

Lloyds Banking Group Packaged Bank Account Report

June 2026

May 2026 Data



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Introduction

This report outlines the methodology used by Consumer Intelligence Ltd to help Lloyds Banking Group assess the value of benefits included with their Lloyds and Bank of Scotland Silver and Platinum accounts, and Halifax Ultimate Reward Current Account (URCA). It also compares the value of these benefits to the cost of each account.

Context and objectives

Consumer Intelligence was appointed by Lloyds Banking Group to conduct in-depth desktop research to attribute a quantifiable value to the benefits packages associated with their packaged bank accounts – specifically Lloyds and Bank of Scotland Silver, Lloyds and Bank of Scotland Platinum, and Halifax URCA. Consumer Intelligence was required to source, calculate and validate the average cost benefits associated with the following four elements:

- Travel insurance
- Breakdown cover
- Home emergency cover
- Mobile phone insurance

The aim of this research was to provide a reflective benefits value, of what an average consumer would spend over the course of a year if purchasing the equivalent products separately. This is intended to support substantiated marketing messages for the overall benefits value of the Silver, Platinum and URCA packaged bank accounts.

Methodology

To carry out this research, Lloyds Banking Group gave Consumer Intelligence material and information about the packaged bank accounts they wish to compare. Consumer Intelligence used the information provided by Lloyds Banking Group to set the criteria for selecting and evaluating similar products available in the marketplace.

To gather pricing information for this report, Consumer Intelligence visited a range of provider websites and price comparison websites (PCWs). We used the personal details of a representative set of customers (known as risks) to complete the quote journey of each website and collect all resulting prices.

The following steps were followed to complete this research:

Travel

We collected quotes for 500 risks across 4 PCWs and 4 direct Websites:

PCW	Direct
Compare the Market	Saga
Confused	Staysure
Go.Compare	Post Office
Moneysupermarket	AllClear

Profiles were based on the following bandings:

Age	%
<20	3.0
20-24	11.0
25-34	22.0
35-44	16.0
45-54	12.6
55-64	9.6
65-74	15.0
75+	10.8
TOTAL	100.0

Region	%
East Midlands	9.0
Eastern	5.0
London	15.0
North East	7.0
North West	8.0
Scotland	13.0
South East	18.0
South West	8.0
Wales	4.0
West Midlands	9.0
Yorkshire and The Humber	4.0
TOTAL	100.0

No of People	%
1	53.0
2	32.0
3	12.0
4	3.0
TOTAL	100.0

Area	%
Europe	50.0
Worldwide (inc USA / Canada)	50.0
TOTAL	100.0

Baggage Cover	%
Yes	100.0
TOTAL	100.0

Winter Sports	%
Yes	100.0
TOTAL	100.0

Single or Annual Trip	%
Annual	100.0
TOTAL	100.0

Medical Conditions	%
Arthritis - Osteo	2.0
Asthma	7.0
Diabetes type 2	1.0
Epilepsy	1.0
High Blood Pressure	5.0
High Blood Pressure/Cholesterol Levels	3.0
Underactive Thyroid	1.0
No	80.0
TOTAL	100.0

To collect comparable prices to the relevant packaged bank account Travel product, the following filters were applied:

Lloyds Silver

- Area of travel: Europe
- Age: below 65 years
- Baggage limit: £2500 or higher
- Cancellation limit: £5000 or higher
- Medical cover: £10m or higher
- Excess: £75 or less

Lloyds Platinum

- Area of travel: Worldwide
- Age: below 80 years
- Baggage limit: £2500 or higher
- Cancellation limit: £5000 or higher
- Medical cover: £10m or higher
- Excess: £75 or less

Halifax URCA

- Area of travel: Worldwide
- Age: below 71 years
- Baggage limit: £2500 or higher
- Cancellation limit: £5000 or higher
- Medical cover: £10m or higher
- Excess: £75 or less

Results:

		Lloyds & BoS Silver	Lloyds & BoS Platinum	Halifax URCA
Average price	<i>Mean average of all prices available across market for products matching criteria</i>	£157.46	£512.89	£491.23
Lowest price	<i>Cheapest single quote available in market matching product criteria</i>	£22.27	£52.24	£52.24
Highest price	<i>Highest single quote available in market</i>	£1,226.02	£8,299.78	£7,982.80
Number of products available	<i>Availability of products matching relevant packaged bank account cover levels</i>	32	32	32

Breakdown

We collected quotes for 100 risks across the following PCWs & Direct sites:

- Compare the Market
- Confused
- Go.Compare
- Moneysupermarket
- The AA theaa.co.uk (since AA cover cannot be purchased via PCWs)

Profiles were based on the following bandings:

Age	%
<20	3.0
25-34	22.0
35-44	16.0
45-54	13.0
55-64	10.0
65-74	15.0
75+	11.0
TOTAL	100.0

Region	%
East Midlands	7.0
Eastern	10.0
London	12.0
North East	5.0
North West	13.0
Scotland	7.0
South East	13.0
South West	8.0
Wales	5.0
West Midlands	10.0
Yorkshire and The Humber	10.0
TOTAL	100.0

Number of Drivers	%
Single	50.0
Couple	25.0
Family (4-person household)	25.0
TOTAL	100.0

Manufacturer	%
AUDI	6.0
BMW	6.0
FORD	22.0
HYUNDAI	3.0
KIA	3.0
LAND ROVER	1.0
MERCEDES-BENZ	3.0
MINI	2.0
NISSAN	4.0
PEUGEOT	10.0
SKODA	1.0
TOYOTA	4.0
VAUXHALL	22.0
VOLKSWAGEN	11.0
VOLVO	2.0
TOTAL	100.0

NCD	%
0	20.0
1	7.0
2	6.0
3	5.0
4	5.0
5	5.0
6	4.0
7	4.0
8	4.0
9	40.0
TOTAL	100.0

To collect comparable prices to the relevant packaged bank account Breakdown product, the following filters were applied:

Lloyds and BoS Silver

- Roadside coverage only
- £0 excess

Lloyds and BoS Platinum

- Roadside coverage included
- At home included
- National recovery included
- £0 excess

Halifax URCA

- Roadside coverage included
- At home included
- £0 excess

Results:

		Lloyds & BoS Silver	Lloyds & BoS Platinum	Halifax URCA
Average price	<i>Mean average of all prices available across market for products matching criteria</i>	£59.21	£67.49	£69.04
Lowest price	<i>Cheapest single quote available in market matching product criteria</i>	£17.20	£22.49	£17.21
Highest price	<i>Highest single quote available in market</i>	£239.55	£301.01	£270.25
Number of products available	<i>Availability of products matching relevant packaged bank account cover levels</i>	9	18	8

Mobile Phone

We collected quotes for 6 models of mobile phone, across 10 providers' websites:

- CoverCloud
- Insurance2go
- Loveit Coverit
- Nova Direct
- Post Office
- Protect Your Bubble
- Protect Your Gadget
- Swipe
- Switchedon
- Trusted

Profiles were based on the following mobile phones:

Brand	Model	Release Date
Apple	iPhone 17 Pro 256GB	Sep-25
Samsung	Galaxy S26 Ultra 256GB	Feb-26
Samsung	Galaxy Z Fold 7 256GB	Jul-25
Motorola	Edge 60 Pro 256GB	Apr-25
Google	Pixel 10 Pro 128GB	Aug-25
OnePlus	15 256GB	Oct-25

The Motorola Edge 60 Pro (12 GB + 256 GB) was unavailable across all sites, the Motorola Edge 40 Pro (12GB + 256GB) was selected as an alternative.

The following criteria were used for coverage selection for all account types:

- Purchase date: 1st May 2026
- Loss: up to £2000
- Theft: up to £2000
- Damage: up to £2000
- Breakdown: up to £2000
- Unauthorised network charges: up to £1500
- Accessories: up to £250
- Phone: up to £2000
- Excess: £100

Results:

		All Products
Average price	<i>Mean average of all prices available across market for products matching criteria</i>	£101.60
Lowest price	<i>Cheapest single quote available in market matching product criteria</i>	£66.00
Highest price	<i>Highest single quote available in market</i>	£137.88
Number of products available	<i>Availability of products matching relevant packaged bank account cover levels</i>	10

Home Emergency

We collected quotes for 100 risks from 3 PCWs:

- Go.Compare
- Money.co.uk
- Moneysupermarket

Profiles were based on the following bandings:

Ownership	%
Home Owner	100.0
TOTAL	100.0

Region	%
East Midlands	7.0
Eastern	10.0
London	12.0
North East	5.0
North West	13.0
Scotland	7.0
South East	13.0
South West	8.0
Wales	5.0
West Midlands	10.0
Yorkshire and the Humber	10.0
TOTAL	100.0

Boiler Make	%
Alpha	9.0
Ariston	9.0
Baxi	9.0
Biasi	9.0
Glowworm	8.0
Ideal	8.0
Intergas	8.0
Potterton	8.0
Vaillant	8.0
Viessman	8.0
Vokera	8.0
Worcester Bosch	8.0
TOTAL	100.0

Boiler Age	%
1	20.0
2	20.0
3	20.0
4	20.0
5	20.0
TOTAL	100.0

To collect comparable prices to the relevant packaged bank account Home Emergency product, the following filters were applied:

Halifax URCA

- £0 excess

Cover for Home Emergency events arising from the following perils:

- Boiler cover included
- Heating cover included
- Plumbing and electrical cover included
- Annual service excluded

Results:

		Halifax URCA
Average price	<i>Mean average of all prices available across market for products matching criteria</i>	£148.48
Lowest price	<i>Cheapest single quote available in market matching product criteria</i>	£129.00
Highest price	<i>Highest single quote available in market</i>	£230.02
Number of products available	<i>Availability of products matching relevant packaged bank account cover levels</i>	5

Summary of results – Average price

The below tables summarise the results for

- **Average price** – this is a mean average of all quotes on all sites obtained by each risk in the sample, by product.
- **Lowest price** – if someone was able to obtain the best (i.e. cheapest) quote for all products, this is how much they would have paid per year.
- **Highest price** – if someone was able to obtain the highest quote for all products, this is how much they would have paid per year.

Lloyds & BoS Silver	Travel	Breakdown	Mobile phone	Total
Average Price	£157.46	£59.21	£101.60	£318.27
Lowest Price	£22.27	£17.20	£66.00	£105.47
Highest price	£1,226.02	£239.55	£137.88	£1,603.45
No. of products available	32	9	10	-

Lloyds & BoS Platinum	Travel	Breakdown	Mobile phone	Total
Average Price	£512.89	£67.49	£101.60	£681.97
Lowest Price	£52.24	£22.49	£66.00	£140.73
Highest price	£8,299.78	£301.01	£137.88	£8,738.67
No. of products available	32	18	10	-

Halifax URCA	Travel	Breakdown	Mobile phone	Home Emergency	Total
Average Price	£491.23	£69.04	£101.60	£148.48	£810.35
Lowest Price	£52.24	£17.21	£66.00	£129.00	£264.45
Highest price	£7,982.80	£270.25	£137.88	£320.00	£8,710.93
No. of products available	32	8	10	6	-

Savings values – average price

The above results provide these savings:

	Account	Lloyds & BoS Silver	Lloyds & BoS Platinum	Halifax URCA
	Cost	£11.50 month/ £138 year	£22.50 month/ £270 year	£19 month/ £228 year
Estimated fair value saving <i>Taking an average of all prices available to all risks in the sample, this much would be saved</i>	Total Benefit Value	£318.27	£681.97	£810.35
	Estimated saving per year	£180.27	£411.97	£582.35