



UK Business Digital Index 2016

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

In association with
accenture
High performance. Delivered.

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Doteveryone



SPOTLIGHT ON SMALL BUSINESSES IN YORKSHIRE & THE HUMBER



Digital Index Score 2016
53 points
UK Average: 54

Change since 2015
+9 points

POSITIVES

70%
Make payments online
UK Average: 75%

50%
Take payments online
UK Average: 55%

13%
Use digital to trade overseas
UK Average: 21%

44%
Create social media communities
UK Average: 45%

CHALLENGES

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

48%
Have no website
UK Average: 49%

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

66%
Still need to invest in cyber security
UK Average: 69%

LOCAL CASE STUDY

The Badger, Doncaster

Carl Lindley's career as the owner manager of a wine bar and craft ale house started on Facebook.

"I read people's comments, and it was clear that there was a real demand for an independent outlet selling craft beers and wines, and cooking artisan produce from local producers.

"I used Facebook as a platform to build interest and it all grew very organically from there. And when we opened our doors for the first time in September, 2015, there was a huge queue!"

Carl admits that he had no formal social media strategy setting out, but he believes that worked to his benefit. He said: "I'm not a social media guru, I learned as I went along, but I think that worked because people could see that it was a genuine passion of mine and not just a marketing exercise."

Now Carl plans to grow The Badger's social media presence and launch a website that will be used to market other sides to the business, like venue hire.



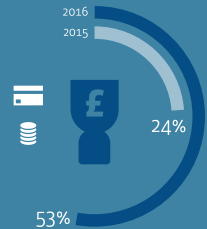
UK FINDINGS FOR SMALL BUSINESSES AND CHARITIES



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



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