2025, we provided them with **£33.7m** to help more small charities grow stronger.

Helping Britain Prosper

We are committed to helping businesses grow and reach their ambitions.

168 small businesses, charities and clubs in South Holland and The Deepings signed up to bank with us for the first time in 2024.

In South Holland and The Deepings **226** customers were driving electric vehicles financed with us in January 2025.

You can contact your **Public Affairs Manager** for the Midlands at:

geraldine.boylan@lloydsbanking.com

Our customers bank with us 24/7 via our app and all figures represent a snapshot

Housing in South Holland and The Deepings

Lloyds Banking Group and Crisis have called for

one million

more homes for social rent over a decade.

LLOYDS BANKING GROUP | Crisis

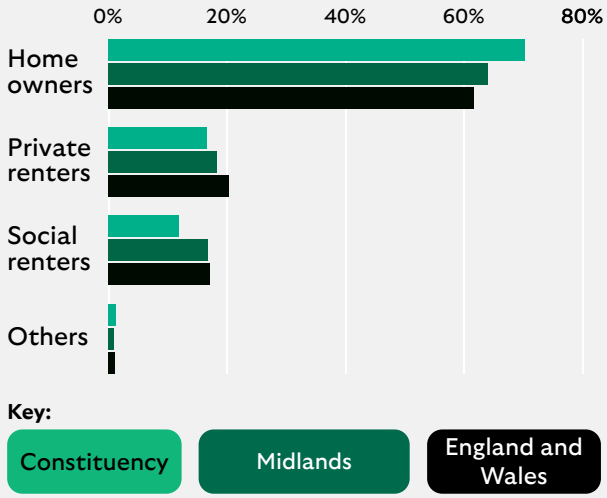
Working together to end homelessness

Around 1.5m households are on social housing waiting lists and record numbers of households are trapped in temporary accommodation. We need more social homes and we cannot afford to wait. The chronic shortage of properties is also placing increased pressure on supply in other parts of the housing market.

11.9%

of households in South Holland and The Deepings lived in social housing, according to 2021 Census data for England and Wales. This compared to **16.7%** in the Midlands, and **17.1%** across England and Wales.

Housing in your constituency



Helping people buy a home

We helped **158** households buy a property in South Holland and The Deepings in the 12 months to the end of January 2025.

They paid an average price of

£278,326

House prices in your region

In the East Midlands average house prices have increased by **81.7%** over ten years.

Supporting first time buyers

We helped **70** households **buy their first property** in South Holland and The Deepings in the 12 months to the end of January 2025.

Average price paid:	**£227,454**
Average deposit:	**£34,688**
Average lending:	**£192,767**

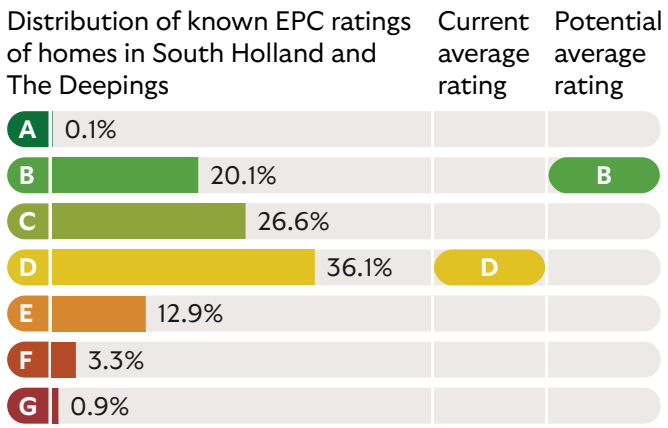
The average age of the lead first time buyer is: **30 years and 5 months**

This compares with a national average of: **32 years and 6 months**

Across the whole mortgage market, in January 2025 the average first time buyer mortgage term was around 31 years.

Household bills: Improving energy efficiency

Energy performance certificate (EPC) ratings of our mortgage customers.



EPC data has been sourced from gov.uk and gov.scot for customers who hold a Lloyds Banking Group mortgage.
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