



UK Business Digital Index 2017

Spotlight on small businesses in the **West Midlands**

52%

Amount of small
businesses with full
Basic Digital Skills
UK average: 59%

13%

Small businesses on
the cusp of having full
Basic Digital Skills
UK average: 16%

47

Index Score
UK average: 54



LLOYDS BANK

Chawner Almhouses, Staffordshire



“The charity had never previously had a website, we built one for Chawner Almhouses to help get the ball rolling in attracting more funding. It helps to give us a real presence in the community and people can read about us and find out about upcoming events. We have seen a real increase in donations since being online, and 50% of all donations are now generated through the website.”



28%

Are trading overseas

UK average: 24%



53%

Are saving costs from being online

UK average: 54%



69%

Are saving time from being online

UK average: 74%



39%

Are using social media

UK average: 53%

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27%

Don't see being online as relevant to them

UK average: 27%

£

60%

Don't invest anything in digital skills

UK average: 63%



60%

Don't have their own website

UK average: 48%



19%

Feel they have the skills to prevent online fraud and scams

UK average: 33%