



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 SOUTH WEST



Digital Index Score 2016
54 points
UK Average: 54

Change since 2015
+8 points

POSITIVES

74%
Make payments online
UK Average: 75%

54%
Take payments online
UK Average: 55%

23%
Use digital to trade overseas
UK Average: 21%

43%
Create social media communities
UK Average: 45%

CHALLENGES

37%
Have no basic digital skills
UK Average: 38%

48%
Have no website
UK Average: 49%

63%
Invest nothing in digital skills
UK Average: 66%

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

"I'm delighted to see some encouraging results from the Lloyds Bank Business Digital Index for the South West.

The research shows that many of our small businesses are embracing digital within their organisations, with three-quarters buying online and over half taking online payments.

Nearly one-quarter are now using digital to help them to trade overseas – this is a crucial step for our small businesses. However, there is still an opportunity to do more, with half of these organisations without a website and 37% lacking the basic digital skills needed to make the most of the internet.

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



Stephen Noakes
Group Ambassador to the South West
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

