



# Together we can fix the digital divide

A world where everyone can  
benefit from digital



**Good Things**

# Good Things Foundation

- UK's leading **digital inclusion charity**
- We campaign for digital inclusion and advocate to **#FixTheDigitalDivide**
- We work with community organisations that create impact locally and nationally as the **National Digital Inclusion Network**
- We provide free resources, support and services to address access and skills barriers: **National Databank and Learn My Way**





## SCALE OF THE DIGITAL DIVIDE

**3.7m**  
FAMILIES ARE BELOW  
THE MINIMUM DIGITAL  
LIVING STANDARD

**8.5m**  
LACK BASIC  
DIGITAL SKILLS

**2.4m**  
HOUSEHOLDS CAN'T  
AFFORD THEIR MOBILE  
PHONE CONTRACT

**7.5m**  
WORKING AGE ADULTS  
LACK BASIC DIGITAL  
SKILLS FOR WORK

**1.5m**  
DON'T HAVE  
A SMARTPHONE  
TABLET OR LAPTOP

**0.6m**  
YOUNG PEOPLE LACK  
HOME INTERNET OR  
A SUITABLE DEVICE

DEVICES

CONNECTIVITY

NATIONAL DEVICE BANK

NATIONAL DATABANK





### OUR CHANGING DIGITAL WORLD

#### Health

**33%**

of those offline say its difficult to interact with NHS services



**39%**

of UK adult population not registered on NHS App

#### Money

**50%**

higher food costs without internet access

**4m+**

older people are not managing their money online

#### Work

Banking takes

**1.5 hrs**

longer without an internet connection

**92%**

of UK businesses say there is a digital skills gap

**40%**

of jobs will be affected by AI, worldwide

#### Internet

**33%**

unaware of local access point for device access or internet connection

**8%**

of eligible households signed up for social tariff

DEVICES

CONNECTIVITY

NATIONAL DEVICE BANK

NATIONAL DATABANK



# Good Things

Foundation

#FixTheDigitalDivide

# DIGITAL NATION UK 2024

FACTS & STATS TO FIX THE DIGITAL DIVIDE FOR GOOD



## PEOPLE LEFT BEHIND

lack basic digital skills



**24%**  
of those  
not working

**25%**  
of those with  
a **disability**  
or health  
condition



**48%**  
of those with  
no formal  
qualifications

**37%**  
of those  
over 65



CAPABILITY >

CONFIDENCE >

# Designing for Digital in Healthcare

There is lots of advice but it's fairly consistent:

## Audience

Understand their needs, bring them into the design, know who is being missed  
What access support do they need to be included

## Support

Who will provide support to users, do they have the skills, resource and confidence  
Digital champions and buddies

## Design

Provide choice through multiple access points  
Use Accessibility standards, easy read and translation with simple instructions

## Communicate

Tell people about your service in lots of different ways  
Consider Search terms  
Go to where they are

**For the Best  
Chance of  
Success with  
Digital  
Inclusion  
Design**

# Designing for digital inclusion in healthcare

A seminar series to help you consider populations, barriers and solutions:

Seminar 1 'Exploring the intersection between digital and health inequalities'

Seminar 2 'Exploring the barriers that exclude people from digital health services, and how to remove them'

Seminar 3 'Designing inclusive digital healthcare services'

Including lots of examples and case studies



**Designing for Digital Inclusion in Healthcare**

Seminar 1: Exploring the intersection between digital and health inequalities

Good Things VCSE health & wellbeing alliance

**Designing for Digital Inclusion in Healthcare - January 2024**

Seminar 1: Exploring the intersection between digital and health inequalities - Takeaways

- 1. Knowing which groups are at risk of being excluded from your services (digital and non-digital) matters**  
Use data, and research to highlight the needs. Deprivation index is a good proxy for digital inclusion if needed
- 2. Digital service and system design can create or exacerbate the health inequalities - avoid 'digital by default'**  
Only use digital if it will improve access for your audiences. Don't just do it because everyone else is
- 3. Digital inclusion is promoted in health and care policy - use this to strengthen the case for investing in inclusive digital services (where appropriate)**  
Start with the Framework for action on digital inclusion from NHS England
- 4. Consider the cost to the end user of accessing (eg buying the tech) or not accessing your digital services**  
If owning a device is a requirement to access your services, how are you helping with this. If they can't use digital how will they access your service

NHS England, FRIENDS, FAMILIES & TRAVELLERS, VCSE health & wellbeing alliance, Good Things, ROMA SUPPORT GROUP, NHS Health Check

The background is a solid teal color. There are several thick, dark blue curved lines scattered across the image, some in the top right and bottom left corners, creating a modern, abstract design.

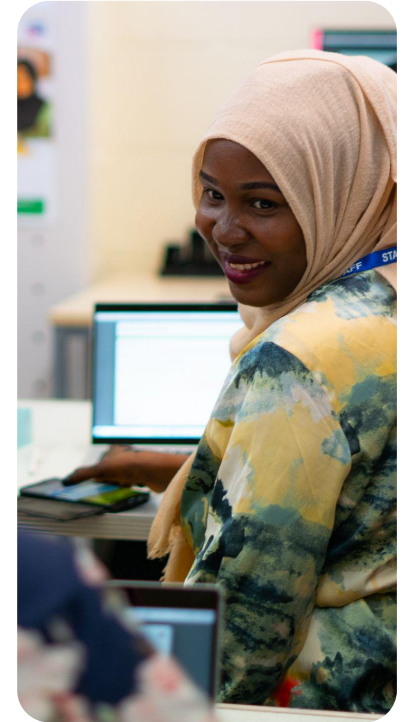
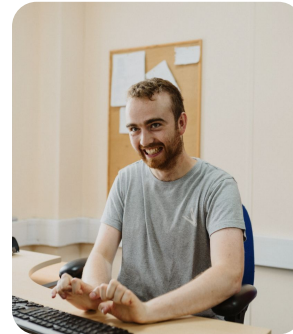
# **National Digital Inclusion Network**



# The National Digital Inclusion Network

A wide range of different types of organisations have been welcomed into the network, including libraries, NHS services, small and large charities, and more.

Each Network member is different, and we bring together hubs at regular meetups to share experience and advice.



# Our Network Map

You can find existing members of the Network on our [map](#).

The map also shows services available at each hub including:

- Access to the National Databank
- Digital skills sessions



# National Databank

# Introducing the National Databank

Like a foodbank but for mobile data, the National Databank provides **free mobile SIM cards** to help digitally excluded people get connected.

There are over **2000 Databank hubs** across the UK, but more are needed to ensure everyone can access data locally.

**Could your service sign up as a Databank hub and help distribute data?**



# Eligibility criteria

**Data can be gifted by organisations to people that they support who are:**

- 18+ years old
- From a low income household
- Have no access or insufficient access to the internet



# How the National Databank works

O2	25GB data, free calls and texts for 30 days (can be issued for 1 - 12 months)
Vodafone	40GB data, free calls and texts for 30 days (renews automatically for 6 months)
Three	24GB data (only), one off provision

# How the National Databank works

- 1** - Organisation joins the [National Digital Inclusion Network](#) and applies for **Databank** access
- 2** - Invitation to **introduction session**, 2 month stock of **SIMs** delivered to organisation, and user account created on **Databank website**
- 3** - Staff members identify data recipients and **gift data**
- 4** - At the time of gifting the data, staff members log in to the Databank website and **record**



**“Since accessing the Databank... it’s been a like a weight’s been lifted”**

**“Every little bit of data helps to keep me well – and feel more connected to the outside world”**



# The Device Bank

- The **Device Bank** aims to tackle e-waste and get refurbished devices into the hands of people that can't afford their own.
- Donated devices are **refurbished** by our partner, Reconome.
- Once a good supply of refurbished devices are available, members of the National Digital Inclusion Network can apply for these to **gift to people** they support. However we know demand is still much higher than supply.
- To stay up to date with the Device Bank, **join the National Digital Inclusion Network** and sign up for newsletters



# Digital Skills

# Learn My Way

- A **free online platform** that helps people gain basic digital skills.
- **Bite-sized topics** are suitable for beginners, and cover staying in touch, managing health online, employment and much more.
- **Resources available** to help organisations to use Learn My Way as a learning tool.
- **Explore Learn My Way** at <https://www.learnmyway.com/>



## Julie's story

**"I guess I was frightened actually," Julie said. "Because it's the fear of the unknown. I was intimidated by it all. And I felt angry that I was being left behind – not everyone can afford a laptop and wi-fi internet."**

**"Without the data, devices and skills support, I would have been letting the world go by. It has really given me a new lease of life and a sense of freedom. Now I'm living life on my own terms."**



# Stay in touch

Join the [National Digital Inclusion Network](#)

[Contact us](#) via our website

X: [https://twitter.com/NDI\\_Network](https://twitter.com/NDI_Network)



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