



# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## LLOYDS BANKING GROUP HOSTS COLLABORATIVE EVENT FOR CHARITIES AND BUSINESSES

On 19 October, Lloyds Banking Group hosted a first of its kind event bringing together representatives from a range of charities, introducing them to experts from the world of business and digital in an effort to help boost levels of digital skills around the country.

The digital skills event, held in its Digital Banking headquarters in Chiswell St, brought together over 100 charities and a range of organisations such as Google, HugoFox, BT and Reason Digital to redress the shortage of digital skills in the charity sector, where 49% of charities are without Basic Digital Skills.

It was part of a range of activity coordinated by the Group for 17-23 October for Get Online Week, a nationwide initiative aimed at raising levels of digital ability and helping individuals and organisations get more out of the internet.

The event was supported by Lloyds Banking Group Digital Champions who have pledged to increase the digital skills of our people and organisations in their local community as part of the Group's Helping Britain Prosper plan.

It follows on from the publication of the Lloyds Bank UK Business Digital Index 2016 also on 19 October – the Bank's annual survey measuring levels of digital maturity in small businesses and charities.

Nick Williams, Consumer Digital Director for Lloyds Banking Group said "We play an important role in local communities in which we live and work which underpins our vision of Helping Britain Prosper. I'm delighted that we can bring charities and businesses together in such a collaborative way. Our research shows that charities need support with their online skills and this event will help to support charities with their digital presence and skills."

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Nicholas Mazzei, Senior Propositions Manager in the Purposeful Business Team, BT, said “At BT our purpose is to use the power of communications to make a better world. I thoroughly enjoyed speaking to everyone at the event about MyDonate - our customer centric fundraising platform which helps small and large charities raise funds commission free – as well as our other fundraising propositions and I look forward to hearing from charities on how MyDonate can help them achieve their goals”.

Saiful Alam from Tower Hamlets Community Housing attended the event. He said, “It was a breath of fresh air to see so many organisations at the Lloyds Banking Group Digital Workshop and the sessions provided us with some very useful help and guidance on how we could do more digitally. We at Tower Hamlets Community Housing are looking forward to working with Lloyds and their partners at the Tinder Foundation and being part of the digital revolution.”

**Ends**

## **Notes to editor:**

The Digital skills charity Doteveryone defines ‘Basic Digital Skills’ as having a level of proficiency in the following areas online: ‘Managing information; Communicating; Transacting; Creating, and Problem Solving.’ More information is available in our [Lloyds Bank Business Digital Index](#).

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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