



# UK Business Digital Index 2016

Benchmarking the digital maturity of small businesses and charities in the UK

In association with  
**accenture**  
High performance. Delivered.

In partnership with  
**Doteveryone**



## SPOTLIGHT ON SMALL BUSINESSES IN THE WEST MIDLANDS



Digital Index Score 2016  
**53** points  
UK Average: 54

Change since 2015  
**+4** points

### POSITIVES

**73%**  
Make payments online  
UK Average: 75%

**55%**  
Take payments online  
UK Average: 55%

**22%**  
Use digital to trade overseas  
UK Average: 21%

**41%**  
Create social media communities  
UK Average: 45%

### CHALLENGES

**48%**  
Have no basic digital skills  
UK Average: 38%

**48%**  
Have no website  
UK Average: 49%

**67%**  
Invest nothing in digital skills  
UK Average: 66%

**68%**  
Still need to invest in cyber security  
UK Average: 69%

“Across the region many of our small businesses are embracing digital, with nearly three-quarters buying online over half taking online payments.

With almost a quarter also using digital to trade overseas, this is really positive progress.

There is, however, still an opportunity to do more. Half of small businesses still don't have a website or invest any money in developing their digital skills.

As a result of this Index we can now share even more great insight with small businesses across the region and better understand what we can do in this area to support them and help them grow.”



**Martin Dodd**

Group Ambassador to the West Midlands  
Lloyds Banking Group

## UK FINDINGS FOR SMALL BUSINESSES AND CHARITIES



38% of small businesses  
and 49% of charities lack  
Basic Digital Skills

28%

Charities that are more digitally  
mature are 28% more likely to  
report an increase in funding than  
those who aren't



The number of charities accepting  
online donations has more than  
doubled since 2015



The most digital small businesses  
are twice as likely to report increase  
in turnover than the least digital

£0

78% of sole traders invest no  
money in digital skills



Only 1 in 5 small businesses use  
digital to support their trade  
overseas



For more information, including the methodology and full report, please visit:  
[www.lloydsbank.com/businessdigitalindex](http://www.lloydsbank.com/businessdigitalindex)



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