

SECURITIES AND EXCHANGE COMMISSION

FORM 6-K

Current report of foreign issuer pursuant to Rules 13a-16 and 15d-16 Amendments

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GOVERNOR & CO OF THE BANK OF IRELAND

CIK: **1022575** | IRS No.: **132687269** | Fiscal Year End: **0331**
Type: **6-K** | Act: **34** | File No.: **001-14452** | Film No.: **13524400**
SIC: **6029** Commercial banks, nec

Mailing Address
*LOWER BAGGOT ST
DUBLIN IRELAND L2 00000*

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DUBLIN 2 IRELAND L2 00000
35316043402*

**SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549**

FORM 6-K

Report of Foreign Issuer

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

For 11 January 2013

**The Governor and Company of the
Bank of Ireland
Head Office
40 Mespil Road
Dublin 4
Ireland**

Indicate by check mark whether the registrant files or will file annual reports under cover of 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.

Yes No X

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

STANDARD FORM TR-1

VOTING RIGHTS ATTACHED TO SHARES– ARTICLE 12(1) OF DIRECTIVE 2004/109/EC

FINANCIAL INSTRUMENTS – ARTICLE 11(3) OF THE COMMISSION DIRECTIVE 2007/14/EC

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: **Bank of Ireland**

2. Reason for the notification (please tick the appropriate box or boxes):

an acquisition or disposal of voting rights

an acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached

an event changing the breakdown of voting rights

other;

3. Full name of person(s) subject to the notification obligation: **FMR LLC**

4. Full name of shareholder(s) (if different from 3.):

5. Date of the transaction and date on which the threshold is crossed or reached: **10th January 2013**

6. Date on which issuer notified; **11th January 2013**

7. Threshold(s) that is/are crossed or reached: **8%**

8. Notified details:

A) Voting rights attached to shares						
Class/type of shares (if possible using the ISIN CODE)	Situation previous to the Triggering transaction		Resulting situation after the triggering transaction			
	Number of Shares	Number of Voting rights	Number of shares		% of voting rights	
			Indirect	Direct	Indirect	Direct
IE0030606259	2,412,635,336	2,412,635,336	2,410,135,336		2,410,135,336	7.99
SUBTOTAL A (based on aggregate voting rights)	2,412,635,336	2,412,635,336	2,410,135,336	2,410,135,336		7.99

B) Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration Date	Exercise/ Conversion Period/ Date	Number of voting rights that may be acquired if the instrument is exercised/ converted	% of voting rights
SUBTOTAL B (in relation to all expiration dates)				

Total (A+B)	number of voting rights	% of voting rights
	2,410,135,336	7.99

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

Custodian	Advisor	Total
BROWN BROTHERS HARRIMAN AND CO	FMRC-FIDELITY MANAGEMENT & RESEARCH COMPANY INC.	620,500,040
	FMR-FIDELITY MANAGEMENT AND RESEARCH	1,676,601,250
CITIBANK NA (C)	FMR-FIDELITY MANAGEMENT AND RESEARCH	124,509
JPMORGAN CHASE BANK	FMR-FIDELITY MANAGEMENT AND RESEARCH	21,903
MELLON BANK NA (C)	FMR-FIDELITY MANAGEMENT AND RESEARCH	999,155
	SAI-STRATEGIC ADVISERS GROUP	10,600
STATE STREET BANK AND TR CO	FMR-FIDELITY MANAGEMENT AND RESEARCH	111,877,879
Grand Total		2,410,135,336

10. In case of proxy voting: Number of voting rights proxy holder will **cease to hold** is **2,500,000**

11. Additional information:

Done at Dublin on 11 January 2013

Contact: Helen Nolan, Group Secretary

Telephone: +353 (0) 76 623 4710

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 authorised.

**The Governor and Company
of the Bank of Ireland**

**Helen Nolan
Group Secretary**

Date: 11 January 2013

