



L&G's Ignite platform adds Cumberland Building Society as lender partner

L&G's Ignite platform has announced the addition of Cumberland Building Society as a lender partner, giving brokers access to the society's residential and holiday let mortgage products.

Brokers can now instantly compare The Cumberland's products directly within the Ignite platform, making it easier to find the right solutions for their clients' individual needs.

The integration also allows brokers to review the society's lending criteria and generate ESIS documents seamlessly.

Cumberland Building Society, which is celebrating its 175th anniversary this year, specialises in holiday let mortgages, limited company buy to let, and residential lending, with products up to 95% LTV. The society offers brokers a named relationship manager service to address their needs.

The society's holiday let mortgages are available to brokers across the UK. Its residential mortgages are accessible to brokers based in Cumbria, South West Scotland, North Lancashire, and parts of Northumberland, but they can submit applications for clients and properties located anywhere in the UK.

Kelly Bretherton, Head of Ignite at L&G's Mortgage Services business: "We're committed to helping brokers find the right lender and mortgage solutions for their clients' individual needs. That's why we're excited to welcome the Cumberland Building Society to the Ignite platform, giving brokers seamless access to their products."

Grant Seaton, Head of Intermediaries at The Cumberland: "Working with a major name like L&G is a real step forward for us. It gives more brokers direct access to our deep knowledge of the specialist holiday let sector drawn from over 20 years of lending and our dynamic residential products. This partnership will also bring our kinder banking ethos and service approach to a wider group of advisers."

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at HY25) of which c. 43% (c. £0.5 trillion) is international. We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our 12.4 million customers throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

As at the first half of 2025, our workplace pension platform served 5.6 million members, with net flows of £4 billion. Retail annuity sales were £745 million and lifetime mortgage advances (including retirement interest only mortgages) were £104 million. Our retail protection gross premium income was £771 million.

About The Cumberland

2025 marks The Cumberland Building Society's 175th anniversary.

Based in Carlisle, and established in 1850, The Cumberland is the UK's 10th largest building society, serving 160,000 customers through its digital channels, Carlisle-based call centre and network of 31 branches.

The Cumberland was one of the first lenders to offer a specialist holiday let mortgage product and has been lending to hospitality business owners across the UK for over 20 years.

With a dedicated Intermediary Lending team established in 2021, The Cumberland offers Holiday Let lending for brokers across the UK. Distribution of Residential lending is currently restricted to specific geographical areas.

Find out more: <https://www.cumberland.co.uk/intermediaries>

Further information

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