Promoting Social Inclusion: Fixing The Digital Divide

#FixTheDigitalDivide
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Good Things Foundation

Mabel's story

DIGITAL NATION UK 2020

FACTS, STATS AND FIXING THE DIGITAL DIVIDE

UK DIGITALLY EXCLUDED

7m NO internet access at home[5]

9m CAN'T USE INTERNET WITHOUT HELP[1]

38% non or lapsed users worried about **privacy + security**[7]

<£20k earners with least digital engagement pay **42% more on utilities** than the most digitally engaged.[4]

1.2m increase in basic device + internet ability since 2019[3]

23% of children in DE households lack home broadband and access to a desktop, laptop or tablet.[21]

I'm retired and financially vulnerable.

I live in a city and have never worked or had a long term job.

10m do not or rarely use the internet.[20]

I have a longterm health condition / disability.

I live alone in rented / sheltered accommodation.

SMARTPHONE ONLY 9x more likely in DE than AB households. It can affect **critical engagement.**[24]

I'm a late-career parent with children at home, struggling to get or keep work.

13.6m workers have digital **life skills** but lack digital **work skills.**[25]

I have no/few qualifications, am isolated rurally and lack confidence in digital skills.

I'm a financially vulnerable full time carer.

I'm young, in semi/unskilled work, unlikely to go to university.

17m use the internet for **limited purposes.**[22]

I live alone with little contact and am vulnerable to COVID-19.[12]

11m use the internet for **social media** and entertainment.[23]

ACCESS

MOTIVATION

CONFIDENCE

SKILLS

I don't know where to get help.[13]

2.7m claimant count. 730k less employed in July than March. Many need new digital skills to find work.[10]

I can't afford home broadband or mobile data.[11]

COVID-19 exacerbates the digital divide

DATA POVERTY LAB

DIGITAL CATCH UP

DIGITAL STRATEGY FOR ALL

Regional statistics

SCOTLAND	31%	44%
N IRELAND	18%	52%
NORTH EAST	18%	53%
NORTH WEST	31%	41%
ENGLAND	37%	39%
WALES	28%	42%
SOUTH EAST	49%	35%

42% of population worried about **fraud + scams**[6]

1 in 10 I'm struggling to pay bills.[5]

ESSENTIAL DIGITAL SKILLS FRAMEWORK 1 2 3 4 5

UK DIGITALLY INCLUDED

27.6m HIGHLY ENGAGED[2]

£348 I saved on utility bills alone.[28]

80% Digital is a vital support for me in lockdown.[14]

77% Online learning benefits my mental health.[26]

11k+ devices with data + support delivered by Good Things during the pandemic.[35]

44% I manage my health + wellbeing online.[30]

10% of UK economic output is linked to online learning for work[27]

49k+ more Good Things online learning episodes.[36]

900+ Good Things community partners continue support including remotely.[37]

55% I feel more part of a community.[32]

4 in 5 adults use a smartphone.[34]

61% The internet should be a utility.[18]

56% I'm furloughed and **want to learn** new digital skills.[17]

27% I used **mobile payments** for the first time.[15]

75% Every community needs a place to get Internet skills help.[19]

87% I connect better with my friends and family.[31]

29% I was **helped** to use the internet for the first time.[39]

57% I earn £2,160 more per year.[29]

57% I improved my digital skills in lockdown.[38]

73% of small business owners agree that IT skills are essential for their business to thrive.[33]

76% I have improved my job / prospects.[38]

Good Things Foundation
Improving lives through digital

www.goodthingsfoundation.org

September 2020

The Benefits - For Society

Boost the Economy:
- **Skills**: Recent polling shows 65% of adults agree that keeping their digital skills up to date is important for their future.
- **Jobs**: Access new employment opportunities; search for new jobs; digital skills for current jobs. Manual workers with high digital skills earn around £2,160 more a year than those in the same jobs with low digital skills.
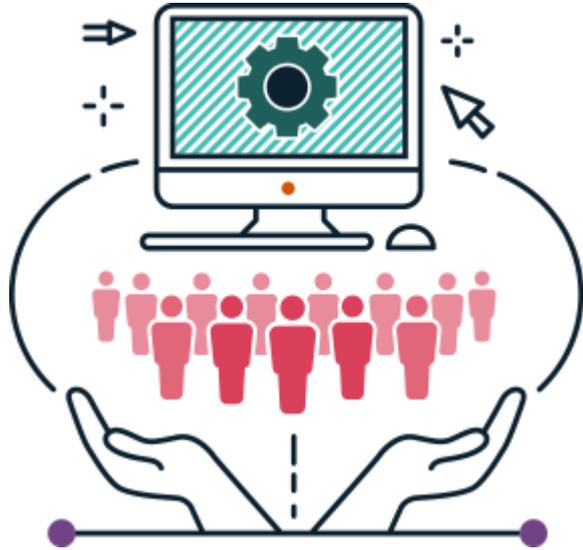- **Economy**: £14.80 return for each £1 invested in basic digital skills.

Health and Wellbeing
- **Better access to health services:** Access essential online information and services for health, including online consultations with GPs, and accessing up-to-date health information

Levelling up opportunity:
- **Public services**: Equality of access to high quality public services.
- **Equality**: Digital exclusion affects the same geographies and same demographics of people who feel left behind. Action on digital inclusion will support levelling up.

Good Things Foundation

We've supported over
3 million people
to gain digital skills since
2010

82%
of the people we support
are socially excluded

We lead a movement of
5,000 centres with funding
from government, charitable
orgs & corporate partners

We work with thousands of organisations in the heart of communities

We capacity build organisations to embed digital to improve their social impact

Before Covid-19

Hyperlocal and scaled

After

www.learnmyway.com

Learn My Way

- Over 30 **free** online courses specifically designed for those with no/low digital skills

- **Easy to use**, reading age of 9, can't get lost, same look and feel and navigation, save progress

- All underpinning learner and learning data collected and available to community partners

- Co-designed with users, continually developing new content to meet the needs of people

https://makeitclick.learnmyway.com/directory

make it click

Home   How it works   Blog   Subjects   Search

Build your digital skills

Make It Click features free courses, tools and templates that you can trust. You can learn new apps, improve the skills you already have and take a positive step forward in your work.

Start learning now

A world where everyone benefits through digital

in partnership

Emergency Action: Devices, Data & Support

Online Census Support

People: Able and willing but need help, low digital skills or no access

Model: Mobilised through Online Centres with trained and vetted advisors available to offer support during the 8 week census period

Funding partner: Office of National Statistics

Scale: 2021 Online Census – all adults in England and Wales

Digital Government Servic

Future Proof: Skills for work

People: People (25+) digitally excluded mid career workers (in or with experience in employment)

Model: Engagement through online centres to increase confidence and resilience in users, setting a new baseline for measuring success

Impact: Employability, confidence, resilience, capability

Funder: Accenture

Scale: 1,400 people in one year*

Upskilling mid-career workers

1.

Our Great Digital Catch Up: £130m over 4 years, alongside support from businesses, so that every village, town and city has a trusted place to get support with digital inclusion. Let's help **4.5 million** more people across the digital divide, fire up the post-COVID economy and level up opportunity.

75% | of adults agreed that every community in the UK needs a place where people can visit to get help with Internet skills, such as how to do online banking, how to access online education.[11]
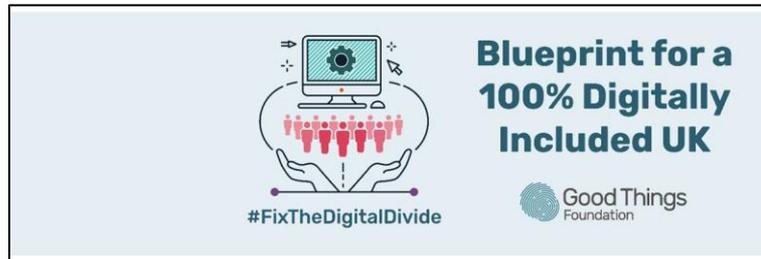

Blueprint for a 100% Digitally Included UK

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2.

A Data Poverty Lab: Recognise internet access as an essential utility, like electricity. Commission people with lived experience, design thinkers, digital inclusion and industry innovators to co-design solutions - exploring ideas from social prescribing to data donating. Let's pilot a **Gigabit-Giveabit** scheme to channel public generosity through donating unused data.

61% | said internet access should be recognised as an essential utility, like electricity; and **47%** of adults said they would donate unused data to low income families, according to data from a new public poll.[12]

3.

A Digital Strategy for everyone so we continue to lead the world, leaving nobody behind. Let's make digital inclusion a social priority. Embed digital inclusion into financial, health and government public services. Improve metrics and establish a better baseline - informed by the people - of what we need to live in a digital society.

80% | felt digital technology was a vital support to them in lockdown; and **78%** said the pandemic had escalated the importance of digital skills.[13]

https://www.goodthingsfoundation.org/fix-the-digital-divide

What can you do to help fix the digital divide?

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