

25 January 2010

ISA season kicks off early

Traditionally ISA season starts to gather pace in mid February, but this year things appear to have started early.

Since the start of the year, new and/or revised products have been launched by, amongst others Alliance & Leicester, Birmingham Midshires, Chelsea BS, Leeds BS, The Post Office and Santander.

Providers still appear to want to tie savers' money in, resulting in the number of fixed rate ISAs on offer more than doubling in the last year from 39 to 84.

However, providers do appear to be listening to savers' demands for short term commitments, as 68% of all fixed rate ISAs available are for terms of two years or less.

Cash ISA Selections

Provider	Account	Rate	Introductory Bonus	Notice/Term	Min Investment
Top Variable Rate Cash ISAs					
Manchester BS	Premier ISA Issue 4	3.01%	Rate includes a 1.00% bonus for 12 months	60 Days	£1,000
Newcastle BS	Reward Saver ISA	3.00%	Rate includes a 1.00% bonus for 12 months	120 Days	£500
Buckinghamshire BS	Monthly Income 180 Day 12 Cash ISA	2.82%	N/A	180 Days	£100
Top One Year Fixed Cash ISAs					
Bank of Cyprus UK	Cash ISA Bond 2 nd Issue	3.33%	N/A	1 Year	£1
United Trust Bank	1 Year Fixed Cash ISA (Transfers in only)	3.25%	N/A	1 Year	£500
Cheshire BS	12 Month Fixed Rate ISA	3.00%	N/A	1 Year	£1,000
Source: Moneyfacts.co.uk 25.01.10					

Michelle Slade, spokesperson for Moneyfacts.co.uk commented:

"As the new ISA season gets underway, savers will be hoping that this year will be as competitive as ever, bringing with it increasing rates.

"Demand for savers' money caused rates to rise during most of 2009, but with restrictions on how much can be invested, ISAs rates showed limited benefit.

"For the first time since their launch in 1999, the top variable ISA rate is lower than that on a standard variable savings account.

"However, the tide has turned and ISAs are seeing rates increase, while other savings rates are being cut.

"ISA savers will be further cheered as the increased cash ISA allowance of £5,100 is opened up to all savers from the start of the new tax year and not just the over 50s.

"The tax free element of ISAs is a real incentive to savers and is the reason they remain many savers' first port of call."

About Moneyfacts.co.uk

Moneyfacts.co.uk is the UK's leading **independent** provider of personal finance information. For the last 21 years, Moneyfacts' information has been the key driver behind many personal finance decisions, from the Treasury and the Bank of England to the high street.

Our increasingly popular consumer website www.moneyfacts.co.uk **helps customers make better financial decisions** and gives them the ability to check the latest best buy products and to search the **whole market** for products that suit their individual circumstances.

Moneyfacts.co.uk also supplies best buy charts to many of the UK national and regional newspapers, with a total weekly readership in excess of 22,000,000. Moneyfacts.co.uk also provides the personal finance data that powers many UK online comparison websites.

Our dedicated research experts produce three monthly publications as well as providing real time news and data services to the majority of banks and building societies. Additional information can be found at www.moneyfactsgroup.co.uk.

Contact us...

Looking for extra comment, a chart or more information, then please give us a call. We are always more than happy to help.

Press Office	Darren Cook Head of Press & PR Michelle Slade Press Officer Louise Holmes Press Officer/Administrator	01603 476207 dcook@moneyfacts.co.uk 01603 476454 mslade@moneyfacts.co.uk 01603 476204 lholmes@moneyfacts.co.uk
	Darren Cook Head of Press & PR Michelle Slade Press Officer	07803 899935 07803 145643
Out of hours		
Follow us at: http://twitter.com/MoneyfactsPress An ISDN line is available for broadcast: 01603 230551		