



PRESS RELEASE

24 October 2016

FOR IMMEDIATE RELEASE

LLOYDS BANKING GROUP HELPING TO BOOSTING DIGITAL SKILLS FOR OLDER PEOPLE

On 20 October, Lloyds Banking Group with the help of Age UK London hosted 20 people aged between 50 and 70 at its Digital Banking headquarters in London to take part in an event designed to help build digital confidence and awareness.

Participants were offered help to get online and make the most of the internet plus support to solve any problems they may face. This was followed by a session run by the Bank's digital fraud and security team giving hints and tips about how to stay safe online. Finally, participants were given one-to-one tutorials from Lloyds Banking Digital Champions who have pledged to increase the digital skills of our customers, people and organisations in their local community as part of the Group's Helping Britain Prosper Plan.

The event was part of a broader range of activities which took place across the country coordinated by Lloyds Banking Group from 17-23 October for Get Online Week.

Nick Williams, Consumer Digital Director, Lloyds Banking Group said: 'We play an important role in communities in which we live and work which underpins our vision of Helping Britain Prosper. I was delighted to support the event as part of the Get Online Week campaign and that our Digital Champions were also in support, using their digital skills. We know from our research that nearly two-thirds of over 60s are worried about online security and we want to do something about it.'

Ends

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Notes to editor:

As part of its Helping Britain Prosper Plan, Lloyds Banking Group, which includes Lloyds Bank, Halifax, and Bank of Scotland community banks, announced plans for around one in every four of its colleagues to 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 and builds on the work Lloyds Banking Group has already achieved as a founder partner of digital skills charity Doteveryone, which aims to help everyone in the UK reach their digital potential.

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