



LEAPING ACROSS THE DIGITAL DIVIDE

STOCKPORT
TOWN OF
CULTURE

DIGIFEST
2024

DigiKnow

Katie Heard

Head of Research & Data Insights
Good Things Foundation

Leap Across the Digital Divide - Why we need to fix the digital divide?

Katie Heard
Head of Research and Data Insights
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The elephant in the room



We're here to talk about
digital inclusion

The reality is that the
majority of us in this
room are digitally
included.....

It would take a lot for us
to be parted from our
devices

People are digitally excluded because....



They worry about being **safe** online



They lack **motivation** to use the internet



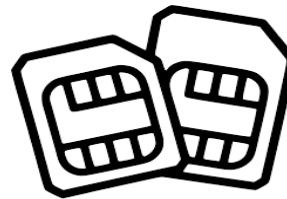
They lack **confidence** with digital technology

They lack digital **Skills** to carry out basic tasks

And/or, they cannot afford:



Device for personal internet use



Sufficient connectivity data



On very low incomes - even £10-£15/month social tariffs are a struggle

The Digital Divide In the UK...



2.1 million adults¹ are offline.



2.5 million households²
struggle to afford the internet

1 in 14 households have no
internet access



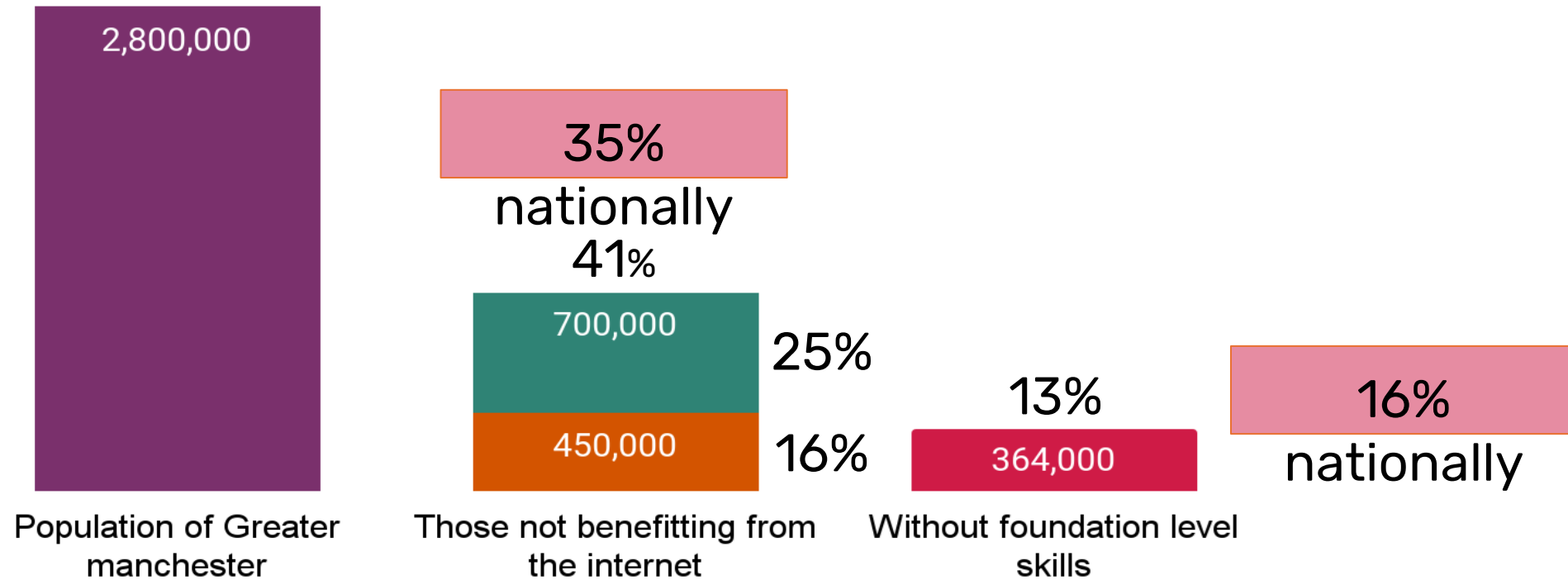
8.5 million UK adults³ still lack at
least one of the most basic digital
skills, from turning on a device to
changing a password.



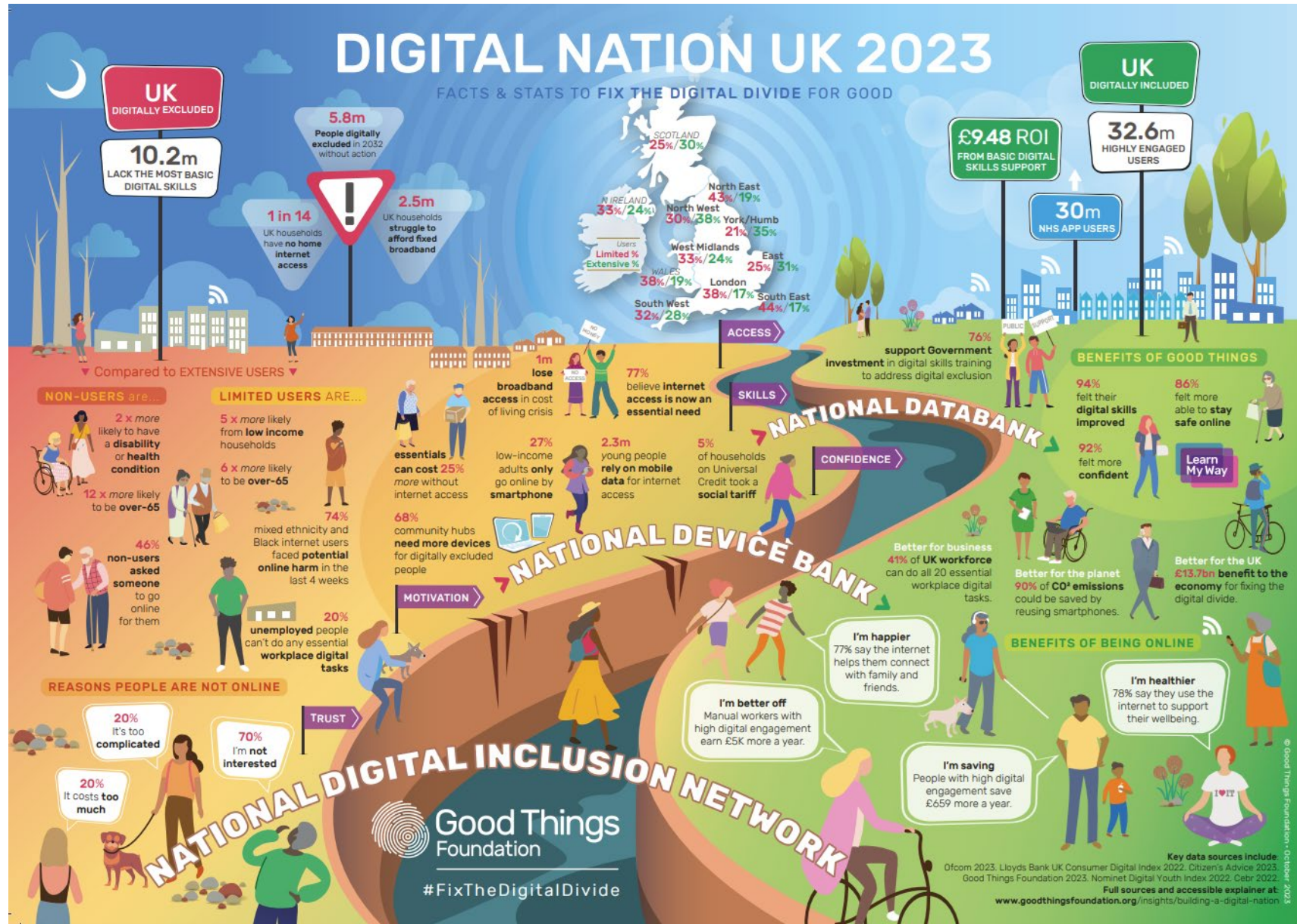
Digital Exclusion in Greater Manchester

Digital Exclusion in Greater Manchester

Skills need Limited user Non user Total



Digital Nation 2023



Good Things Foundation (2023): <https://www.goodthingsfoundation.org/insights/building-a-digital-nation/>
 Sources used include Ofcom, UK Consumer Digital Index, Essential Digital Skills report.

Limited digital use is linked to poverty as well as older age

▼ Compared to EXTENSIVE USERS ▼

NON-USERS are...



2 x more likely to have a **disability** or **health condition**

12 x more likely to be **over-65**

LIMITED USERS ARE...

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

6 x more likely to be **over-65**



Additional barriers are linked to:

- Language
- Culture
- Lower education levels
- Income levels

Source: Digital Nation 2023 (analysis of Ofcom data)

The Benefits of digital inclusion

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

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

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.

The world becomes more digital on a daily basis



Economic
Jobs
Education



Loneliness
Social
Participation
Communities



Health
Care
Wellbeing



Financial
Exclusion
Money
Benefits
Payments

Essential services move online and become less accessible

1 in 3 people worry that they are unable to access services in a way that a provider wants them to.²

1 in 5 people have stopped using products or services because they're only available online.²

Managing your health if you are digitally excluded?



Health
Care
Wellbeing

- Accessing online health, care and support is harder if you are not online:
- 1 in 3 struggle to interact with the **NHS**
 - 29% council and local government services
 - 17% charities providing support¹

There are 30 million NHS app users - where you can make appointments, access your health records, order repeat prescriptions²

Source:

1. Lloyds consumer digital index 2022

2. NHSE app data, <https://www.england.nhs.uk/2023/12/nhs-app-reaches-record-users-on-fifth-anniversary/>

The benefits of people managing their health online



Health
Care
Wellbeing

£899m

Total NHS savings over 10 year period²

Each prescription ordered electronically saves GP practices three minutes of time and a patient 18 minutes¹

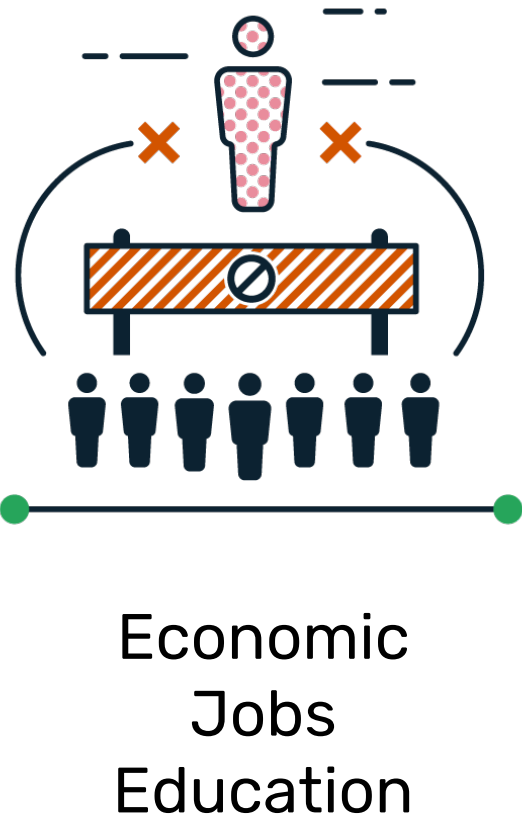
Those with Digital skills book on average 4.8 appointments less than those digitally excluded and they reduce their number of calls too²

Source:

1. NHSE app data, <https://www.england.nhs.uk/2023/12/nhs-app-reaches-record-users-on-fifth-anniversary/>

2. Good things foundation, Economic Impact of Investing in Digital Skills 2022

Improving your economic situation if you are digitally excluded



44% of workers with low education are at risk of job automation by the mid-2030s¹

Around a quarter of skills vacancies in the UK are basic skills vacancies¹

8.5 million are without foundation level digital skills²

7.5 million lack the essential digital skills for the workplace² - 20% of unemployed people

Without internet access, people can pay up to 25% more for essential goods and services³

Source:

1. Good things foundation, Economic Impact of Investing in Digital Skills 2022

2. Lloyds consumer digital index 2023 3. Digital Nation 2023, Good Things Foundation

The Economic benefits of being online



Economic
Jobs
Education

£3.5 billion

Savings for individuals through online shopping over 10 years¹

- Financial savings from shopping around for the best deals,
- Time savings
- Access to a greater variety of goods and services
- Wage premium associated with

£483 million

Increase in Government revenues over 10 years¹

- Digital skills vacancies filled
- Increased tax and NIC income
- Reduced JSA payments
- All the additional benefits that come with and economically

Source:

1. Good things foundation, Economic Impact of Investing in Digital Skills 2012

The benefits of investing in digital skills

£9.48

Return for every £1 invested in digital skills¹

£1.4 billion

Investment to ensure all UK adults have digital skills

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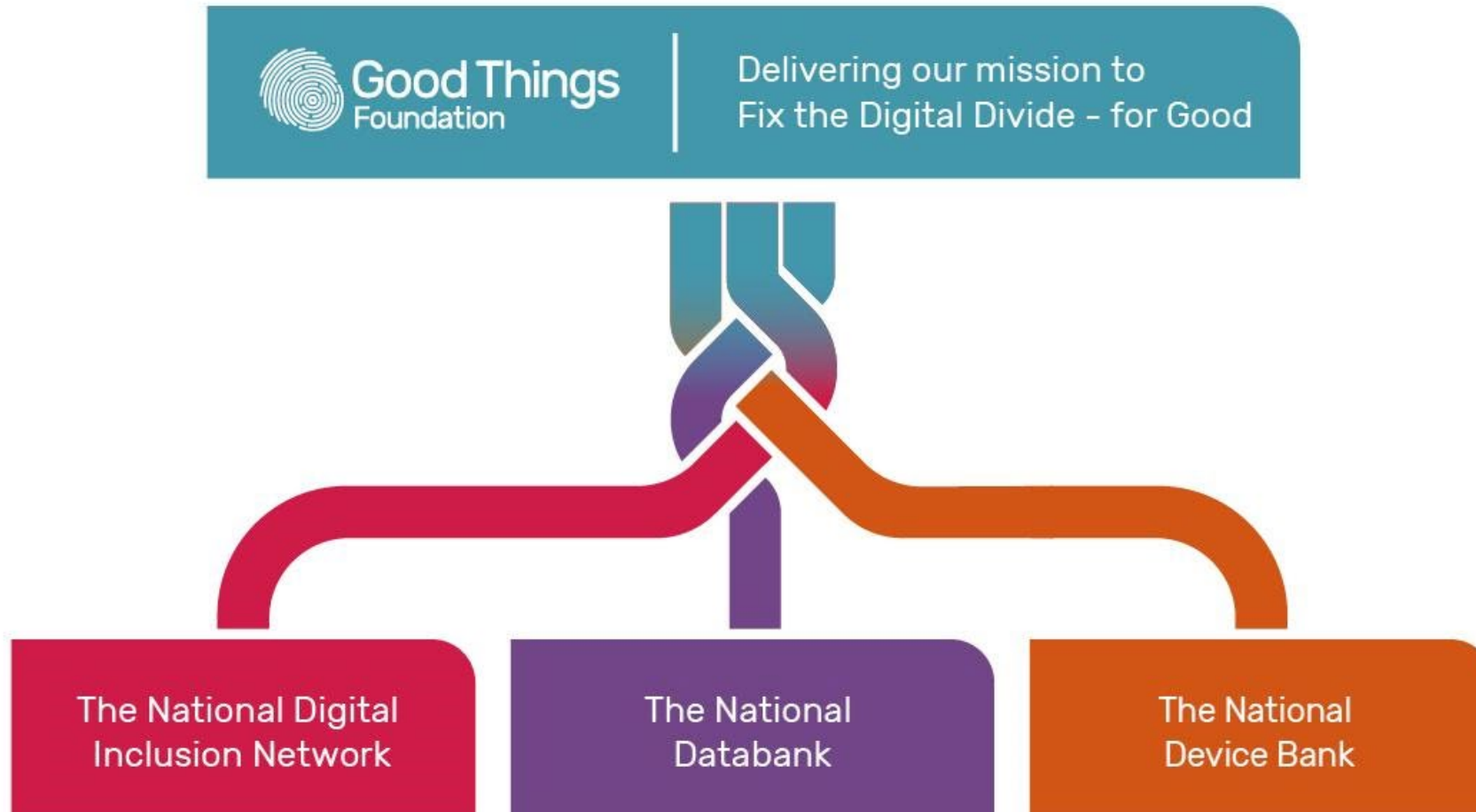
£13.7 billion

Economic benefits for UK plc

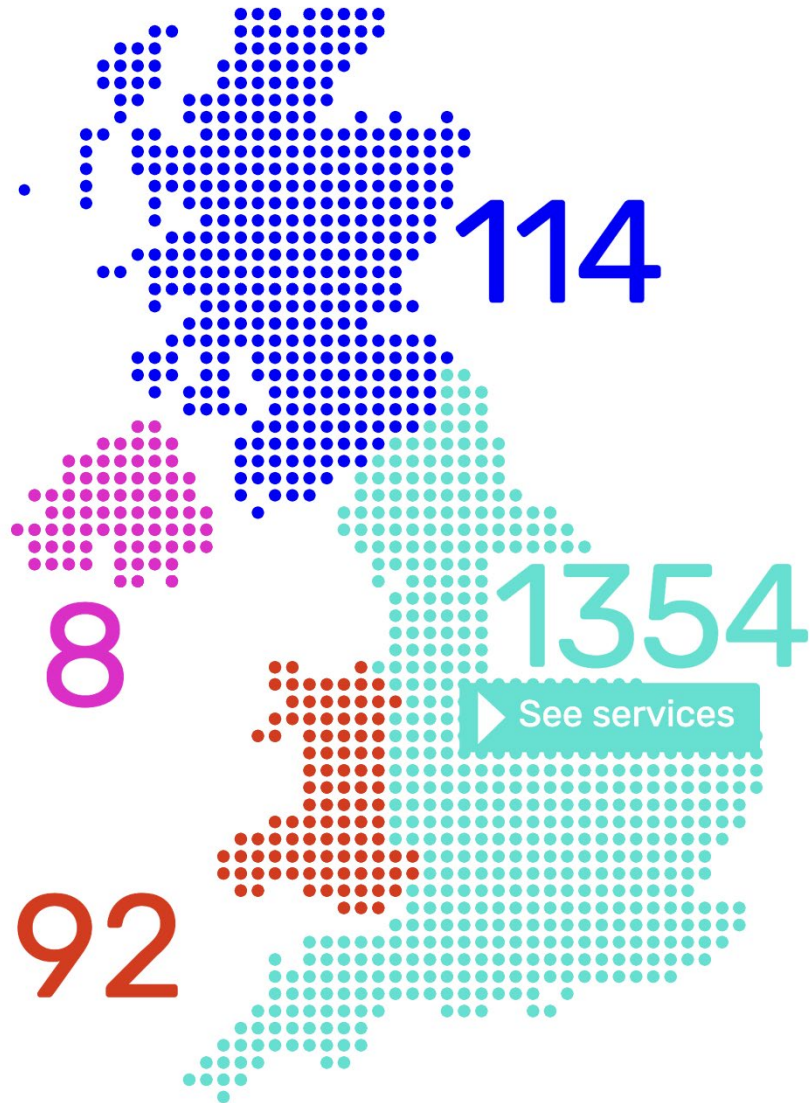
Source:

1. Good things foundation, Economic Impact of Investing in Digital Skills 2022

| Our strategic response



Our National Digital Inclusion Network



Grow and support
5,000 Digital
Inclusion Hubs
across the nation to
respond to local needs



The National Digital
Inclusion Network



Work with **community organisations** that create impact locally and nationally as a network



Provide **free resources, support and services** to address access and skills barriers: **National Databank, National Device Bank** and **Learn My Way**

If you'd like to know more,
get in touch.

katie.heard@goodthingsfoundation.org

Katie Heard
Head of Research and Data Insights
Good Things Foundation

