



# 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 EAST OF ENGLAND



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

Change since 2015  
**+11** points

### POSITIVES

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

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

**25%**  
Use digital to trade overseas  
UK Average: 21%

**46%**  
Create social media communities  
UK Average: 45%

### CHALLENGES

**41%**  
Have no basic digital skills  
UK Average: 38%

**52%**  
Have no website  
UK Average: 49%

**68%**  
Invest nothing in digital skills  
UK Average: 66%

**73%**  
Still need to invest in cyber security  
UK Average: 69%



“At Lloyds Bank, we focus on supporting our clients to grow their businesses, and make the most of new opportunities.

It’s great to see that in the East of England, a quarter of our small businesses are already using digital to help them trade overseas. Better use of digital not only opens up new markets, suppliers and customers, but also enables small businesses to access a host of information which can help support them in taking this next step.

However, there is still an opportunity to do more, with over half of these organisations without a website or investing any money in developing their digital skills.

The Index provides a great opportunity to go out and talk to our local small businesses to see what we can all do to support them and help them grow.”



**Gareth Oakley**  
Group Ambassador to the East of England  
Lloyds Banking Group

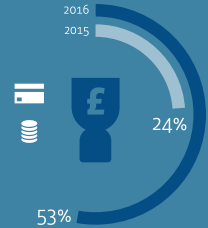
## UK FINDINGS FOR SMALL BUSINESSES AND CHARITIES



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

