

Lloyds Banking Group plc
Form 6-K
August 12, 2009

**SECURITIES AND EXCHANGE COMMISSION
Washington, D.C.20549**

FORM 6-K

**Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934**

12 August, 2009

LLOYDS BANKING GROUP plc
(Translation of registrant's name into English)

**5th Floor
25 Gresham Street
London
EC2V 7HN
United Kingdom**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F..X..Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

YesNo ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule
12g3-2(b): 82- _____

Index to Exhibits

Item

No. 1 Regulatory News Service Announcement, dated 12 August 2009

re: Asset Management Plans Announced

77
/
09

12

August
2009

**LLOYDS BANKING GROUP
ANNOUNCES ASSET MANAGEMENT
PLANS**

Lloyds Banking Group announced today that it has concluded a strategic review of its asset management businesses which will lead to some structural changes in the business

, including the sale of Insight Investment Management Limited (Insight)

.
The Group has a strong investment management business and is the largest bancassurance provider in the UK

. It sees significant opportunities to build on its success given its investment expertise, strong brands and range of highly effective distribution channels

.
The main conclusions of the strategic review are:

- The Group intends to transfer the investment management of the funds sourced from the Group's Halifax and Bank of Scotland bancassurance businesses, the Bank of Scotland wealth management operation and the Clerical Medical intermediary franchise from Insight Investment to Scottish Widows Investment Partnership (SWIP).

- SWIP will become a centre of excellence for the Group's asset management activity. Based in Edinburgh, SWIP currently has £83 billion of assets under management and, after the intended transfer of approximately £42 billion from Insight, this will increase to approximately £125 billion.

- Separately, and independently of this transfer, the Group is announcing an agreement in principle to sell Insight Investment to The Bank of New York Mellon Corporation.

This sale will comprise Insights's external fund management operation which manages assets of

approximately £80

billion for pension schemes, third party distributors, intermediaries and other corporates.

The deal, for a total consideration of £235 million, comprising cash consideration of £200

million and equity consideration of £35 million, is expected to complete in the final quarter of this year.

SWIP

**- a
centre of excellence**

for asset management

Bringing together the Group's asset management business under SWIP

will
provide significant scale benefits and reinforce
SWIP's
position as a dynamic research-driven asset manager, providing a broad range of high quality products to
both
the
Group
's insurance and wealth clients
and

,
equally importantly

,
its

external clients.

Under the
leadership
of
Dean Buckley

,
the Group
expect

s
to increase
its
investment management
capability
in

Edinburgh
over time to reflect the enlarged scale of
SWIP's
business.

Consultation

The Group is consulting
with
the unions about the sale and the transfer

.
Until these consultations are complete, the precise colleague impact will not be known. However, it is
anticipated that as part of this
asset
management consolidation there
will be some role reductions.

**Jo Dawson, Wealth and
International Director,
Lloyds Banking Group said:**

"
As Lloyds Banking Group continues to develop and grow, both in the
UK

and internationally
, it was essential that
we undertook a thorough and robust
review of our asset management businesses
and future plans

. Both SWIP and Insight are strong and well established asset managers but we believe Insight is better
able to focus on developing its specialist
external franchise outside the Group.

SWIP has been
managing funds successfully for Lloyds
TSB customers since 2000 as well as for a growing range of
alliances, joint ventures and clients
both in the
UK
and abroad.

By positioning
SWIP as
a centre of excellence for the Group's
asset management
activity we will
create strong and sustainable value for our clients
and shareholders

."

For further information:

Investor Relations

Michael Oliver

+44 (0) 20 7356 2167

Director of Investor Relations
Email: michael.oliver@ltsb-finance.co.uk

Douglas Radcliffe

+44 (0) 20 7356 1571

Senior Manager, Investor Relations
Email: douglas.radcliffe@ltsb-finance.co.uk

Media Relations

Shane O'Riordain

+44 (0) 20 7356 1849

Group Communications Director
Email: shane.o'riordain@lloydsbanking.com

Mark Elliott

+44 (0) 20 7356 1517

Head of Media Relations
Email: markelliott@hbosplc.com

FORWARD LOOKING STATEMENTS

This announcement contains forward looking statements with respect to the business, strategy and plans of the Lloyds Banking Group, its current goals and expectations relating to its future financial condition and performance.

By their nature, forward looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future.

The Group's actual future results may differ materially from the results expressed or implied in these forward looking statements as a result of a variety of factors, including UK domestic and global economic and business conditions, the ability to derive cost savings and other benefits as well as to mitigate exposures from the acquisition and integration of HBOS, risks concerning borrower quality, market related trends and developments, changing demographic trends, changes in customer preferences, changes to regulation, the policies and actions of governmental and regulatory authorities in the UK or

jurisdictions outside the UK, including other European countries and the US, exposure to regulatory scrutiny, legal proceedings or complaints, competition and other factors.

Please refer to the latest Annual Report on Form 20-F filed with the US Securities and Exchange Commission for a discussion of such factors.

The forward looking statements contained in this announcement are made as at the date of this announcement, and the Group undertakes no obligation to update any of its forward looking statements.

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

LLOYDS BANKING GROUP plc
(Registrant)

By: M D Oliver

Name: M D Oliver

Title: Director of Investor

Relations

Date: 12 August 2009