

The complaint

Mr F complained about Halifax Share Dealing Limited trading as Lloyds Bank Direct Investments (Lloyds). He said it didn't carry out his instructions, when he contacted it in 2021 to invest his money into shares. He said it made mistakes and because of this he has incurred a loss. He would like Lloyds to put things right.

What happened

Mr F has a trading account with Lloyds. He called Lloyds on 18 May 2021, with the intention to invest £60,000, it seems equally across 3 companies: Tui, IAG and Lloyds Bank.

Mr F said he was told he could only invest £30,000 on 18 May 2021, as that was the highest amount that his bank would transfer to his trading account on any given day. So, he decided to invest what he could on that day, and then on 19 May 2021 he invested the remaining £30,000. He provided his instructions over the 2 days, but ended up with £30,000 worth of TUI shares, £10,000 IAG and £20,000 Lloyds Bank shares. He said this was not what he wanted and since then, he has incurred a loss. He complained to Lloyds about this.

Lloyds said in response that it had made no errors. It said it carried out Mr F's instructions on 18 and 19 May 2021 as he had requested. It said on 18 May 2021 his instruction was for £20,000 to be invested in Tui shares and £10,000 in IAG. It said the following day, Mr F instructed it to invest £10,000 in Tui and £20,000 in Lloyds shares. It said it did what he asked. It said there were no grounds for it to uphold Mr F's complaint.

Mr F was not happy with Lloyds's response and referred his complaint to our service.

An investigator looked into Mr F's complaint. She said that whilst the circumstances were unfortunate, she did not believe Lloyds had treated Mr F unfairly.

The investigator then went on to explain what happened, on 18 and 19 May 2021. She had listened to a call and read a transcript. She said she could see that although he had set out to invest equally in the 3 companies, Mr F provided instructions to buy £30,000 in Tui, £10,000 in IAG and £20,000 in Lloyds. She said after reviewing the information provided, she couldn't uphold Mr F's complaint, as Lloyds hadn't done anything wrong.

Mr F did not agree with the investigator's view. So, because of this and because the parties are still not in agreement, Mr F's complaint has been passed to me, an ombudsman, to look into.

What I've decided – and why

I've considered all the available evidence and arguments to decide what's fair and reasonable in the circumstances of this complaint.

I have independently reviewed Mr F's complaint and have arrived at the same outcome as the investigator, for the same reasons. I will explain why.

I have listened to call recordings, including of when Mr F initially called our service to explain his complaint and what he thought went wrong, when he tried to invest £60,000 with Lloyds.

I have also read call notes that Lloyds has submitted and looked through dealing sheets that were generated from the orders that were placed on 18 May 2021 and 19 May 2021.

After listening to what Mr F has said to our service about his complaint, I can hear that clearly he doesn't think Lloyds carried out his instructions and that it has made mistakes in how it has invested his money. But I haven't on balance, seen that this was the case.

Lloyds provided 1 call recording from the time and also transcribed what was said in both phone calls. I appreciate Mr F said there was an additional phone that happened later on 18 May 2021, by Lloyds to him, but I have not seen a record of this taking place.

After listening to the call and also reading the transcription, I am persuaded by what Lloyds has said on this occasion. It looks like Mr F's intentions were that he wanted to invest £60,000 in 3 companies when he called it on 18 May 2021 but was informed that his bank would only allow £30,000 to be transferred a day. Mr F then placed instructions to carry out some of what he wanted to do, this being £20,000 in Tui and £10,000 in IAG. I can see that Lloyds carried out Mr F's instructions and dealing sheets for both, show that the same denomination of money was invested in each company on the day the instructions were given.

Then, according to Lloyds notes, Mr F called back on 19 May 2021 and provided instructions to it to invest £10,000 in Tui and £20,000 in Lloyds. I haven't been able to listen to this call recording, so have instead placed some weight on what Lloyds has transcribed from this call. It said Mr F asked it to carry out the two orders. I have seen deal sheets for this from that date. So, it looks like, based on what I have in front of me, that Lloyds carried out what Mr F asked it to do. I appreciate Mr F now says this was wrong, and that it was his intention all along to do something different, and I think, this meant he was trying to invest equally between the three companies, but instead invested more than he wanted to in Tui, but I don't think this was because of any mistakes made by Lloyds. In short, I think it carried out Mr F's instructions as he had asked it to do during the phone calls, when it came to him placing the orders to invest.

Lloyds was carrying out an execution only service for Mr F, and as far as I can see after reviewing what it did here, carried out his instructions during the phone calls on 18 and 19 May 2021, according to the terms and conditions of his account. I think, unfortunately for Mr F, even though he told it what his intentions were, when it came to placing his orders, on balance, he asked it to invest in different amounts to what he intended, and Lloyds carried out these instructions to the letter. I don't find that it did anything wrong here or treated Mr F unfairly – rather it was providing the service that Mr F had signed up for. So, as I haven't found Lloyds has made any mistakes, it follows that I won't be asking it to do anything further.

I appreciate that my decision will be disappointing for Mr F but based on everything I have read and the findings I have given, I don't uphold his complaint.

My final decision

My final decision is that I do not uphold Mr F's complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr F to accept or reject my decision before 5 March 2025.

Mark Richardson
Ombudsman