



# UK Business Digital Index 2016

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

In association with  
**accenture**  
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**Doteveryone**



## SPOTLIGHT ON SMALL BUSINESSES IN THE NORTH EAST



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

Change since 2015  
**+6** points

### POSITIVES

**72%**  
Make payments online  
UK Average: 75%

**54%**  
Take payments online  
UK Average: 55%

**14%**  
Use digital to trade overseas  
UK Average: 21%

**43%**  
Create social media communities  
UK Average: 45%

### CHALLENGES

**39%**  
Have no basic digital skills  
UK Average: 38%

**54%**  
Have no website  
UK Average: 49%

**57%**  
Invest nothing in digital skills  
UK Average: 66%

**71%**  
Still need to invest in cyber security  
UK Average: 69%

# LOCAL CASE STUDY

## Facebook success for local ME charity



Social media had never really made it to the top of the To Do list for ME North East - a busy regional charity supporting ME sufferers and carers. But then they got the opportunity to do some training with a social tech charity through the Lloyds Enhance Programme - and they have not looked back since.

“It was a whole new world to me”, explains Chief Executive Jennifer Elliott, “yet in a short space of time we’re already reaping the benefits. Our Facebook feed now covers many streams of work, from latest research information at home and abroad, details of groups and workshops, local stories and our fundraising events.”

“The best thing is that unlike a newsletter, Facebook isn’t just one way. We can respond to enquiries and actually talk to people about our posts. In fact our Facebook messages have pretty much overtaken email. It’s instant and immediate, and sometimes our audience really needs that.”

Facebook has proved very popular with our ME members as an easy way to communicate. As Jennifer explains: “People with ME often can’t get out, can’t travel to meetings, or find groups of people overwhelming. Online they can interact from the comfort of their own home at a time to suit them, and get support without any pressure, stress or special effort. That’s pretty powerful.”

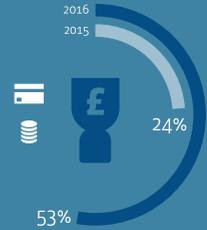
## UK FINDINGS FOR SMALL BUSINESSES AND CHARITIES



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

