Digital Inclusion

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Summary

- Overview of Digital Inclusion
- Who are digitally excluded and why?
- Who are Good Things Foundation?
- Whats the Online Centre Network?
- Some of the programmes we are involved with
- COVID-19

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DIGITAL NATION UK 2020

FACTS, STATS AND FIXING THE DIGITAL DIVIDE

1 2 3 4 **5**
ESSENTIAL **DIGITAL** SKILLS FRAMEWORK

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]

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

UK DIGITALLY INCLUDED

27.6m HIGHLY ENGAGED[2]

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

Map of UK

- 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%

1 in 10 I'm struggling to pay **bills.**[9]

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

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

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

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

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

ACCESS

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

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

I'm a **financially vulnerable** full time carer.

I'm **retired and financially vulnerable.**

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

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

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]

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

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

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

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.

MOTIVATION

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]

CONFIDENCE

SKILLS

DIGITAL STRATEGY FOR ALL

DATA POVERTY LAB

DIGITAL CATCH UP

COVID-19 exacerbates the digital divide

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

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

4 in 5 adults use a **smartphone.**[34]

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

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

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

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

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

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

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

57% I earn £2,160 more per year.[29]

57% I **improved** my digital skills in lockdown.[16]

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]

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Improving lives through digital

www.goodthingsfoundation.org

September 2020

Essential Digital Skills Framework

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Non-users: 4 main groups

1 | It's not for me

3.88M of the adult population are non-users fitting this profile
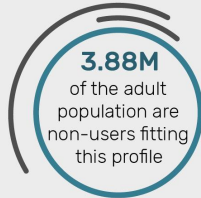
3 out of **5** non-users fit this profile

2 | I lack support

1.62M of the adult population are non-users fitting this profile
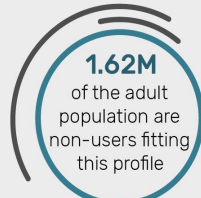
1 in **4** non-users fit this profile

3 | It's too complicated

1.41M of the adult population are non-users fitting this profile
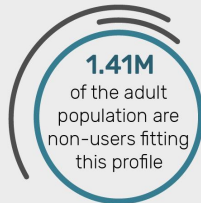
1 in **5** of non-users fit this profile

4 | It's too expensive

£29

943K of the adult population are non-users fitting this profile
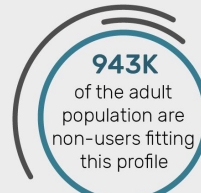
1 in **7** of non-users fit this profile

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"It's not for me"... digging deeper

1. I'm wary and fearful as I've had negative life experiences
2. I do not have the ability or skills to understand how to use the internet
3. I'm fearful of making a mistake or giving someone else control
4. My life is fine without it
5. I'm being forced to use it

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"It's not for me"... digging deeper

6) **Someone else can do it for me**
7) **I have other priorities right now**
8) **I feel under pressure to use it**
9) **The ways I've seen it used doesn't match my life**

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Who are Good Things Foundation?

Good Things Foundation

Our vision is a world where everyone benefits from digital

We deliver at scale - since 2010 we have helped over 3 million people use digital to have better lives

The Online Centres Network… the beating heart of Good Things Foundation

Thousands of local community organisations supporting socially excluded adults to improve their lives

Online Centres Network

What's the membership offer?

- **Support and advice** on using Learn My Way

- **Training**, provided at events and over webinars

- **Funding**, access to funding opportunities and support

- Being part of the **'big club'** that we advocate for

- 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

- The content is mapped to the Essential Digital Framework

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

Our partners include:

Good Things Foundation empowers and enables the Online Centres Network to deliver digital social change by:

Engaging, training and supporting community organisations to put digital inclusion into social support

Designing and delivering digital social change programmes in partnership with Government and other funders

The story of the DevicesDotNow

11,437
**total devices secured**
Target **10,000** devices
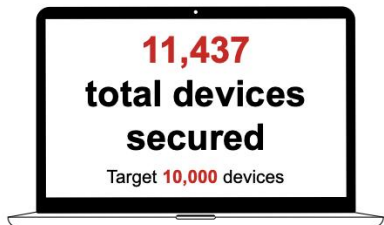
- **4,270** devices allocated to **349** community partners
- Funding secured to support **7,772** further people, via **350** community partners

£1.4m Fundraising total

7,344 tablets/ laptops

2,847 phones
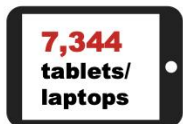
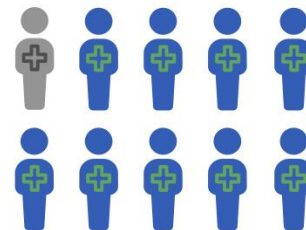**846** donated devices distributed to community partners for refurbishment

400 additional data packages allocated to people through **40** centre partners
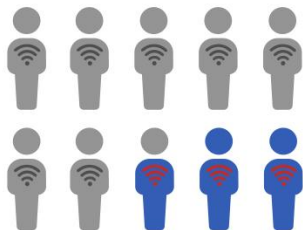
29%
of people receiving devices were helped to use the internet for the very first time

80%
learners are more confident in their digital skills as a result of receiving a device

89%
say the device has had a positive impact on their lives

Annette's Story

Mable's Story

future
.now

Reboot UK

We set out to work with people who had multiple challenges where understandably digital is NOT a priority

Its Hard

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Good Things Foundation
Homeless Link
Mind
Family Fund

Came together to test and learn digital inclusion support through our networks

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Tested different approaches of support

Peer Mentors

Direct Support

Shared Practice

Latest Phase in Reboot UK

How do we embed digital support in to frontline support?

People focused approach

Online Centres Network

Gavin Atkins, Mind "We started out thinking that we would run digital skills training sessions for our existing service users.

However, we soon discovered that a more effective approach was to build the capacity of frontline staff so that they were embedding digital skills in the holistic needs analysis for each service user.

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"A service user came in a state of mental health crisis as his benefits had been stopped, triggering a chain of negative events. Our adviser was able to work with him to develop his digital skills so that he could apply for Universal Credit and we quickly got him back on track."

Online Centres Network

Community Connector

Digital advocates who engage and support specialist services to embed digital skills in their service offer and support Digital Champions across local community-based organisations
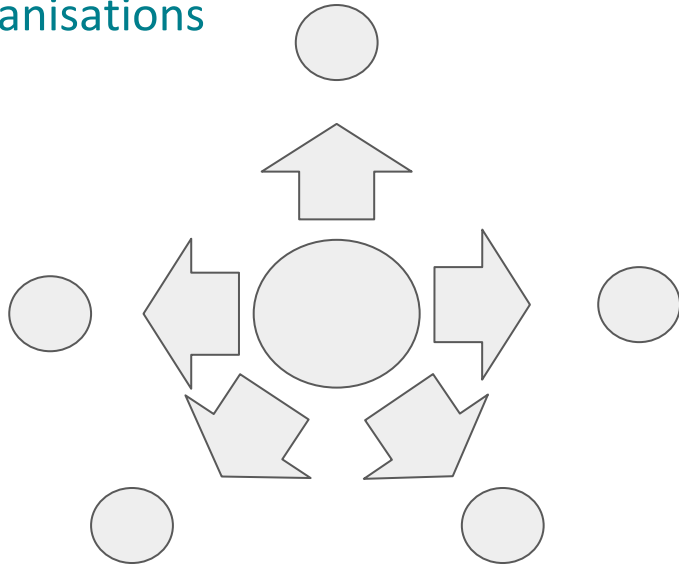
This is <u>not</u> a formal education programme

It's about being:

People focused
Creative
Flexible

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Weave digital into other activities.
Find an individual's 'hook'.
Do things 'with' not 'for' people.

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COVID-19 and lockdown

- Support models have changed, Countrywide it is now a mixture of
  - Onsite support
  - Partially online support
  - Fully online support

- Being flexible and understanding in our approach,

- Virtual communities of practice - what does distance learning and support look like?

- Access to Devices and connectivity is needed with support to setup and use devices

- Use simple technology that people are comfortable with

- Working with Online Centres we have developed free resources and guides for Remote support, which has a number of resources for running your organisation online and supporting people with distance learning,

Smartlyte - West Midlands

'Not having the internet is a way of keeping people in poverty,' 'They can't access the information to improve and live a better life. If you're poor, you don't access learning or even the best comparative deals when shopping... When we don't give people the internet, we are putting doors up. It prevents people from learning and bettering themselves.'

Aspire Sussex

"COVID-19 has made us develop an online delivery model...the pandemic has made us face that challenge head on and it is something we want to continue. We realise that it will make many of our courses more accessible in future, especially for those on shift patterns and those who are more isolated and for whom face to face provision is more challenging."

Further reading

- [Good Things Foundation COVID-19 Response Report](#)

- [Good Things Foundation UK Digital Nation 2020](#)

- [Blueprint for a digitally included nation](#)

- [WEF Accelerating Digital Inclusion in the New Normal](#)

- [Lloyds UK Consumer Digital Index 2020](#)

- [Ofcom Adults' Media Use & Attitudes Report 2020](#)

- [Understanding motivations of non users of the internet](#)

Blueprint for a 100% Digitally Included UK

For a post-COVID-19 economy

September 2020

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#FixtheDigitalDivide

Resources

- [Online Centres Network Remote delivery resources](#)

- [Learn My Way](#)
- [Make It Click](#)
- [Register as an Online Centre](#)
- [Good Things Research and Publications](#)
- [Reboot UK](#)
- [Digital Inclusion Cards](#)
- [More resources and useful information](#)

Thank you

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