

Our vision is a world
where everyone
benefits from
digital



Helen Milner
Group CEO
@helenmilner

4 million+ people

supported globally since 2010

DIGITAL NATION UK 2021

FACTS, STATS AND FIXING THE DIGITAL DIVIDE

UK
DIGITALLY EXCLUDED

10m
LACK THE MOST BASIC
DIGITAL SKILLS

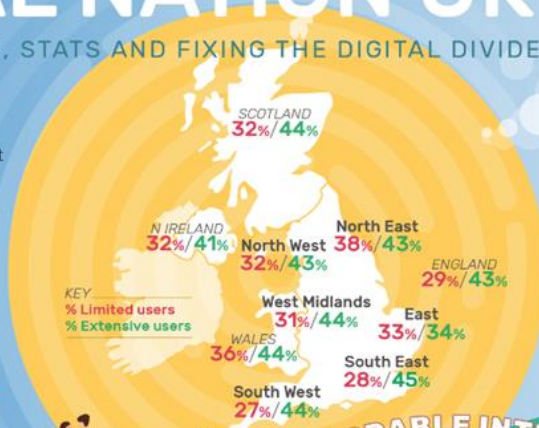
14.9m
VERY LOW DIGITAL
ENGAGEMENT



1.3m
non-users worried about
privacy + security

1.5m
UK households have
no internet access

2m
UK households
struggle to afford
internet access



UK
DIGITALLY INCLUDED

30.8m
HIGHLY ENGAGED

86%
ADULTS USE
THE INTERNET



1.5m
MORE PEOPLE
ONLINE THIS YEAR

Compared to extensive users **LIMITED USERS ARE...**

4 x more likely
from **low income**
households

8 x more
likely to be
over-65

1.5 x more
likely from
**Black, Asian
and Minority
Ethnic groups**

8.7m
employed people
have essential **digital
skills for life** but **not
for work**

42%
of **over-75s** in
England are digitally
excluded

67%
would improve their
digital skills if they knew
support was available

37%
I don't have
the right
equipment

WHY PEOPLE ARE NOT ONLINE

36%
It's too
expensive

42%
Not interested
I see **no need**

46%
It's too
complicated

SKILLS

ACCESS

AFFORDABLE INTERNET

MOTIVATION

DIGITAL SKILLS

I'm healthier
49% say digital helps
manage and improve
their physical and
mental health.

I'm happier
85% connect better
with friends and
family.

BENEFITS OF BEING ONLINE

I'm better off
Manual workers with
high or very high digital
engagement earn £421
more per month than
less digitally engaged
peers.

The UK gets good value
It's estimated the UK
benefits by almost £15
for every £1 invested in
helping people acquire
basic digital skills

I get better value
The most digitally
engaged pay £228 less
on their bills per year
than the least engaged.

35% want **local** digital
skills **support**

24% of
over-75s
in England
increased
internet
use in the
pandemic

92% of businesses want a
basic level of **digital** skills
from **employees**.

25% of adults in England
registered for the **NHS
App** by end of July 2021

65% **video-called** for
the first time during
the pandemic

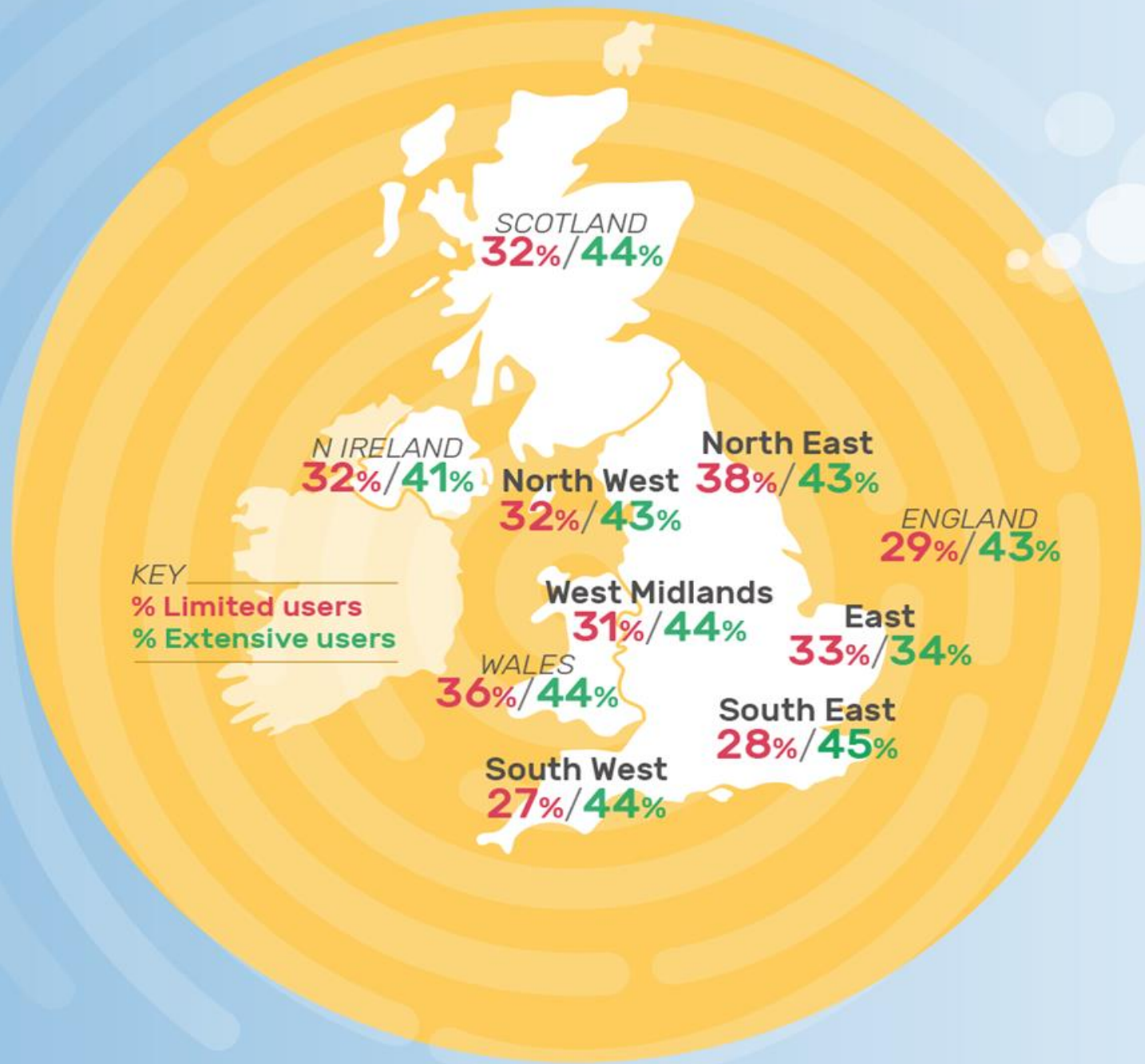


**Good Things
Foundation**

Improving lives through digital

Key data sources
Lloyds Banking Group Consumer Digital Index and Essential Digital Skills 2021 reports,
Ofcom Adults' Media Use 2021, Ofcom Online Nation 2021. Full sources
at www.goodthingsfoundation.org/insights/building-a-digital-nation

September 2021



KEY
% Limited users
% Extensive users

The digital divide in the UK

In the UK today:

Nearly
1 in 5
adults

lack the most basic
digital skills needed
for everyday life¹

Over
1 in 20

households have no
internet access, neither
fixed line nor mobile²

2
million

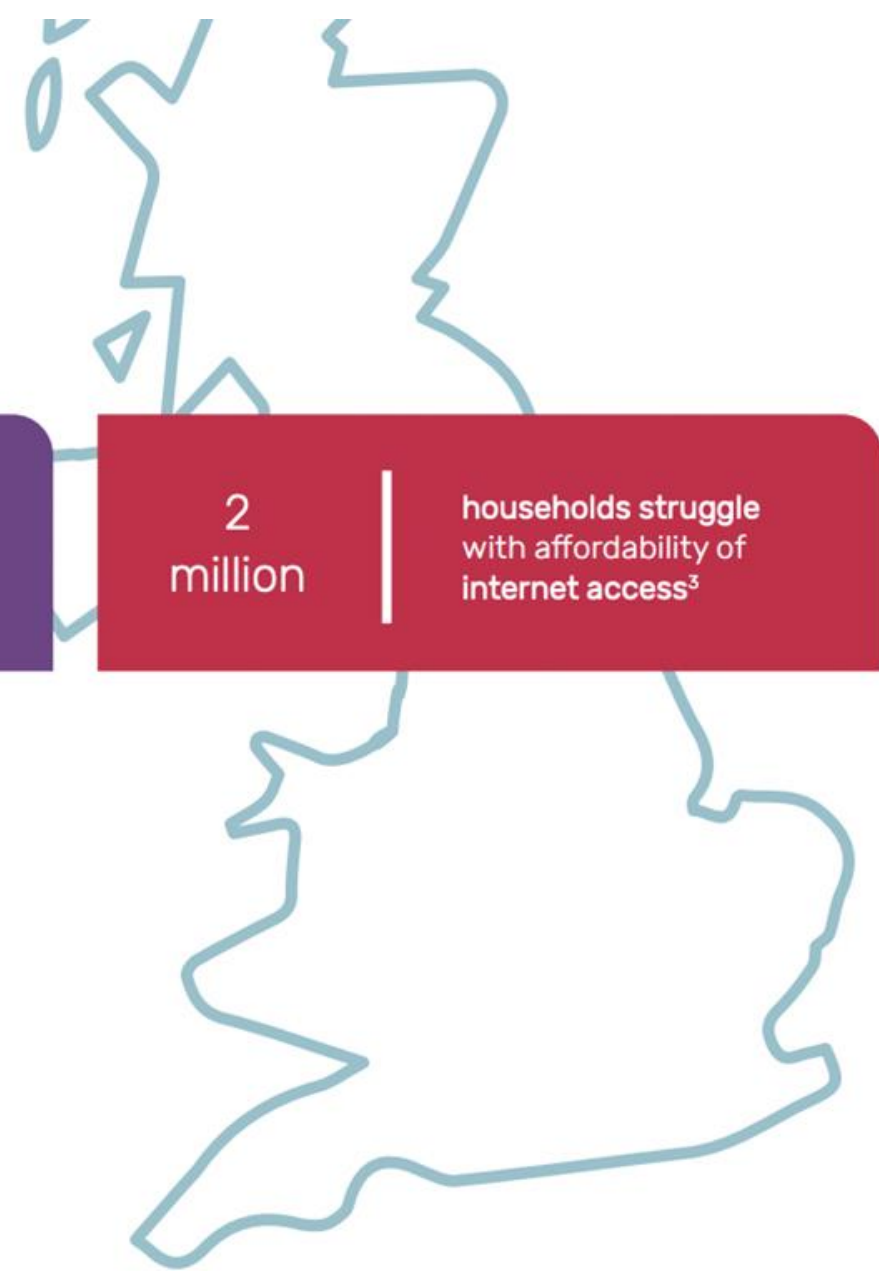
households struggle
with affordability of
internet access³

Although 1.5 million more people went online during the Covid-19 pandemic⁴, in some groups - older, less affluent groups, including people with impairments and health conditions - digital engagement actually declined⁵.

This means that many people remain excluded from the internet - and from the economic benefits it brings, such as saving money, improved job prospects and the ability to work flexibly. They are also locked out of the lives we live online: limiting social connection, reinforcing loneliness, and cutting people off from easy access to information, learning and essential services.

The number of people without all of the most basic 'foundation' digital skills is not improving⁶.

The digital divide may have narrowed in the past two years, but it has also deepened.





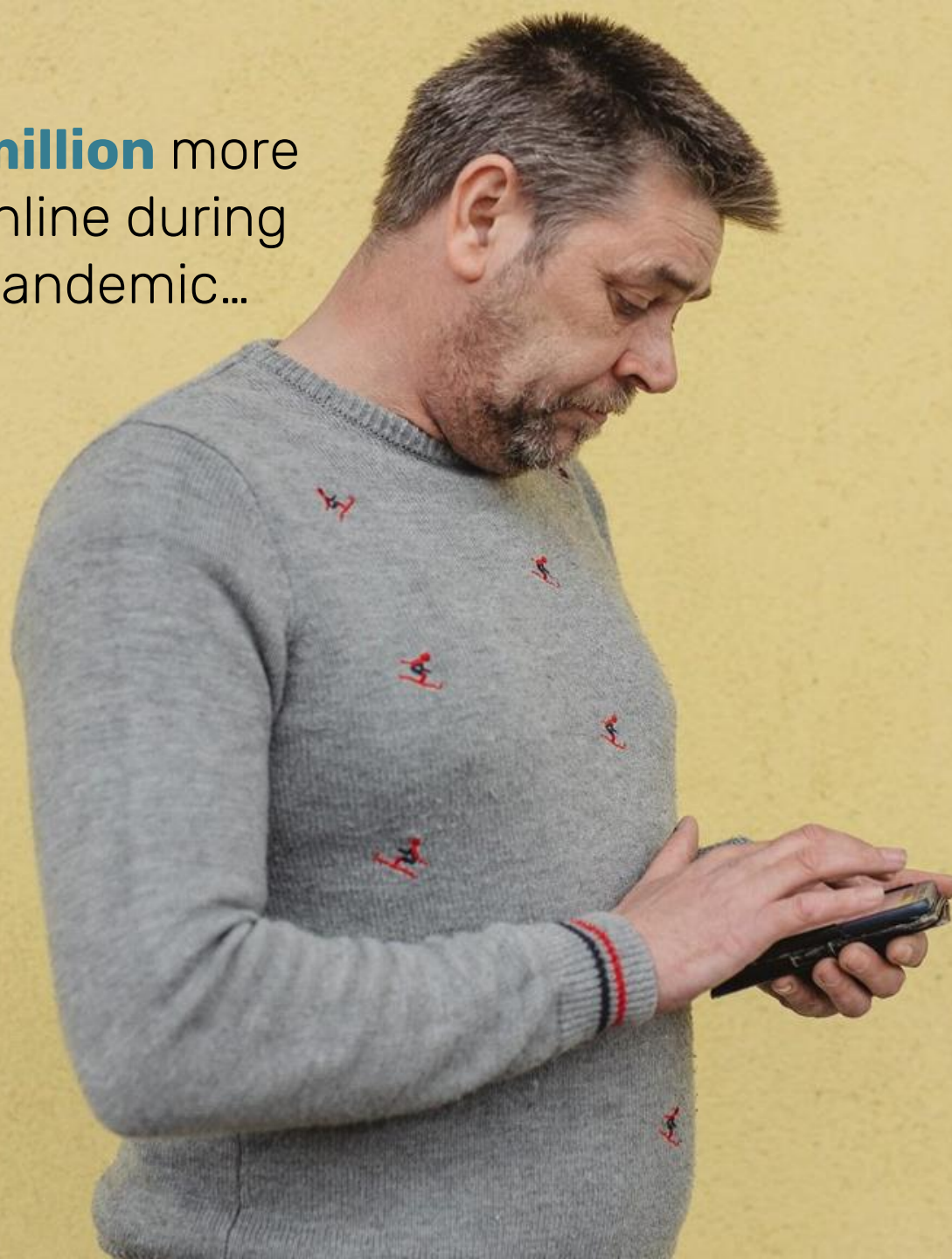
Digital exclusion falls along lines of age and poverty

**40% of those offline
earn less than
£15,000** and 55%
below £20,000.

**87% of those offline
are aged 50-69** and
39% are below 60.

Source: Consumer Digital Index
2021, Lloyds Banking Group

Although **1.5 million** more people went online during the Covid-19 pandemic...



Digital engagement increased most in lockdown among those who were **already digitally engaged**. In some groups – older, less affluent groups, including people with impairments or health conditions – engagement levels **declined** during lockdown.

Sources: Lloyds Consumer Digital Index, 2021; Age UK, analysis of the English Longitudinal Survey of Ageing, 2021

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Covid exposed and exacerbated the digital divide



No connection to other people



No access to essential services
No access to education



Cut off from health services



Paying higher bills
Cut off from looking for work

Covid Changed Everything and Changed Nothing

WHY PEOPLE ARE NOT ONLINE

36%
It's too
expensive



46%
It's too
complicated



37%
I don't have
the right
equipment



42%
Not interested
I see **no need**



Change is needed

The UK faces a prolonged period of economic uncertainty, and poverty will continue to drive digital exclusion alongside age and education levels. Those facing greatest hardship will suffer most. We have learned that Fixing The Digital Divide will take a different kind of response, because:

1. The current pace of progress will not fix the digital divide



The digital divide has narrowed but it has also deepened, leaving the most excluded even further behind. There needs to be an acceleration in digital inclusion action, prioritising those experiencing the greatest barriers. Progress across the UK is not fast enough.

2. What works is a tailored and trusted approach to supporting our most vulnerable



People need a digital inclusion offer which reflects their individual needs - including devices, internet data, and support. And this offer is best delivered by trusted local organisations coordinated nationally so that the impact will be even greater than if they delivered alone.

3. The UK needs a strong social infrastructure for digital inclusion



Good Things Foundation will enable the growth of digital inclusion at scale across the UK. We will provide a comprehensive offer for digitally excluded people. We will work in a new way, delivering this offer as a sustainable service that any local organisation can use to Fix The Digital Divide. We will partner to embed the offer in policies and programmes that promote social and economic inclusion.



Good Things Foundation: a national offer to fix the digital divide

10 Million People are Digitally Excluded:

37% don't have the right equipment

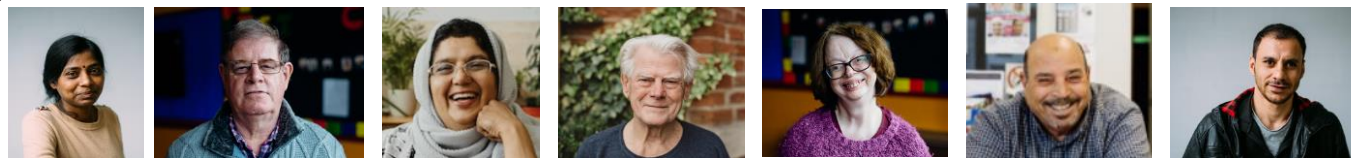
36% say it's too expensive

67% would improve their skills if they knew help was available

35% of digitally excluded people want local support

42% say they're not interested

46% say it's too complicated

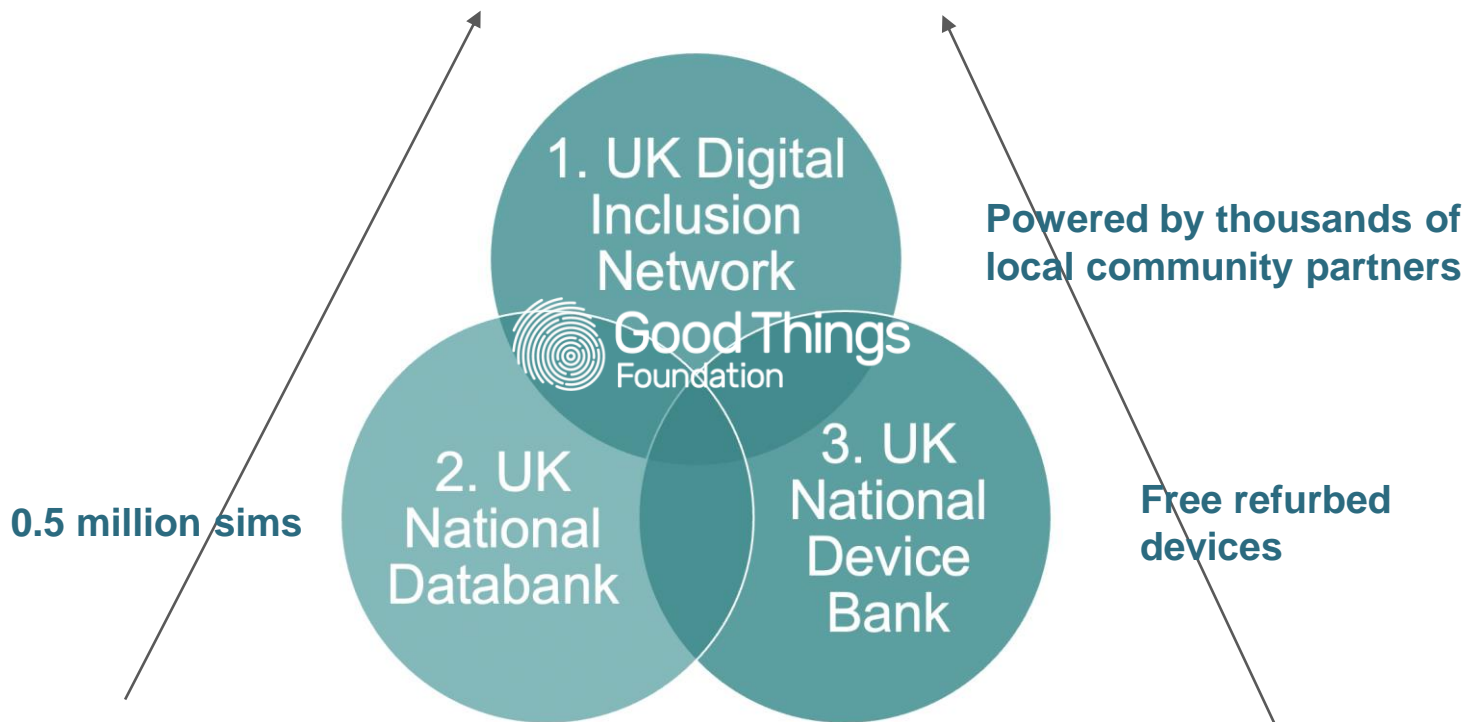


We break down the barriers for digitally excluded people: free device, free connectivity, and the motivation and support to use it in a way that meets people's needs

Digitally excluded person has better life and life chances

Better for people and for the planet

People are:
Digitally Able
Equal
Safe.
Happier
Healthier
Better Off



Our track record

Good Things Foundation has over 10 years of experience in working with partners across the globe and helping people to benefit from the digital world.



We've reached over
4 million people
worldwide
(2010 - 2022)



We supported over
22,000 people
with free devices,
internet data
and support
(2020-22)

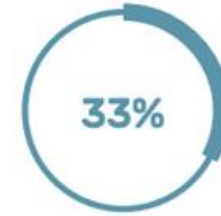


We have secured
500,000 mobile data SIMs
for the
National Databank
(2021 - 2023)

Our work drives positive outcomes for people



feel more confident about using online tools to manage their health⁷



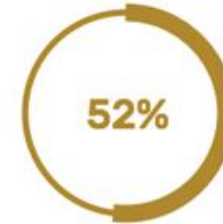
made fewer visits to their GP⁷



go onto employment related activities and **20% get a job**⁸



use online government services⁹

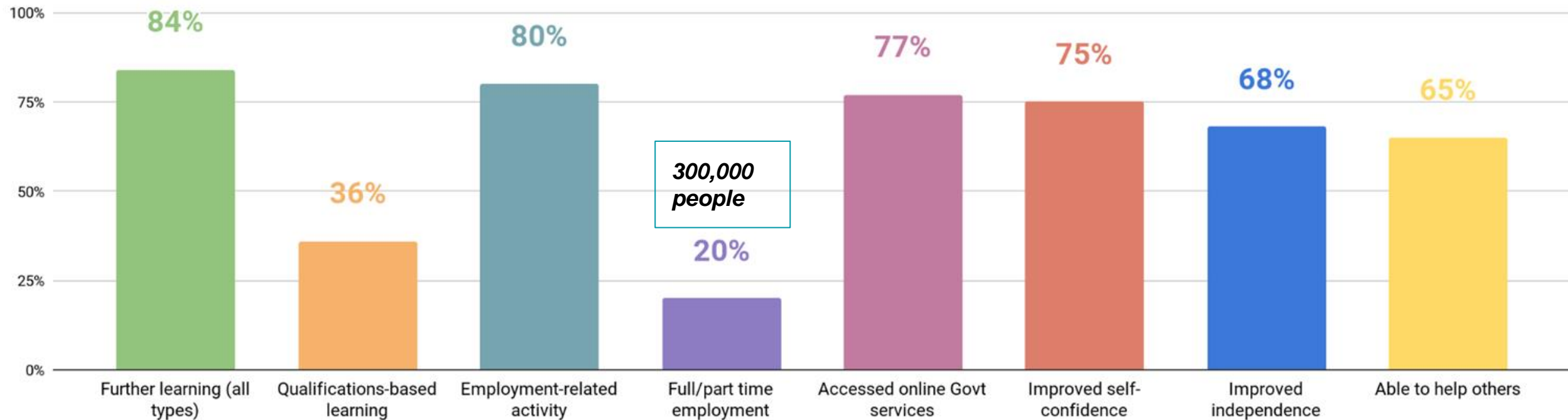


feel less lonely¹⁰




Impact across policy areas, across outcomes and impact

From 2014-2021, **1.5 million** people were supported to learn Essential Digital Skills through the Future Digital Inclusion programme. 77% faced social exclusion in different forms. After gaining digital motivation, confidence and skills:



Source: FDI data collected by Good Things Foundation through progression survey, 2014-2021



Our mission:
To Fix The Digital Divide – for Good

Our new strategy

Our mission is to Fix The Digital Divide - for Good, to ensure everyone can benefit from the digital world. To do this, we need an ambitious and far-reaching change to the UK's social infrastructure.

We are scaling up and expanding our work in the UK to ensure everyone can benefit from digital.

To achieve our mission, we have developed a comprehensive service for digitally excluded people. An offer which any local organisation - anywhere in the UK - can use to Fix the Digital Divide in their communities.



The logo for Good Things Foundation, featuring a stylized fingerprint icon to the left of the text "Good Things Foundation". To the right of the logo, the mission statement "Delivering our mission to Fix the Digital Divide - for Good" is written in white text on a dark teal background.



We're changing the way we work

The Covid 19 pandemic has significantly changed the way we all live and work. It led to an acceleration in the adoption and application of digital technology which has been transformative for both people and businesses.

This has been the dominant and familiar narrative that we've all heard, read and seen. The less familiar story is this: the pandemic has deepened the digital divide, leaving the most vulnerable people lagging further behind. There are 2 million households that struggle to afford internet access in the UK today, and 10 million adults lack the most basic digital skills. We need to act now and we need your help to take the necessary steps to remove digital exclusion.

The pandemic didn't create the digital divide - but it did expose and exacerbate it. Fixing the digital divide is an urgent priority.

By the end of 2025, our ambition is to:

Engage
1 million
people



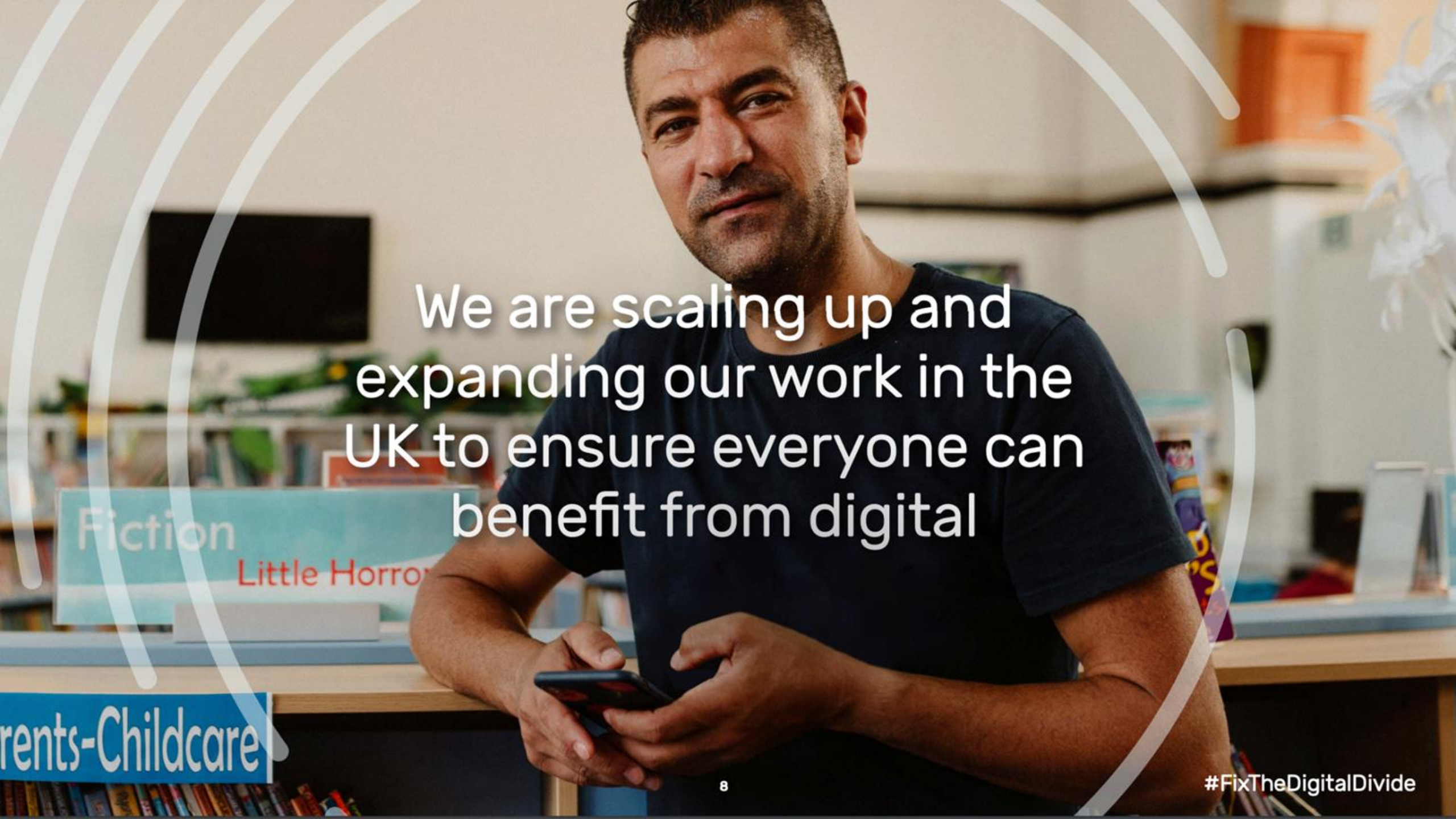
helping them to benefit
from the digital world

Grow and support
5,000
Digital
Inclusion Hubs



across the nation to
respond to local needs



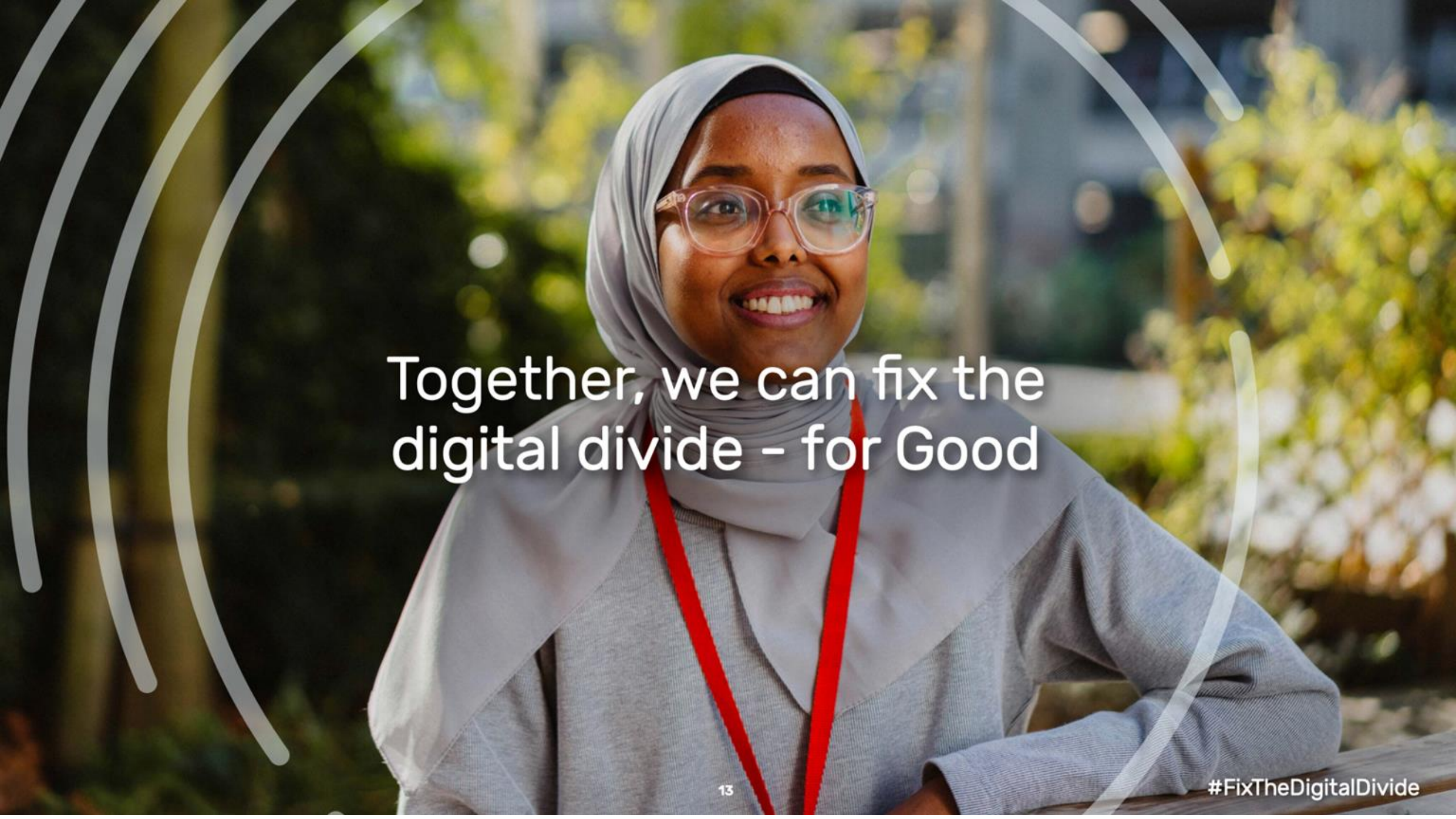
A man with short dark hair and a beard, wearing a dark blue t-shirt, is looking at a smartphone in his hands. He is standing in a library or bookstore, with bookshelves visible in the background. The shelves have labels like 'Fiction' and 'Little Horror'. There are also labels for 'Parents-Childcare' and '8' visible. The overall scene is brightly lit and has a modern, clean aesthetic. There are decorative white curved lines overlaid on the image.

We are scaling up and
expanding our work in the
UK to ensure everyone can
benefit from digital

Fiction

Little Horror

Parents-Childcare



Together, we can fix the
digital divide - for Good

Thank You



@helenmilner

helen@goodthingsfoundation.org

