

SHEFFIELD, BRIGHTSIDE AND HILLSBOROUGH YORKSHIRE AND THE HUMBER

As the UK's largest bank, with more than 26 million customers – including many of your constituents – our Group touches nearly every community and household in the UK. Our purpose is to help Britain prosper by developing financial solutions that help people, businesses and the transition to net zero.

To support your work we've pulled together some insight and data about our customers in your constituency.



Lloyds Banking Group has 48,410 personal banking customers in your constituency. Here's how their spending has changed in the 6 months from October 2021 to March 2022:

Mean total spending per person in March 2022 was

£1,663

(UK average: £2,059)

This ranks 638th out of all parliamentary constituencies, a 3.63% change compared to September 2021

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

How spending habits in your constituency compare to other parliamentary constituencies:

583rd

for spending
on loans

642nd

for spending
on mortgages

472nd

for spending
on rent

499th

for spending on
food and drink

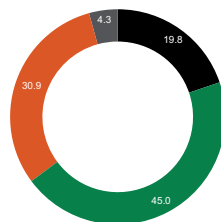
525th

for spending
on fuel

229th

for spending on
commuting

% age of our customers receiving Universal Credit:



- 16-25 years (19.8)
- 26-40 years (45.0)
- 41-60 years (30.9)
- 60+ years (4.3)

4,213

of our customers are receiving Universal Credit – an increase of 1.64% since September 2021. On average your constituents received a Universal Credit payment of £718

In March 2022, your constituents' average monthly earnings (calculated from payments made into their personal banking account) were:

£1,395

This was -2.0% less than in September 2021

On average, personal bank accounts in your constituency have a balance of **£3,509**, ranking 584th out of all constituencies

On average, savings accounts in your constituency have a balance of **£6,465**, ranking 593rd out of all constituencies

On average, credit cards in your constituency have an outstanding balance of **-£904**, ranking 631st out of all constituencies

In March 2022, households in your constituency spent an average of **£237** a month on bills, ranking 409th out of all constituencies

Here's some information relating to housing in your constituency:

In April 2022, the average house
price in your constituency was

£166,453

This was 12.56% higher
than in April 2021

The average deposit paid was

£32,251

This was -3.08% lower
than in April 2021

Since 2013 we've helped

139

households to move through the Help to
Buy Equity Loan scheme, the Government-
backed affordable home ownership initiative

Your constituency is in the

2nd

quartile for number of households in the
Private Rental Sector: 38.23% of our
customers are identified as renters, with
4.9% making a payment to a social
housing provider

On average, Lloyds mortgages
in your constituency have an
outstanding balance of

£61,080

647th out of all constituencies

We've lent an average of

£112,503

to

232

first time buyers to secure
their first home

Here's some information about digital capability in your constituency:

According to our Consumer
Digital Index

59.4%

of your constituents in 2021 had
high or very high levels of digital
engagement. This is a 5.9 percentage
point increase from 2020

How we've supported your constituents in Sheffield, Brightside and Hillsborough:

We have

1,137

business customers in your constituency

We've helped

5,893

people access financial services
by providing basic bank accounts

83

of your constituents are Lloyds Banking
Group employees

The public affairs team at Lloyds
Banking Group is here to:

- Keep you up to date about
what we're doing to support
your constituents and respond
to their changing needs
- Support your parliamentary
work by arranging for you to
meet local businesses and
subject matter specialists
from Lloyds Banking Group.
- Share our ideas on policy
reform that will Help
Britain Prosper

You can contact your local public
affairs manager Liz Delahaye at:
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