

The complaint

Mr B complains that National Westminster Bank Public Limited Company (“NatWest”) failed to pay him a cash incentive for switching his bank account to it.

What happened

Mr B had a bank account with a high street bank and switched this to a NatWest account in May 2025. He expected to receive a £150 incentive payment from NatWest following the account switch. When this was not forthcoming, Mr B contacted NatWest and was told he was not eligible to receive the incentive as he had received it on a previous occasion in 2022. So Mr B complained to NatWest.

NatWest did not uphold Mr B’s complaint. It said that while Mr B met the criteria and timescales for the incentive, its terms said he was not entitled to the payment as he received the £150 switching incentive in the past and he could not receive the same benefit again.

Mr B remained unhappy with what NatWest said and so brought his complaint to this Service. He said that the information he found on the NatWest website did not state that this exclusion applied. He asked for the £150 to be paid to him. Mr B provided this Service with screenshots showing details of the switcher offer.

Our Investigator did not uphold Mr B’s complaint as he said he felt NatWest had made it clear in the terms that consumers who had previously received a switch incentive from NatWest would not be eligible.

Mr B was unhappy with the outcome reached by our Investigator, so this came to me for a 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.

Although not disputed by Mr B, for completeness, I have first of all looked at whether Mr B received the earlier switcher payment. NatWest has provided records that show an account switch was completed in mid-2022 and £150 was paid into Mr B’s account. So, I’m satisfied Mr B has previously received this incentive from NatWest.

When he brought his complaint to this Service Mr B provided information that he had found on NatWest’s website about the switcher incentive. He said this made no mention of consumers being excluded from the incentive if they had previously received a switcher payment.

I’ve considered this information and can see that what Mr B provided was a NatWest press release outlining the details of the incentive. I agree that this press release did not make mention of the switcher payment being unavailable to consumers who had previously received a switcher payment. But it does say that the information in the press release was

intended solely for the media and should not be relied on by consumers to make financial decisions. It went on to say that terms and conditions applied to any products and services mentioned in press releases.

Of greater relevance here is that a link to the main NatWest website was also provided, where accounts could be opened online. I can see that when consumers went online to open an account they were presented with a full copy of the switcher terms, and these make it clear that if any party attached to an account has previously received cash from a NatWest switcher offer, then the £150 will not be paid to the account. Once presented with these terms, consumers would be expected to read them fully.

So I'm satisfied that NatWest provided enough information for Mr B, prior to the opening of the account, for him to be aware of the qualifying criteria for the incentive payment and in what circumstances he would not qualify.

I know my decision will disappoint Mr B, but I'm satisfied that NatWest did not make any errors when it told Mr B that he was not entitled to the incentive payment.

My final decision

For the reasons outlined above, I do not uphold this complaint.

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

Martina Ryan
Ombudsman