

SOUTH STAFFORDSHIRE, MIDLANDS

As the UK's largest bank, our Group has a relationship with nearly every community and household in South Staffordshire.

Our purpose is to help Britain prosper. Using finance as a force for good, we can drive meaningful change in the lives of your constituents – from helping someone to buy their first home to enabling a small business to play its role in the sustainable transition.

Our factsheet provides you with some insight and data about our customers in South Staffordshire to support your work.



Find out more information about how we're helping Britain prosper on our website: www.lloydsbankinggroup.com

Lloyds Banking Group has:

35,958

personal banking customers
in South Staffordshire

Lloyds Banking Group has:

2,517

business customers
in South Staffordshire



Focusing on our personal customers in South Staffordshire:

On average over the past 12 months*:

- Monthly payments received into their bank account was **£2,554**, an **increase of 15%**
- The balance in their bank account was **£6,365**, a **decrease of 6%**
- The balance in their savings account was **£11,563**, an **increase of 2%**

The increased cost of living is being felt by everyone. Over the past 12 months, our customers spent more but consumed less.

- Spending on essential bills **increased by 9%**
- Spending on non-essential bills **increased by 6%**, with the greatest decreases in spending on:
 - **Retail homeworkare: -11%**
 - **Retail clothing: -2%**



Supporting people in South Staffordshire:

We've helped

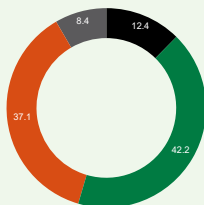
1,904

people access financial services by
providing basic bank accounts



Everyone should be able to learn the skills they need to thrive online. We have created the Lloyds Bank Academy to offer free opportunities to people, businesses and charities to improve their capability and confidence online. Scan the QR code to learn more.

Number of our customers receiving Universal Credit, by age:



- 16-25 years (12.4%)
- 26-40 years (42.2%)
- 41-60 years (37.1%)
- 60+ years (8.4%)

1,441 of our customers
are receiving Universal
Credit – an **increase of
14.50%** since April 2022

Our public affairs team is here to:

- Provide you and your office with a point of contact for any constituency or parliamentary issues you wish to raise
- Keep you up to date about what we're doing to support your constituents and respond to their changing needs
- Share our ideas on policy reform to Help Britain Prosper and support your parliamentary work

You can contact your local public affairs manager at:
Geraldine.Boylan@lloydsbanking.com

* From March 2022 to March 2023

INSIGHT: HOUSING FACTS IN SOUTH STAFFORDSHIRE



Based on data from April 2022 to April 2023:

The average house price in South Staffordshire was

£311,771

This was **1% higher** than last year

The average deposit paid was

£79,693

This was **7% lower** than last year

The average price paid by a first time buyer in South Staffordshire was

£253,083

This was **7% higher** than last year

The average deposit paid by a first time buyer was

£40,927

This was **5% lower** than last year

We've lent an average of

£212,156

to **25** first time buyers to secure their first home

South Staffordshire is in the

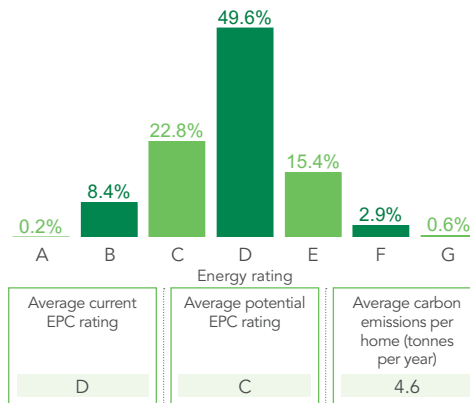
4th

quartile for number of households in the Private Rental Sector and

16.49%

of our customers are identified as renters, with **21.64%** making a payment to a social housing provider

Distribution of EPC ratings of our mortgage customers' homes in your constituency:



EPC – Energy Performance Certificate
EPC data is sourced from gov.uk and the Scottish government databases



We've joined Crisis to call for 1m homes for social rent

Lloyds Banking Group is the leading financier of the social housing sector, but we want to do more. That is why **we have joined forces with the national homelessness charity Crisis.**

Together we are calling for **one million additional homes for social rent** to be built over the next decade to help tackle the shortage of good quality homes in the UK.

[Scan here to find out more](#)



Five ways the Government can make our homes greener

1

Provide certainty on green home improvements with a package of incentives and regulations

2

Use Stamp Duty to reward green home improvements

3

Improve EPCs so they provide accurate and up to date information

4

Use employer tax incentives to encourage employees to make green improvements

5

Support new, green jobs across the whole country with the Apprenticeship Levy

