



# UK Business Digital Index 2016

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

In association with



In partnership with



LLOYDS BANK

## SPOTLIGHT ON SMALL BUSINESSES IN THE NORTH WEST

Digital Index Score 2016

**54** points

UK Average: 54

Change since 2015

**+10** points



### POSITIVES

**75%**

Make payments online

UK Average: 75%

**49%**

Take payments online

UK Average: 55%

**19%**

Use digital to trade overseas

UK Average: 21%

**56%**

Create social media communities

UK Average: 45%

### CHALLENGES

**33%**

Have no basic digital skills

UK Average: 38%

**50%**

Have no website

UK Average: 49%

**70%**

Invest nothing in digital skills

UK Average: 66%

**68%**

Still need to invest in cyber security

UK Average: 69%



For more information, including the methodology and full report, please visit:

[www.lloydsbank.com/businessdigitalindex](http://www.lloydsbank.com/businessdigitalindex)



@LBGDigi #BizIndex16

# LOCAL CASE STUDY

## Fairy Godmothers' Pamper Palace Manchester

Fairy Godmothers' Pamper Palace is a one-stop pamper party shop that hosts celebrations for all ages. Rebecca, one of the founders, credits social media, and in particular Facebook, with driving the success of the business right from the start.



Rebecca says that, while Facebook is the first point of contact for most customers, they still want the reassurance of being able to visit the company's website too.

She said: "I think that having a well-designed website as well gives them the confidence that we are an established and professional business."

"We hired a web designer to build the site for us, which cost around £900 and was probably the best investment that we have made."

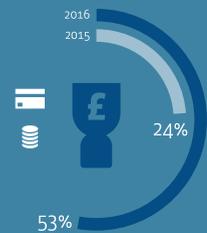
## UK FINDINGS FOR SMALL BUSINESSES AND CHARITIES



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

