Our vision is a world where everyone benefits from digital.

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4 million+ people supported globally since 2010
The digital divide in the UK

In the UK today:

- **Nearly 1 in 5 adults** lack the most basic digital skills needed for everyday life.
- **Over 1 in 20** households have no internet access, neither fixed line nor mobile.
- **2 million** households struggle with affordability of internet access.

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

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 improving.

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
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

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

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

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.

Digital Nation UK 2021
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
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

Good Things Foundation

Digital Nation UK 2021
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

Powered by thousands of local community partners

0.5 million sims

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

83% feel more confident about using online tools to manage their health

33% made fewer visits to their GP

80% go onto employment related activities and 20% get a job

77% use online government services

52% feel less lonely

#FixTheDigitalDivide
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:
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.
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

#FixTheDigitalDivide
We are scaling up and expanding our work in the UK to ensure everyone can benefit from digital
Together, we can fix the digital divide - for Good
Thank You

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