Sector	Product Type	Red Line	Was	Now	Rationale
Over 50's Life Insurance	**Over 50's Life Insurance**	Waiting Period	24 months	12 months	Reducing this red line to the median in the sector which is 12 months. Only one policy has a waiting period over 24 months and 12 months is the most common length for waiting periods.
Funeral Plans	**Funeral Plans & Direct Cremation**	Expiry Clause	expiry claus	N/A	We have removed this red line as no brands in the market include an expiry clause anymore and it is highly unlikely any would introduce them given regulation.
Business banking	HF cash product	Scenario quartile and max	102 and 260	18575.39 and 25710	Update with new data in line with averages
Business banking	LF cash product	Scenario quartile and max	.75 and 571	4259.25 and 5064	Update with new data in line with averages
Business banking	Payments product	Scenario quartile	5265.8	6320	Update with new data in line with averages
Motor excess protection	Personal	Annual Cover limit	700	750	Increased in line with mean
Motor excess protection	Personal	Cover Limit per claim	650	750	Increased in line with mean
Commercial vehicle	Comprehensive	Cancellation fee (within 14 days)	75	100	Increased in line with median
Gadget Insurance	Gadget Insurance	Theft replacement limit	£1,500.00	£2,000.00	According to the Crime Survey for England and Wales, incidents in 2024 increased by 153% compared to the previous year. The median for theft replacement limit has risen from £1,000 to £2,000. The average price of gadgets is above £1,000, and device prices continue to increase.
Gadget Insurance	Gadget Insurance	Arrangement fee	£15.00	£0.00	This fee is rarely charged, only 2.5% of the market imposes it. We can reduce the redline to £0.00, as it does not take policy amendment or cancellation fees into account.
Gadget Insurance	Gadget Insurance	Unauthorised usage cover	New red line	£1,000.00	Following the increase in gadget theft, we introduce this redline to account for the cost of recovering personal data, unauthorised calls and downloads from the device. It has been one of the few cover limits that have increased in the sector, with more brands introducing the cover. The red line is lower than the median of £2,000 based on the idea that cases of unauthorised data usage costs exceeding this threshold are less common.
Gadget Insurance	Gadget Insurance	High end smartphones (>£1,000) minimu	£50.00	£100.00	The excess has risen following the increase in the median
Gadget Insurance	Gadget Insurance	High end tablets (>£1,200) minimum exce	£50.00	£100.00	The excess has risen following the increase in the median
Gadget Insurance	Gadget Insurance	High end laptops (>=£1,500) minimum ex	£50.00	£100.00	The excess has risen following the increase in the median
Gadget Insurance	Gadget Insurance	High end MacBooks (>=£1,500) minimum	£50.00	£100.00	The excess has risen following the increase in the median
Pet Insurance	Horse Insurance	The lowest age where cover can start	30 days	1 year	We have increased this redline due to all brands starting coverage for horses at the age of 1.
Pet Insurance	Horse Insurance	The cover for personal accident (of the rider)	£10,000	NA	We have removed this red line as the take up of this benefit was very low according to feedback. Also riders wanting this cover would take it out separately instead of being part of their horse insurance.
Pet Insurance	Horse Insurance	Total coverage for saddlery and tack	£2,500	NA	We have removed this red line as the take up of this benefit was very low according to feedback. Instead customers tend to have these items covered as part of their home insurance.
Pet Insurance	Horse Insurance	The cover for saddlery and tack (single item) limit	£1,000	NA	We have removed this red line as the take up of this benefit was very low according to feedback. Instead customers tend to have these items covered as part of their home insurance.
Pet Insurance	Horse Insurance	Advertising and reward limit	£200	NA	We have removed this red line due to less brands offering this coverage.
Pet Insurance	Horse Insurance	Death Benefit	New red line	£3,000	We have introduced this redline due to feedback, since it is a highly requested benefit for horse insurance.
Pet Insurance	Horse Insurance	Complementary treatment	New red line	£1,000	We have introduced this redline due to this benefit being usually included by most insurers.
Pet Insurance	Horse Insurance	Costs of euthanasia	New red line	£200	We have introduced this redline due to this benefit being usually included by most insurers.
Pet Insurance	Horse Insurance	Colic surgery	New red line	£4,000	We have introduced this redline due to this benefit being usually included by most insurers.
Travel Insurance	Annual & Single Trip	Returning remains to the UK (inner limit)	£3,000	£5,000	Increasing this redline due to the average claim being around £3,000 to £6,000 (dependent on the distance)
Travel Insurance	Annual & Single Trip	Cancellation cover if the policy holder or their travel companion has Covid-19 (confirmed either by test result or doctor's note) within 14 days of departure date?	Y	NA	We have removed this red line due to Covid-19 as it is no longer considered a significant travel consideration.
Travel Insurance	Annual & Single Trip	Does the policy cover medical cover if you catch Covid-19 whilst abroad?	Y	NA	We have removed this red line due to Covid-19 as it is no longer considered a significant travel consideration.
Travel Insurance	Annual & Single Trip	Cover for additional travel and accommodation expenses until medically fit to return home due to testing positive for Covid-19?	Y	NA	We have removed this red line due to Covid-19 as it is no longer considered a significant travel consideration.
Travel Insurance	Annual & Single Trip	Single item baggage limit	£200	£300	Increased in line with median.
Travel Insurance	Annual & Single Trip	Valuable item baggage limit	£200	£300	Increased in line with median.
Pet Insurance	Cat & Dog	Video or telephone consultations available	New red line	Y	
Pet Insurance	Cat & Dog	Compulsory co-payments (at the start of t	New red line	No compulsory co-payment at the start of the policy	
Pet Insurance	Cat & Dog	Dental limit (illnesses)	New red line	£2,000	

Sector	Product Type	Red Line	Was	Now	Rationale
Pet Insurance	Dog Insurance	Medical cover limit	£5,000	£8,000	We have set the red line at £8,000 because some treatments will cost more than £5,000 (for instance in more expensive locations or for older
Pet Insurance	Cat Insurance	Medical cover limit	£3,000	£6,000	We have set the red line at £6,000 because some treatments will cost more than £3,000 (for instance in more expensive locations or for older
Home Insurance	Home & Buildings & Contents	Flood excess	100	NA	This excess has been removed because it mirrors the excess already applied under both the buildings and contents sections across all policies.
Home Insurance	Home & Buildings & Contents	Cancellation fee after 14 days	0	£25	Increased in line with median.
Telematics Insurance	Telematics Insurance	Stolen keys limit	700	750	Brought in line with car insurance
Telematics Insurance	Telematics Insurance	Lost keys limit	700	750	Brought in line with car insurance
Telematics Insurance	Telematics Insurance	Personal Accident	N/A	5000	Brought in line with car insurance
Credit Cards	Foreign use	Highest cash transaction rate	2.32%	2.31%	Decreased in line with mean.
Credit Cards	Foreign use	Rep cash transaction rate	2.17%	2.16%	Decreased in line with mean.
Credit Cards	0% Balance Transfer Cards	Introductory balance transfer fee for accounts with more than 12 months 0% balance transfer period.	2.97%	2.61%	Decreased in line with mean.
Credit Cards	0% Purchase Cards	Foreign purchase fee	2.99%	Removed	Not relevant to 0% purchase cards
Credit Cards	Credit builder	Highest APR	38.72%	39.80%	Increased in line with mean.
Credit Cards	Credit builder	Highest cash transaction rate	2.87%	2.65%	Decreased in line with median.
Credit Cards	Credit builder	Rep cash transaction rate	2.53%	2.59%	Decreased in line with median.
Credit Cards	Credit builder	Highest balance transfer rate	2.70%	2.65%	Decreased in line with median.
Credit Cards	Credit builder	Representative balance ransfer rate	2.53%	2.62%	Increased with upper quartile.
Credit Cards	Credit builder	Foreign purchase fee	2.95%	2.99%	Increased in line with median.
Credit Cards	Low rate	Representative balance ransfer rate	0.94%	0.96%	Increased in line with mean.
Credit Cards	Low rate	Balance transfer fee	3.99%	2.90%	Decreased in line with mean.
Credit Cards	Low rate	Representative APR	11.90%	12.90%	Increased in line with median.
Credit Cards	Cashback & Reward c	Cashback in first year	£150.45	£152.51	Increased in line with mean.
Credit Cards	Cashback & Reward c	Cashback after first year	£132.38	£134.44	Increased in line with mean.
Credit Cards	Cashback & Reward c	Airmiles in first year	£799.18	£829.18	Increased in line with mean.
Credit Cards	Cashback & Reward c	Points in first year	£271.46	£268.28	Decreased in line with mean.
Credit Cards	Cashback & Reward c	Points after first year	£198.84	£199.54	Increased in line with mean.
Bank Accounts	Current accounts	Cost scenario	£14.74	£13.85	Decreased with top 17.5%
Bank Accounts	Basic accounts	Cost scenario	£13.16	£22.28	Increased with lower quartile
Bank Accounts	Basic accounts	Cost scenario	N/A	Foreign withdrawal input updated to three installments totalling £450 from three installments totalling £178	Updated figures with more recent foreign use data.
Bank Accounts	Basic accounts	Cost scenario	N/A	Foreign purchases input updated to three installments totalling £360 from three installments totalling £306.70	Updated figures with more recent foreign use data.
Bank Accounts	Current accounts	Cost scenario	N/A	Foreign withdrawal input updated to three installments totalling £450 from three installments totalling £178	Updated figures with more recent foreign use data.
Bank Accounts	Current accounts	Cost scenario	N/A	Foreign purchases input updated to three installments totalling £360 from three installments totalling £306.70	Updated figures with more recent foreign use data.
Bank Accounts	Overdrafts	Overdraft scenario 2 Rep	£5.80	£5.02	Decreased in line with median.
Bank Accounts	Overdrafts	Overdraft scenario 2 Max	£6.39	£5.80	Decreased in line with median.
Bank Accounts	Overdrafts	Overdraft scenario 3 Rep	£12.24	£10.04	Decreased in line with median.
Bank Accounts	Overdrafts	Overdraft scenario 3 Max	£12.77	£12.24	Decreased in line with median.
Bank Accounts	Premium accounts	Cost scenario	£246.15	£362.31	Increased with upper quartile
Bank Accounts	Premium accounts	Cost scenario	N/A	Foreign withdrawal input updated to three installments totalling £450 from three installments totalling £178	Updated figures with more recent foreign use data.
Bank Accounts	Premium accounts	Cost scenario	N/A	Foreign purchases input updated to three installments totalling £360 from three installments totalling £306.70	Updated figures with more recent foreign use data.
Bank Accounts	Premier accounts	Cost scenario	£282.90	£317.40	Increased with the top 15%.
Bank Accounts	Premier accounts	Cost scenario	N/A	Foreign withdrawal input updated to three installments totalling £450 from three installments totalling £178	Updated figures with more recent foreign use data.
Bank Accounts	Premier accounts	Cost scenario	N/A	Foreign purchases input updated to three installments totalling £360 from three installments totalling £306.70	Updated figures with more recent foreign use data.
Bank Accounts	Student accounts	Cost scenario	N/A	Foreign withdrawal input updated to three installments totalling £450 from three installments totalling £178	Updated figures with more recent foreign use data.
Bank Accounts	Student accounts	Cost scenario	N/A	Foreign purchases input updated to three installments totalling £360 from three installments totalling £306.70	Updated figures with more recent foreign use data.
Bank Accounts	Student accounts	Cost scenario	N/A	Removed sign-up incentives from cost scenario	We have excluded sign-up incentives to better reflect the longer term value of student accounts.
Bank Accounts	Student accounts	Cost scenario	£13.16	£24.28	Increased with lower quartile.
Savings accounts	Easy Access Accounts (£3000 or more)	AER score	AER score v	AER score was comprised of weekly AER difference to base rate over 36-months.	Extending the measurement window from 24 to 36 months better reflects the rate customers are likely to experience over a more realistic holding period, smoothing out short-term volatility and capturing longer-run pricing behaviour versus the base rate.

Sector	Product Type	Red Line	Was	Now	Rationale
Savings accounts	Easy Access Accounts (Less than £3000)	AER score	AER score v	AER score was comprised of weekly AER difference to base rate over 36-months.	Extending the measurement window from 24 to 36 months better reflects the rate customers are likely to experience over a more realistic holding period, smoothing out short-term volatility and capturing longer-run pricing behaviour versus the base rate.
Savings accounts	Easy Access Accounts (£3000 or more)	Rating bands	N/A	Widened rating bands for 1 to 3 star products	To better reflect current market pricing and improve differentiation among lower-performing savings accounts, ensuring products are assessed more proportionately while maintaining the separation of higher-rated offerings.
Savings accounts	Easy Access Accounts (Less than £3000)	Rating bands	N/A	Widened rating bands for 1 to 3 star products	To better reflect current market pricing and improve differentiation among lower-performing savings accounts, ensuring products are assessed more proportionately while maintaining the separation of higher-rated offerings.
Business credit cards	Reward Business Cre	Cashback Rewards in first year	£302.50	£280.00	Decreased in line with top 15%.
Business credit cards	Reward Business Cre	Airline Rewards in first year	£453.20	£487.50	Increased with upper quartile
Business credit cards	Reward Business Cre	Airline Rewards after first year	£363.20	£440.00	Increased with upper quartile