

The complaint

Mr S has complained that The Co-operative Bank Plc ("Co-op Bank") didn't pay him a £25 incentive.

What happened

In May 2025, Mr S switched his current account to Co-op Bank, however after doing so - at a time when a 'Switch and Stay' incentive was applicable - Mr S complained to Co-op Bank because he didn't receive a £25 'Stay' incentive payment.

Co-op Bank considered Mr S's complaint and explained that the reason why he didn't receive the incentive payment was because, after he'd received the £100 Switch incentive, he needed to pay £1,000 into his account for each month that Mr S was eligible to receive a Stay incentive payment. And Mr S had failed to do that. To resolve his complaint, Co-op Bank paid Mr S the £25 Stay incentive payment as a gesture of goodwill.

After Mr S referred his complaint to this service, one of our investigators assessed the complaint and they didn't uphold the complaint. They concluded that the reason why Mr S had not received the payment was because he had not adhered to the requirements of the switching incentive. But they acknowledged that Co-op Bank had paid Mr S the incentive payment as a gesture of good will and concluded that was a reasonable way for matters to be resolved.

As Mr S didn't accept the investigator's assessment, the matter was referred for an ombudsman's decision.

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.

Having reviewed everything, I don't uphold this complaint for broadly the same reasons that the investigator gave. I will explain why.

The Switch and Stay incentive that the Co-op Bank was running at the time that Mr S switched to Co-op Bank included two elements. Firstly, if a consumer switched their account to Co-op Bank and met the 'Switch' incentive criteria, they are paid £100. I can see that Mr S received the £100 Switch incentive.

If the consumer met the requirements of the Switch incentive, they could then earn £25 in the following three months as part of the 'Stay' incentive. In Mr S's case, he met most of the criteria in the first month of the Stay incentive. But unfortunately, he didn't credit £1,000 into his account – which was one of the requirements of the Stay incentive.

When Mr S raised this with Co-op Bank, he said that it wasn't made clear that he had to keep paying in £1,000 in the following months (after the Switch incentive) to also earn the Stay incentive.

I have reviewed the terms of the Switch and Stay incentive. Overall, I'm satisfied that it is made reasonably clear that to earn the Stay incentive, the account holder does need to *keep paying* in £1,000 in each month, following the Switching incentive being paid.

As such, whilst I appreciate that Mr S may have found this unclear, I don't think that Co-op Bank acted unfairly or unreasonably. And in any event, Co-op Bank paid Mr S the £25 Stay incentive as a gesture of goodwill. So even if I were to conclude that Co-op Bank had done something wrong (and had not made the requirements of the Stay incentive clear enough), I'm satisfied that it took reasonable actions to put Mr S back in the position he would've been in, had he understood what was required to meet the Stay incentive terms and conditions.

Therefore, I don't think that Co-op Bank needs to do anything further in relation to this complaint.

My final decision

Because of the reasons given above, I don't uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr S to accept or reject my decision before 28 October 2025.

Thomas White
Ombudsman