TOGETHER WE CAN END DIGITAL POVERTY

Join us.

digitalpovertyalliance.org
Digital poverty can be solved. Join us in making it happen.

The Digital Poverty Alliance brings together key corporate, third and public sector partners to find and promote solutions to end digital poverty. We’ve worked with:

Currys is a Founding Partner of the Digital Poverty Alliance, and funded one of our initial projects – Tech4Teachers. Currently, the DPA is Currys' in-store partner with donations from customers funding our new initiative – Tech4Families.

We have partnered with the Digital Poverty Alliance to provide funding as part of our RISE strategy – a commitment to positive global impact embedded in our purpose to create technology that enriches lives.

We are partnered and provide funding for Digital Poverty Alliance projects as part of our COVID-19 Community Aid Package, delivering vital relief to vulnerable communities impacted by the pandemic.

If your organisation could be part of creating that change, we’d love to hear from you.
Digital poverty is the inability to interact with the online world fully, when, where and how an individual needs to.

In a society that believes in justice and compassion, it’s not right that over 40% of children are growing up without proper access to the digital world and the life changing benefits it brings. Nor that broadband costs are simply out of reach for too many.

Importantly, to solve poverty in the UK, we must address digital exclusion. Whether it’s accessing education, social security systems, job opportunities or cheaper gas and electricity, it’s a core part of how we live. Digital exclusion compounds and exacerbates poverty.

*All statistics are based on research in the UK.*

**What is digital poverty?**

- **2.6 million** people are still offline.
- **11 million** people don’t have essential digital skills for life with lack of education, lower incomes and older age all contributing.
- Up to **42%** of young people lack either a home broadband connection or a computer.
- **1 in 5** children who had been home schooling during the pandemic did not have access to an appropriate device.
- **2.5 million** people are behind on their broadband bills.
The Digital Poverty Alliance: making systemic change to end digital poverty for good

As part of bringing together a wide range of partners, we host the DPA hub to foster conversation, networking and information sharing.

We’re also building the evidence base on digital poverty in the UK, so we can clearly advocate for evidence-based change.

To read our landmark DPA evidence review, Inclusion to Equity, see digitalpovertyalliance.org/uk-digital-poverty-evidence-review-2022/

Join the DPA Community Hub:
Together we can bridge the digital divide

There are some fantastic solutions to the digital divide but these are often fragmented and don’t meet the total needs of the person and the people supporting them.

We want to connect the system and power up partners, champions and people who want to help to deliver holistic solutions for all the determinants of digital poverty and inequality, to those most in need most quickly.

To do that, we work with corporate and public sector partners to deliver innovative projects that close the digital divide.
Case Study: Tech4Teachers

Just one example of how we work with corporate partners to create change is our Tech4Teachers campaign that continues to deliver on the ground support for teaching staff across the country.

Our survey of 700 teachers in 200 schools across the UK during the pandemic revealed that 47% of teachers did not have adequate technology to be able to teach effectively.

To tackle this, Learning Foundation, DPA and Currys plc came together to create Tech4Teachers – helping to close the digital divide by providing devices and equipment for 1,000 teachers in schools with high numbers of financially disadvantaged pupils.

The project has now successfully supported 1,000 schools across the UK, throughout lockdown and beyond, making a real difference to lives and life chances of children from some of the most deprived communities.

Now being taken forward with the support of Intel, and Barclays, Tech4Teachers continues to make a lasting impact across the country.
At the start of lockdown we reached out to Westminster Primary in Blackpool. The school serves 400 children, 76% of which are eligible for the Pupil Premium – meaning they either live in a low-income household or are care experienced.

**Headteacher of Westminster Primary, said:**

“Many of the children at Westminster School and the Blackpool area do not have access to digital devices that enable quality online work. Many may have phones or tablets, but these really do not allow the children to access the variety of online content available. Nor are they appropriate for working on for a prolonged time. The laptops will go a long way to fill this gap for many of the children. The next step we are looking at with the digital divide is providing the broadband service and wifi within their houses. Many children rely on tethering to phones that have very limited data allowances.

“From my point of view as headteacher, the donation of the laptops supplements the programme we have in place to replace laptops for children and staff, some of these being over 7 years old now. Ideally – we would replace teachers laptops every three years – there simply isn’t the money in the budget to do this. As such, many teachers provide their own. Much of teachers’ work cannot be done on their own laptops due to sensitive data and the risk of cyber attacks. These laptops provide a much needed boost to the schools IT provision and help teachers and pupils with their learning.”
“Thank you to Currys in offering such a generous scheme providing teachers with a laptop. The equipment will be invaluable in helping me to work more flexibly from home, allowing me to create high quality resources and communicate with both staff and students during a time when contact in person is limited.”

RICHARD LLOYD
– Music Teacher, The Bridge Academy

“Thank you so much for your generous donation. We are a large school, and this donation will support many families access the internet and support their learning at home. Not only does this donation support the children, but it also supports their families and the wider community. We can’t thank you enough for supporting learning and wellbeing at Sudbury!”

MS GRAFSTEIN
Deputy Headteacher, Sudbury Primary School

“The laptops have been a life saver! With the number of staff having to self-isolate meant that there was an increase of staff having to work from home. With over 50 members of staff across the school, we certainly did not have the funds to pay for so many. Having the very generous donation from Currys’ meant that the important work to keep on top of our student’s education could carry on! Thank you!”

STUART WOODBURN
- Head of Primary, Merchants Academy
In March 2022, we partnered with Intel to launch a proof of concept project to provide young men being released from prison with the digital skills and access they need to flourish.

Delivered via Trailblazers Mentoring, a charity who work with young men who are in prison and intensive support through the gate into their community, the project provides devices, connectivity, skills and mentoring to a priority group of people leaving HM Young Offenders Institution in Featherstone aged between 18-25.

In previous work, Trailblazers saw the reoffending rate of mentees is 8% within 1 year of release and 10% within 2 years, versus a national rate of 25.7% in the first year of release for young offenders.

The project has the potential to make real, lasting change. A recent HM inspectorate report showed that 4 out of 10 young men being released from prison in the community do not have access to education or training and 47% do not have access to the internet. This understandably impacts on their life chances.

Made possible through funding from Intel, the University of Wolverhampton will be evaluating the impact with the DPA then producing a white paper to share with Government.

Ministry of Justice estimates there is £2b cost to the UK in re-offending rates with the total cost to run all prisons at over £3b per annum. Our aim is not only to support these young men but also ultimately to demonstrate how to reduce the financial burden on the UK through a reduction in reoffending rates and associated costs.
SeeBlue Marketing are an award-winning marketing agency for tech businesses who provide ongoing pro bono support to the DPA.

SeeBlue provide practical support designing the DPA’s first marketing assets, as well as creating DPA’s overall marketing strategy.

“Living without access to digital tools which provide education, information and access to society seems almost impossible, yet a reality for many. As tech sector specialists, we are really excited to be able to use our skills and knowledge to help advance the vision of the DPA to end digital poverty and achieve access for all.”

- Helen Brown, Co-founder and Director
Marketing Collateral

**EXAMPLE A**

Tech4Teach

“Digital poverty has helped turn schools into agile, digital-ready schools that are able to deploy digital technologies to support learning.”

Elizabeth Anderson, Chief Operating Officer, Tech4teach

Outreach, Communication and Education Support Services

www.digitalpovertyalliance.org

**EXAMPLE B**

Digital poverty can be solved.

www.digitalpovertyalliance.org

**EXAMPLE C**

The Digital Poverty alliance brings together key corporate, third and public sector partners to find and promote solutions to end digital poverty.

Together we can end digital poverty - join us
JOIN THE CAUSE

WORK WITH US

If your organisation would like to sponsor the DPA, or explore an intervention or research project, please do get in touch. To discuss opportunities, contact Elizabeth Anderson, Chief Operating Officer: elizabeth@digitalpovertyalliance.org

DONATE DEVICES

While we know that access to devices alone won’t end the digital divide, we’re also committed to closing the gap fastest for those who need it most.

If your organisation wants to join us to create real change and has devices to offer, please get in touch directly at learningfoundation.org.uk/donate-support-form