



Why we partner Pride of Britain.

Local banking
for Britain



TSB isn't like other banks.

We believe that banks should exist to help local people, and the communities they live in, to thrive.

And we're proud to be part of a Britain where millions of people are helping each other every day.

Why Pride of Britain?

That's why we partner Pride of Britain, the nation's biggest annual awards show, watched by millions every year, that celebrates ordinary people up and down the country who've gone to extraordinary lengths to help others.

Nominated by the public, the winners have all had an incredible impact on the people around them and their local communities.

Pride of Britain shines a light on their stories.

What is TSB Local Pride?

Clearly there are many other people across Britain who deserve to be celebrated too.

TSB Local Pride is our way of celebrating and supporting people and organisations who have gone out of their way to help other people in the communities we're part of, right across Britain.

We do that in a number of ways.

For example, every TSB branch chooses their own Local Charity Partner, nominated by members of the local community, who receive fundraising and volunteer support for a whole year.

Also, throughout the next year we will be supporting grassroots sports up and down the country to help communities thrive.

And we're sharing what we call 'Stories of Local Pride', to celebrate people who have helped other people, and hopefully inspire more to do the same.

Find out more at tsb.co.uk/local-pride or search **#TSBLocalPride**



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