

Lloyds Banking Group plc
Form 6-K
January 21, 2010

**SECURITIES AND EXCHANGE COMMISSION
Washington, D.C.20549**

FORM 6-K

**Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934**

21 January, 2010

LLOYDS BANKING GROUP plc
(Translation of registrant's name into English)

**5th Floor
25 Gresham Street
London
EC2V 7HN
United Kingdom**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F..X..Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

YesNo ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule
12g3-2(b): 82- _____

Index to Exhibits

Item

No. 1 Regulatory News Service Announcement, dated 21 January, 2010

re: Director/PDMR Shareholding

Annex DTR3

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

All relevant boxes should be completed in block capital letters.

1. Name of the issuer

LLOYDS BANKING GROUP plc

2. State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2 R,

(ii) a disclosure made in accordance LR 9.8.6R(1) or

(iii) a disclosure made in accordance with section 793

of the Companies Act (2006).

(i)

3. Name of person discharging managerial responsibilities/director

A.

J.E. DANIELS
(EXECUTIVE DIRECTOR)

B.

A.G. KANE
(EXECUTIVE DIRECTOR)

C.

G.T. TATE
(EXECUTIVE DIRECTOR)

D.

T.J.W. TOOKEY
(EXECUTIVE DIRECTOR)

E.

H.A. WEIR
(EXECUTIVE DIRECTOR)

F.

A.S. RISLEY
(PDMR)

G.

4. State whether notification relates to a person connected with a person discharging managerial

responsibilities/director named in 3 and identify the

connected person

N

/

A

C.F. SERGEANT
(PDMR)

- | | |
|--|---|
| <p>5. Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a nonbeneficial interest</p> <p>NOTIFICATION RELATES TO THE PERSONS NAMED IN 3 ABOVE</p> <p>7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them</p> <p>A.
J.E. DANIELS</p> <p>B.
A.G. KANE</p> <p>C.
G.T. TATE</p> <p>D.
T.J.W. TOOKEY</p> <p>E.
H.A. WEIR</p> <p>F.
A.S. RISLEY</p> <p>G.
C.F. SERGEANT</p> <p>SEE APPENDIX FOR MORE INFORMATION</p> <p>9. Number of shares, debentures or financial instruments relating to shares acquired</p> <p>A.
270</p> <p>B.
270</p> <p>C.
271</p> | <p>6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares</p> <p>ORDINARY SHARES OF 10P EACH</p> <p>8. State the nature of the transaction</p> <p>MONTHLY SHARE PURCHASE
UNDER
THE LLOYDS TSB GROUP SHAREPLAN</p> <p>10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>N/A</p> |
|--|---|

D.

270

E.

270

F.

270

G.

270

11. Number of shares, debentures or financial instruments relating to shares disposed

N/A

12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

N/A

13. Price per share or value of transaction

57.2

p

PER SHARE

14. Date and place of transaction

20

JANUARY

20

10

LONDON

15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

SEE APPENDIX FOR MORE INFORMATION

TOTAL PERCENTAGE HOLDING IS MINIMAL

16. Date issuer informed of transaction

21

JANUARY 2010

If a person discharging managerial responsibilities has been granted options by the issuer

complete the following boxes

- | | |
|---|--|
| 17. Date of grant
- | 18. Period during which or date on which exercisable
- |
| 19. Total amount paid (if any) for grant of the option
- | 20. Description of shares or debentures involved (class and number)
- |
| 21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
- | 22. Total number of shares or debentures over which options held following notification
- |
| 23. Any additional information
- | 24. Name of contact and telephone number for queries
SANDRA ODELL - 020 7356 1169 |

Name of authorised official of issuer responsible for making notification

SANDRA ODELL
HEAD OF GOVERNANCE & POLICY

Date of notification

21
JANUARY 2010

Notes:

This form is intended for use by an issuer to make a RIS notification required by DR 3.3.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

APPENDIX

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

Section 7

- Name of registered shareholders(s) and, if more than one, the number of shares held by each of them.

(a) J.E. Daniels	2,544,448
Equiniti	13,
Corporate Nominees Limited a	368
/c AESOP1	
Conditional award of shares	5,540,205
- L	
loyds TSB long-term incentive plan	

(b) A.G. Kane	1,129,312
Equiniti Corporate Nominees Limited a	13,
/c AESOP1	368
L R Nominees Limited	5,480

(LTSB ISA)

Mrs. D.M. Kane/Muirhead	76,800
Conditional award	3,075,318
of shares -	
Lloyds TSB long-term incentive plan	

(c) G.T. Tate	514,734
Equiniti Corporate Nominees Limited a	11,
/c AESOP1	327
Conditional award	3,430,473
of shares -	
Lloyds TSB long-term incentive plan	

(d) T.J.W. Tookey	90,125
Equiniti Corporate Nominees Limited a	7,
/c AESOP1	602
Conditional award	2,331,846
of shares -	
Lloyds TSB long-term incentive plan	

(e) H.A. Weir	388,615
Equiniti Corporate Nominees Limited a	8,
/c AESOP1	940
L R Nominees Limited	27,607

(LTSB ISA)

Conditional award	3,342,100
of shares -	
Lloyds TSB long-term incentive plan	

(f) A.S. Risley	113,578
Equiniti Corporate Nominees Limited a /c AESOP1	6,264
Conditional award of shares - Lloyds TSB long-term incentive plan	1,747,424

(g) C.F. Sergeant	179,943
Equiniti Corporate Nominees Limited a /c AESOP1	10,844
HSDL Nominees Limited	3,098
Conditional award of shares - Lloyds TSB long-term incentive plan	2,034,963

Section 15

- Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

(a) J.E. Daniels	2,544,448
Equiniti Corporate Nominees Limited a /c AESOP1	13,638
Conditional award of shares - Lloyds TSB long-term incentive plan	5,540,205

(b) A.G. Kane	1,129,312
Equiniti Corporate Nominees Limited a /c AESOP1	13,638
L R Nominees Limited	5,480

(LTSB ISA)

Mrs. D.M. Kane/Muirhead	76,800
Conditional award of shares - Lloyds TSB long-term incentive plan	3,075,318

(c) G.T. Tate	514,734
Equiniti Corporate Nominees Limited a/c AESOP1	11,598
Conditional award of shares	3,430,473
-	
Lloyds TSB long-term incentive plan	

(d) T.J.W. Tookey	90,125
Equiniti Corporate Nominees Limited a/c AESOP1	7,872
Conditional award of shares	2,331,846
-	
Lloyds TSB long-term incentive plan	

(e) H.A. Weir	388,615
Equiniti Corporate Nominees Limited a/c AESOP1	9,210
L R Nominees Limited	27,607
(LTSB ISA)	
Conditional award of shares	3,342,100
-	
Lloyds TSB long-term incentive plan	

(f) A.S. Risley	113,578
Equiniti Corporate Nominees Limited a/c AESOP1	6,534
Conditional award of shares	1,747,424
-	
Lloyds TSB long-term incentive plan	

(g) C.F. Sergeant	179,943
Equiniti Corporate Nominees Limited a/c AESOP1	11,114
HSDL Nominees Limited	3,098
Conditional award of shares	2,034,963
-	
Lloyds TSB long-term incentive plan	

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

LLOYDS BANKING GROUP plc
(Registrant)

By: M D Oliver

Name: M D Oliver

Title: Director of Investor

Relations

Date: 21 January, 2010