



PRESS RELEASE

TUESDAY 25 OCTOBER 2016

FOR IMMEDIATE USE

Lloyds Banking Group proud to be a member of the Council for Digital Inclusion

Lloyds Banking Group is now playing a vital role in the Department for Culture, Media and Sport's Council for Digital Inclusion.

Chaired by Matt Hancock, Minister of State for Digital and Culture, the Council brings together representatives from government, the voluntary and private sectors to work together to create the environment for more people to become digitally engaged and make the most of opportunities offered by the internet.

In particular, the Council will focus on increasing levels of basic digital skills and reducing the number of people in England who do not regularly or never access the internet at all.

Nick Williams, MD, Consumer Digital for Lloyds Banking Group is joining the quarterly sessions and is acting as an adviser to help deliver the Council's aims and work.

Still in its infancy, the Council has laid out some early action plans and ensuring it plays a pivotal role in making sure organisations in social housing, charity, banking, telecoms, retail and government work together to commission and deliver initiatives to increase digital inclusion.

Nick said, "I'm delighted that Lloyds Banking Group is playing an important role in this Council. It's staggering that an estimated 12.6 million adults in the UK still don't have basic digital skills, which means people are missing out on improved job opportunities, better health and social and financial inclusion.

"Our research in both our Consumer Digital and Business Digital Indexes show that clearly there is more we all can do to ensure individuals and businesses are aware of the opportunities available to them just by being online. For example we found that the average person could save £744 a year by shopping around for online deals."

Minister of State for Digital and Culture Matt Hancock said: "It's essential everyone in the UK has digital skills to create a society that works for all and keep our businesses competitive in a fast-changing world.

"We're taking action to help, which is why we set up the Council for Digital Inclusion to bring together leaders from business, charities and government to help more people realise the benefits of being online.

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"We have also recently committed to make sure all adults in England who need it can receive free training in basic digital skills."

As well as being part of the Council, Lloyds Banking Group has also been asked by the Department for Culture, Media and Sport to lead a 'task and finish' group to specifically increase the digital skills of small businesses and charities in England.

The 'task and finish' group was set up following an audit by the Digital Inclusion Delivery board that identified a lack of digital skills provisions available.

The group is made up of key cross sector leaders who will pool resources, create partnerships across sectors and devise initiatives to help reduce the gap in basic digital skills for small businesses and charities.

Nick adds, "Our 2016 Lloyds Bank UK Business Digital Index shows the link between digital maturity and organisational success, and we know that the most digital businesses are more likely to see increased turnover – so this cross sector group, focused on helping increase basic digital skills, is crucial to increasing the awareness of the benefits and the motivation to increase digital skills."

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Notes to Editor

1. About the Business Digital Index

The Business Digital Index measures the use of, and attitudes towards, digital technology among small businesses and charities across different sizes, sectors and regions. Now in its third year, for the first time in 2016 it includes new analysis on exporting, gender and mobile. The report is based on 2,000 in-depth questionnaire-led surveys.

2. About the Consumer Digital Index

Launched in January 2016, the Lloyds Bank Consumer Digital Index is the first report of its kind in the UK to examine the extent to which consumers' financial and digital capability are linked. This report looks at the behavioural data of 1million consumers, and is unique in its ability to combine this with attitudinal and qualitative research from a cross-section of the consumer population. The aim of this report is to gain a better understanding of the benefits of digital inclusion, the barriers to it, and understand if there is a link between digital and financial measures for demographic groups in the UK.

3. About Lloyds Banking Group

Lloyds Banking Group is building the business and strategy with digital firmly at the centre. They have

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committed to invest £1 billion in digital capability until the end of 2017, which is focused on delivering customer focused propositions, enhancing digital capabilities and delivery, and transforming the customer experience, whether they are a retail, business or insurance customer. Lloyds Banking Group has over 12 million active internet users and 7 million actively use mobile, making them the 'biggest mobile bank' in the UK.

Business can increase turnover, charities can increase funding and organisations can become more efficient by embracing digital skills. The guides at <https://resources.lloydsbank.com/business-guides/digital-know-how/> are designed to highlight the benefits of online skills, digital platforms and marketing and communication channels, and how to apply them to your organisation

As part of its Helping Britain Prosper Plan, around one in every four Lloyds Banking Group colleagues will be dedicated to helping people and organisations use the internet to improve digital skills and financial capability. This substantial commitment will deliver 20,000 Digital Champions by 2017. To help deliver this commitment Lloyds Banking Group aims to create the most digitally capable workforce in Financial Services, through the LBG Digital Academy. Additionally, to ensure this commitment has maximum impact within communities, the bank partners with the Tinder Foundation, providing the Group with access to a network of over 5,000 UK online centres.

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