

READING EAST, SOUTH EAST

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

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 Reading East 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:

46,024

personal banking customers
in Reading East

Lloyds Banking Group has:

1,885

business customers
in Reading East



Focusing on our personal customers in Reading East:

On average over the past 12 months*:

- Monthly payments received into their bank account was **£1,910**, an **increase of 6%**
- The balance in their bank account was **£4,685**, a **decrease of 11%**
- The balance in their savings account was **£9,216**, an **increase of 3%**

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 4%**
- Spending on non-essential bills **decreased by 1%**, with the greatest decreases in spending on:
 - **Retail clothing: -6%**
 - **Retail electrical: -5%**



Supporting people in Reading East:

We've helped

3,462

people access financial services by
providing basic bank accounts

In Reading East the Lloyds Bank Foundation awarded

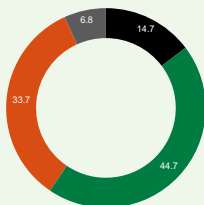
£50,000

to Support U Limited



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 (14.7%)
- 26-40 years (44.7%)
- 41-60 years (33.7%)
- 60+ years (6.8%)

1,452 of our customers
are receiving Universal
Credit – an **increase of
9.50%** since April 2022

* From March 2022 to March 2023

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:
Erdoo.Yongo@lloydsbanking.com

INSIGHT: HOUSING FACTS IN READING EAST



Based on data from April 2022 to April 2023:

The average house price in Reading East was

£455,836

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

The average deposit paid was

£99,548

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

The average price paid by a first time buyer
in Reading East was

£405,415

This was **9% higher** than last year

The average deposit paid by a first time buyer was

£77,257

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

We've lent an average of

£328,159

to **61** first time buyers to secure their first home

Reading East is in the

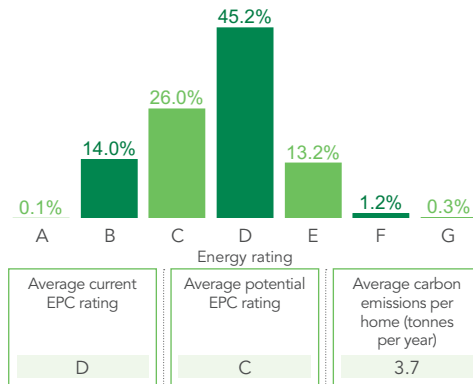
1st

quartile for number of households in the Private Rental
Sector and

38.40%

of our customers are identified as renters, with **1.68%**
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

