



HELPING BRITAIN PROSPER PLAN 2018 TO 2020

As part of Helping Britain Prosper, we believe we have a responsibility to help address some of the social, economic and environmental challenges that the UK faces. We manage this through our Helping Britain Prosper Plan.

Launched in 2014 and revised annually, the Plan focuses on the areas in which we can make the biggest difference. In 2018 we set specific targets aligned to our 3 year strategy. It continues to unite and inspire our colleagues and for 2019, we have included a specific sustainability metric, alongside the six existing priority metrics, highlighted in bold below.

	2018 achieved	2019 targets	2020 targets
Helping Britain get a home			
Amount of lending committed to help people buy their first home	£12.4bn	£10bn	£30bn*
Number of homes our Housing Growth Partnership ¹ has committed to build with SME builders	837	1,000*	1,500*
New funding support provided for the social housing sector	£4.1bn	£4.75bn*	£5.5bn*
Helping people save for the future			
Growth in assets² that we hold on behalf of customers in retirement and investment products	£7.4bn	£32bn*	£50bn*
Building capability and digital skills			
Number of individuals, SMEs and charities trained in digital skills, including internet banking	700,232	600,000	1.8m*
Number of undergraduates from lower income ³ households supported through our Lloyds Scholars Programme	138	135	405*
Number of internal apprenticeship positions created within the Group that result in permanent employment	1,490	750	2,500*
Number of manufacturing apprentices, graduates and engineers trained as a result of our £1m annual investment in the Lloyds Bank Advanced Manufacturing Training Centre	354	500*	750*

* Cumulative 2018 - 2020.

Metrics highlighted in bold are priority metrics for 2019.

	2018 achieved	2019 targets	2020 targets
Supporting businesses to start up and grow			
Increased amount of net lending to start-up, SME and Mid Market businesses	£3bn	£5bn*	£6bn*
Investment in the UK manufacturing sector through our financial support	£1.5bn	£2bn*	£3bn*
Number of clients helped to export for the first time	6,247	10,000*	15,000*
Number of businesses we will help to start up	124,182	200,000*	300,000*
Helping the transition to a sustainable low carbon economy			
Average number of homes that could be powered as a result of our support of UK renewable energy projects	2.6m	3.5m*	5m*
Amount of commercial real estate space we will fund to become more energy efficient with green loans ⁴	1.4m sq ft	2.5m sq ft*	5m sq ft*
Tackling social disadvantage across Britain			
Number of charities we support as a result of our £100m commitment to the Group's independent charitable Foundations	3,113	2,500	2,500
Share of social bank accounts we support	33%⁵	1 in 4	1 in 4
Annual commitment to Credit Unions ⁶ for them to provide additional sustainable lending for their customers across the UK	£5.6m	£1m	–
Number of colleague volunteering hours supporting community projects (with a minimum of 50% used to support skills-based activity such as mentoring)	235,201	240,000	720,000*
Amount raised by colleagues and communities for our charitable fundraising partners (including Matched Giving ⁷ from the Group's independent charitable Foundations)	£3.8m	£2m	£6m*
Number of Social Entrepreneurs supported through the Lloyds Bank and Bank of Scotland Social Entrepreneurs Programmes	236	235	700*
Championing Britain's diversity			
Percentage of senior roles to be held by women	35.3%	36.7%	40%
Percentage of roles held by Black, Asian and Minority Ethnic colleagues	9.5%	9.7%	10%
Percentage of senior roles held by Black, Asian and Minority Ethnic colleagues	6.4%	7.2%	8%

1 The Housing Growth Partnership is a socio economic equity investment fund launched by Lloyds Banking Group and the Homes and Communities Agency.

2 Growth in assets under administration in our front books.

3 With household income less than £25,000 and who meet Programme eligibility criteria.

4 Discounted lending provided through the Lloyds Bank Green Loan Initiative.

5 Figures as at November 2018.

6 Credit Union target is annual; 2019 is the final year of the Credit Union Development Fund. 2018 figure achieved represents the additional sustainable lending made by Credit Unions as a result of our annual commitment.

7 The Matched Giving scheme allows LBG colleagues to claim up to £1,000 per calendar year for registered charities that meet the eligibility criteria.