



Digital Poverty Alliance
National Delivery Plan Overview 2024

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Foreword

A Message From Our CEO

Producing this year's National Delivery Plan has been a time for reflection on the successes of 2023 and the scale of the opportunity for 2024. Our team is proud to present the latest iteration of the Digital Poverty Alliance's National Delivery Plan Overview. This past year has seen significant milestones that underscore our collective commitment and disciplined approach.

This year finds us in the second stage of the first phase of the Plan, as set out in 2023, and based on the UK Evidence Review released by the DPA in 2022. For this reason, we have updated our Overview and our actions but not the full report. Whilst great strides have been made in the past year, much of the underlying data and insights remain the same. The research conducted on our behalf by Deloitte, the Socio-Economic Case released in October 2023, starkly shows the scale of the digital inclusion challenge in the UK: up to 19m adults experiencing a form of digital poverty, one in seventeen people in the most severe digital poverty. The knock-on impact here sees 1 in 5 children without a device or connectivity at home. As more and more services move online, tackling digital poverty has never been more vital.

The release of this plan will also see two other major milestones. We will launch activity for End Digital Poverty Day 2024, the second year of our public awareness initiatives that strive to be recognised by organisations up and down the country. Collective effort, action across communities, and new discussions can all help raise awareness and focus minds on this key social issue. This year we aim to be even bigger than the first year, and we urge you to get involved.

We will also launch our Charter for Digital Inclusion, and we are delighted to already have support from a variety of sectors. The Charter is for any organisation, big or small, that employs at least two people. This initiative invites organisations from both the public and private sectors to make concrete commitments to promote digital inclusivity. We have focused on cultivating robust partnerships and securing actionable pledges that drive measurable outcomes.

Every area of our lives now has a digital element. As we have seen with a variety of societal issues and movements, only through collaboration can we move forward. Digital inclusion cannot be someone else's problem; it must be tackled together.

The 2024 edition of the plan sets out an updated roadmap and also enhances some areas of focus. We must disrupt cyclical debates around access to connectivity by looking at the potential for new technologies to solve old questions about affordability, through open roaming and mesh networks. We must tackle media literacy, especially as AI leads to ever more questions around trust related to scams, fraud, and online safety. We will ramp up our own work around accessibility of services. And we must look at how access to healthcare and digital exclusion intersect, with the potential for 24,000 lives a year to be saved just through health literacy for over 65s – and that’s before we consider the impact on loneliness.

As well as 120 media mentions for our work in the last six months, Parliamentary mentions, a growing Industry Forum and Local Authority Network, we also help real people who cannot wait for policy change. We’ve supported 4,000 households to get online in the last two years alone, with hundreds of devices reaching individuals every few weeks, transforming lives. Research later this summer will show the incredible and far-reaching impact of these programmes.

We invite you to join us and be part of the solution – to succeed we need every part of society behind the mission of ending digital poverty once and for all in the UK. If you want to help ensure no family is left behind, and that digital access and literacy is universal, get in touch with us today. With your help, the support of our partners, and the dedication of our team, we will achieve yet more progress this year and throughout the decade.



Elizabeth Anderson
Chief Executive Officer, Digital Poverty Alliance

From 2024 Onward

A Phased Approach

The NDP 2024 Overview embodies a meticulously crafted approach, strategically designed to realise our mission of eradicating digital poverty. With a foundation in systematic planning and execution, our efforts are directed towards ensuring equitable access to digital resources through our six interconnected missions. In keeping with our original commitment, the National Delivery Plan will be iterated and a new edition covering key actions published annually, reflecting progress against each stage.

Each mission within this document represents a crucial aspect of our overarching goal, addressing the multifaceted challenges inherent in achieving digital inclusivity. From advocating for policy reforms to forging innovative partnerships, our approach is comprehensive and purpose-driven.

The development of this document was marked by rigorous planning and collaboration, ensuring alignment with our social objectives and the evolving needs of the communities we serve. Through this iterative process, we have distilled our collective expertise and insights into actionable strategies poised to drive meaningful change.

By embracing a phased approach, we prioritise initiatives with the potential for maximum impact while maintaining the flexibility to adapt to evolving circumstances. This strategic approach empowers us to refine our efforts as necessary, ensuring sustained progress towards our shared vision.

As you engage with the NDP 2024 Overview, you will encounter a roadmap that not only articulates our vision but also provides clear, actionable steps to bring it to fruition. Through the focused implementation of our missions, we are positioned to catalyse significant advancements in digital inclusivity, creating a more equitable society for all. This document is a testament to our unwavering dedication and collective commitment to driving transformative change. It serves as both a guide and a call to action for all stakeholders involved.

Overarching **Key Messages**

Throughout Phase One, we have identified three overarching messages that consistently remain central to digital inclusion. These messages come with calls to action that government, business, and communities must address collectively. Each message is underpinned by specific actions within each mission, targeting a challenge or barrier to eliminating digital poverty.

Key Message	Overarching Call
End digital poverty together: the need for a UK side strategy	In this General Election year, we continue to call on the government for an up-to-date Digital Inclusion Strategy at the national level, and a cross-departmental working group with transparent accountability across every area of activity – from education to health, employability to industry.
Digital access is a basic right: cross sector collaboration is vital	Every area of life relies on digital, yet up to 19 million adults in the UK are experiencing a form of digital poverty. We call on organisations in every sector to see digital inclusion as core to their work. Our Charter for Digital Inclusion sets a course for this.
Empower people and communities: local solutions will help most	Whilst we need the convening power of government and industry to create the environment for change, locally led solutions that help people on the ground are essential for mass change. Local authorities, schools, NHS Trusts, and charities are key to delivering real change, and these need support.

NDP 2024

Mission One

Increase awareness among government, politicians, industry, and the public about the need for strategic and sustainable action to end digital poverty.

Under the directive of Mission One, Phase One, the DPA has steadfastly pursued its core objective: to elevate awareness among government, politicians, industry, and the public about the critical need for strategic and sustainable action to end digital poverty. Through a meticulously crafted array of initiatives and strategic alliances, the DPA has endeavoured to underscore the urgency of this national challenge, fostering a unified commitment to achieving tangible and lasting change.

Strategic Initiatives and Key Accomplishments

1.1 | Establish the National Delivery Committee

In 2023, the DPA established the National Delivery Committee (NDC), marking a significant milestone in its advocacy work. Comprising 30 distinguished members hailing from diverse sectors, the Committee serves as the cornerstone of the Alliance committed to eradicating digital poverty in the UK. Embodying a collective resolve for cross-sectoral collaboration, the Committee meets quarterly to monitor the progress against the DPA's National Delivery Plan and discuss joint initiatives.

1.2 | Develop a strategy for targeted advocacy to raise awareness

Central to this strategy is the delivery of carefully crafted briefings to influential decision-makers, including Lords, MPs, and PPCs. These briefings, informed by detailed constituent data, serve as powerful tools to articulate the DPA's policy position, including seeking the formalisation of a cross-departmental task force to implement an up-to-date national digital inclusion strategy. Additionally, we continue to advocate for clear ministerial responsibility for ending digital poverty. Our efforts are underpinned by a commitment to evidence-based policy-making and a collaborative approach to achieving our goals.

In parallel, the DPA strategically cultivates a robust presence across print, radio, and television media platforms. Since autumn 2023, the organisation has secured over 120 appearances in esteemed outlets such as The Guardian, BBC Radio, and ITV. This strategic media engagement not only amplifies the DPA's message to a broad audience but also enhances its credibility and influence. Furthermore, the organisation's notable recognition in Hansard, with five citations alongside CEO Elizabeth Anderson, underscores its pivotal role in informing and shaping legislative discourse on digital inclusion.

1.3 | Produce a Charter for Digital Inclusion

In 2024, recognising the profound impact of digital poverty as a barrier to equality and progress, the DPA produced its Charter for Digital Inclusion. This charter asks organisations across both public and private sectors to commit to at least three impactful actions: raise awareness of digital inclusion, offer accessible digital services, donate devices, develop digital skills, or forge partnerships for broader impact.

1.4 | Promote the Charter for Digital Inclusion across employing organisations to grow commitments

In rallying organisations to endorse our Charter for Digital Inclusion, the DPA has initiated a compelling awareness campaign. Harnessing the power of our digital platforms and social influence, we strategically communicate to inspire organisational commitment to the charter. Through personalised messaging and proactive engagement, our objective is to amplify visibility and participation.

1.5 | Continue to grow and amplify impact of End Digital Poverty Day

Introduced in September 2023, 'End Digital Poverty Day' has emerged as an annual focal point event initiated by the DPA, uniting individuals of all ages and skill levels from across the UK. This inclusive series of events, buoyed by organisations of diverse scales, encompasses webinars, skill-building workshops, educational sessions, drop-in advice forums, and roundtable discussions. With each iteration, 'End Digital Poverty Day' offers participants the opportunity to learn, actively contribute, and champion the critical cause of eradicating digital poverty.

1.6 | Produce a socio-economic impact case

In 2023, the DPA, in collaboration with Deloitte, released an extensive report on the economic implications of digital poverty in the UK. Designed to enhance public comprehension of the issue, underscore its urgency, propose practical interventions, and outline the socioeconomic benefits of addressing this prevalent challenge, the report underscores the imperative for decisive action.

Charting the Course to 2030: Phases Two, Three, and Four

● Phase Two ● Phase Three ● Phase Four

- 1.7 Advocate for a new UK-wide digital inclusion strategy and ministerial responsibility.
- 1.8 Deliver a comprehensive business/investment case for digital inclusion.
- 1.9 Enhance signposting for employers to resources on embedding digital inclusion across the workforce.
- 1.10 Create a pan-UK forum for national and UK government to address digital inclusion across all sectors.
- 1.11 Advocate for digital inclusion to be embedded in UK government public procurement policies and practices.
- 1.12 Advocate for a national digital inclusion fund to support public bodies and charities to deliver digital inclusion work.

NDP 2024

Mission Two

Ensure affordable connectivity and guarantee access to devices and connectivity for those in need.

Under the directive of Mission Two, Phase One, the DPA continues to address the foundational goal of securing equitable access to affordable connectivity and necessary digital devices for those in need. The increasing pressures of the cost-of-living crisis have intensified the need for connectivity, and our focused initiatives and strategic partnerships aim to elevate this issue as a national priority, driving collaborative efforts to ensure that every individual has the means to stay connected in ways that meet their diverse needs.

Strategic Initiatives and Key Accomplishments

2.1 | Raise awareness of ways for individuals and organisations to donate tech for reuse

Central to this effort is the proactive submission of Freedom of Information (FOI) requests to government departments, aimed at assessing their commitment to donating unused devices to charities and individuals facing digital poverty. Furthermore, through a collaborative partnership with Three Hands, the DPA actively participated in a series of impactful roundtable discussions, convening influential industry leaders to advocate for increased support and participation in device donations.

In a concerted effort to bolster these initiatives, the DPA introduced its Charter for Digital Inclusion, urging organisations to pledge their surplus devices towards this crucial cause. Additionally, the DPA is focusing on establishing pathways for individuals to donate devices, further enriching the avenues through which essential technology can reach those in need.

2.2 | Improve signposting to available support schemes for devices and connectivity through traditional and digital channels

The DPA continues to advance its efforts to improve signposting to available support schemes for devices and connectivity. Through strategic use of our digital platforms, the DPA provides guidance on existing support schemes, including Tech4Families, a partnership with Currys, and our Donation Management System. This year, we are placing even greater emphasis on the production and distribution of printed materials. By seamlessly integrating our efforts across digital and physical platforms, the DPA remains steadfast in bridging the information gap and facilitating broader access to support schemes, thus furthering our mission to foster an inclusive digital society.

2.3 | Promote awareness of support resources for local initiatives addressing data poverty and device poverty

The DPA's commitment to raising awareness about essential support resources for local initiatives combating data and device poverty is underscored by our proactive engagement with local authorities through our Local Authority Network and at open forum events.

In 2024, the DPA partnered with Ealing Council and PaybyPhone to launch a device donation scheme for individuals to directly tackle digital exclusion through their own old tech being donated to those in need. This initiative marks a significant step in our ongoing commitment to addressing digital disparities. Notably, with three-quarters of the donated devices designated for individuals in the London Borough of Ealing, and the remainder distributed to families across the United Kingdom, our efforts are positioned to yield tangible results. Additionally, we will work to identify best practices of new technologies that support data poverty, advocating for public and private solutions that break down the traditional cost barriers, and preparing to advocate for greater rollout of technology such as mesh networks and open roaming.

2.4 | Advocate for internet-only provision of services including telephony and television to be delayed until there is universal access to internet

Throughout 2024, the DPA will continue to strategically advocate for delaying the move to online-only infrastructure, including telephony and television, until universal access to the internet is established nationwide. Through targeted petitions and policy campaigns aimed at government bodies and regulatory authorities, coupled with compelling public awareness initiatives, the DPA will underscore the critical importance of prioritising universal internet access as a fundamental prerequisite for any further digitisation efforts. By engaging both policymakers and the public, and working with key partners, the DPA will continue to make the case for postponing the switch-off of essential services and the acceleration of support, ensuring that no segment of the population is left behind in the transition to a digital society.

Charting the Course to 2030: Phases Two, Three, and Four

● Phase Two ● Phase Three ● Phase Four

- 2.5 Advocate for zero rating of data to access public services, starting with all services previously available through 0800 numbers.
- 2.6 Promote awareness of open roaming and mesh networks, for the purpose of free or low-cost connectivity for local residents.
- 2.7 Advocate for universal infrastructure to provide strong, reliable, affordable internet connections across the whole of the UK.
- 2.8 Advocate for broadband and mobile data VAT to be reduced to 5%, and the implementation of a digital inclusion levy.
- 2.9 Advocate for the removal of VAT on social tariffs.
- 2.10 Scale up the provision of in-person centres for digital access and support.
- 2.11 Advocate for a standard co-funded industry-wide social tariff.
- 2.12 Advocate for entitlement to free connectivity, devices, and support to priority groups at highest risk of exclusion.
- 2.13 Develop proposals for all children and young people to have equal 1:1 access to devices through schools and colleges.

NDP 2024

Mission Three

Improve standards of accessibility and inclusiveness across online services.

Under the directive of Mission Three, Phase One, the DPA is committed to promoting accessibility and inclusiveness in online services. This commitment is realised through strategic collaborations and partnerships with leading organisations across various sectors. Our goal is to champion these fundamental values by engaging in active and cooperative initiatives. We are dedicated to advancing forward-thinking strategies that uphold and enhance comprehensive accessibility standards, ensuring they meet current requirements while remaining adaptable to the continuously evolving digital landscape. By doing so, we aim to create a more inclusive digital environment that benefits all users.

Strategic Initiatives and Key Accomplishments

3.1 | Develop and run policy campaign highlighting the need for accessibility to be built into all digital services at the design stage

In 2024, the DPA aims to initiate pivotal collaborations with disability user groups to enhance accessibility in digital product and service design. These partnerships will catalyse a rigorous research initiative, culminating in the co-authorship of a white paper aimed at instigating a paradigm shift in industry-wide accessibility standards. The publication of this white paper in late 2024 will be supported by a comprehensive engagement plan designed to maximise its reach and influence. This plan will include diverse outreach activities, ensuring that the insights and standards developed are widely adopted across the sector. We will also continuously monitor the implementation of these standards and adapt our strategies to reflect emerging trends and technologies in digital accessibility. Through these efforts, we aim to ensure that digital accessibility becomes an integral part of the design process, benefiting all users.

3.2 | Advocate for GDS requirements for accessibility of public service websites to extend to schools, GPs, and other core public services

Throughout 2024, the DPA will undertake a focused advocacy campaign aimed at extending Government Digital Service (GDS) requirements for website accessibility to critical public services, including schools, general practitioners (GPs), and other essential sectors. Our strategic approach will entail intensive policy engagement with relevant government and industry bodies, forging collaborative partnerships with key stakeholders, and employing evidence-based advocacy efforts to underscore the imperative of inclusive digital design in these domains. Furthermore, we will launch awareness campaigns and initiate demonstration projects to empower stakeholders and illustrate the transformative potential of adhering to GDS accessibility standards in enhancing public service accessibility and inclusivity. Through these efforts, we aim to ensure that all public services meet the highest standards of digital accessibility, fostering a more inclusive society.

3.3 | Continue to encourage DPA's partners to strive for WCAG 2.2 Level AA accessibility

To further propel our partners towards achieving Web Content Accessibility Guidelines (WCAG) 2.2 Level AA accessibility, we will leverage and expand upon our existing engagement methods. Our approach will involve creating and distributing comprehensive educational materials tailored to meet the varied needs of our partners. This will be supplemented by focused training sessions and workshops designed to enhance their capacity in implementing accessibility measures. Additionally, we will cultivate peer learning networks and establish recognition programmes to incentivise and acknowledge progress. By maintaining ongoing feedback channels and advocating for strategic policies, we will continue to champion accessibility as a fundamental aspect of digital inclusion. This commitment will empower our partners in the DPA sector to establish more accessible and inclusive digital environments for individuals of all backgrounds.

Charting the Course to 2030: Phases Two, Three, and Four

● Phase Two ● Phase Three ● Phase Four

- 3.4 Advocate for the protection of all offline options for those that are unable to or unwilling to access digital services in both public and private sectors.
- 3.5 Advocate for digital service and product design to include testing by people with low or no digital skills.
- 3.6 Create kitemark for best practice in accessibility service design.
- 3.7 Advocate for the development of legislation to enforce accessibility regulations not only within the public sector but also across non-public websites and digital services operating within the UK.
- 3.8 Build on work to facilitate greater levels of algorithmic transparency.

NDP 2024

Mission Four

By 2030, significantly reduce the proportion of individuals without essential digital and media literacy skills and ensure the sustainability and expansion of these skills in response to changing technologies and needs.

Under the directive of Mission Four, Phase One, the DPA is firmly committed to addressing the complexities inherent in digital skills development. Recognising the multifaceted nature of this process, we emphasise the importance of interventions that are adaptable to diverse contexts, capabilities, expectations, and needs, rather than being standardised and isolated. Despite numerous initiatives aimed at fostering digital skills acquisition, the overall proficiency in foundational digital skills across the UK population has seen limited progress. Thus, urgent action is imperative to establish a sustainable system for inclusive digital skills acquisition and development, ensuring accessibility for individuals of all abilities.

Moreover, it is paramount to integrate education on safe and responsible digital practices into our strategy. This includes addressing the challenges posed by fake news, online safety concerns, scams, and fraud, thereby empowering individuals with the knowledge and skills to navigate the digital landscape safely and securely.

Strategic Initiatives and Key Accomplishments

4.1 | Advocate for government to prioritise action on essential digital skills

In 2024, the DPA is poised to initiate a strategic advocacy campaign aimed at urging the government to prioritise action on essential digital skills within the UK context. Through targeted policy advocacy, partnership building, research initiatives, and awareness campaigns, we will seek to highlight the critical importance of addressing digital skills gaps in combating digital poverty and fostering societal inclusion. Leveraging our collective expertise and collaborative networks, we will advocate for increased government funding and support for digital skills training initiatives, particularly targeting underserved populations.

4.2 | Raise public awareness of the importance of digital skills and media literacy, as well as available support

Throughout 2024, the DPA will employ a multi-channel engagement strategy to enhance public awareness of the importance of digital skills and media literacy, as well as the accessibility of support services. This strategy encompasses crafting clear and compelling messaging to emphasise the value of digital skills, establishing media relationships to secure coverage and feature stories, launching digital awareness campaigns across diverse platforms, collaborating with our

Industry Forum partners to broaden reach, hosting community events – including our Tech4Youth and Tech4YoungCarers workshops – to offer practical support, securing speaking opportunities to share expertise, and advocating for policy changes to prioritise digital skills development.

4.3 | Encourage employers to deploy digital champions programmes to support staff

The DPA is committed to the targeted promotion and expansion of digital champions programmes, specifically designed to enhance workforce support through improved digital skills. As a fundamental aspect of our new Charter for Digital Inclusion, these programmes aim to directly enhance employee productivity and well-being by equipping them with necessary digital competencies. In 2024, the DPA will support member organisations, as well as Industry Forum partners, in raising awareness on the tangible benefits of digital champions programmes in the workplace.

4.4 | Work with higher education institutions to embed support for access to devices, connectivity, and building of essential digital skills

In 2024, the DPA will implement a proactive strategy to significantly enhance digital accessibility across higher education, with a concentrated focus on improving device access, connectivity, and digital literacy. In close collaboration with universities and colleges, we will launch a suite of tailored initiatives – including hands-on workshops, interactive webinars, and dynamic information campaigns – all designed to specifically address the varied needs of students.

4.5 | Advocate for media literacy to be taught as standard in schools, colleges, and as part of digital literacy programmes

In 2024, the DPA will launch a comprehensive advocacy campaign aimed at integrating media literacy into educational curricula and digital literacy programmes. Our approach will prioritise engaging with the Department for Education (DfE) through formal channels, initiating dialogues, and providing evidence-based position statements to advocate for the inclusion of media literacy in national education standards. Additionally, the DPA will leverage its digital channels, including its website, social media platforms, and newsletters, to disseminate thought leadership pieces, op-eds, and educational resources on media literacy, emphasising its critical role in fostering critical thinking, civic engagement, and countering misinformation.

Charting the Course to 2030: Phases Two, Three, and Four

 Phase Two  Phase Three  Phase Four

- 4.6 Explore options for a pan-UK insight-sharing forum in relation to essential digital skills.
- 4.7 Undertake initial scoping review of high priority areas where digital skills training can help reduce social inequalities.
- 4.8 Advocate for the integration of requirements aimed at boosting essential digital skills into local skills improvement plans.
- 4.9 Advocate for a review of the essential digital skills landscape for adults across the UK.
- 4.10 Advocate for teacher training to include development and evidence of digital and media literacy.
- 4.11 Advocate for programmes that build the digital skills of frontline public service staff, civil servants, and third sector staff.
- 4.12 Advocate for a tech ambassadors program within schools and FE colleges.
- 4.13 Advocate for additional support to be provided to schools and colleges to embed digital successfully, including for the provision of 1-1 devices for children across the UK.
- 4.14 Advocate for the expansion of media literacy programmes to incorporate online safety, awareness of artificial intelligence (AI), cybersecurity measures, and strategies to combat fraud.

NDP 2024

Mission Five

Develop our understanding of digital poverty and enhance knowledge and information sharing through the creation of research sharing networks.

Under the directive of Mission Five, Phase One, the DPA is intensifying its efforts to strengthen the evidence base surrounding digital poverty, defined by the DPA as the inability to interact fully with the online world, when, where, and how an individual chooses to. Our comprehensive approach ensures that we not only aggregate and analyse empirical data from within the UK but also extend our scope to global studies that provide insights into digital poverty.

Through our innovative delivery projects, we actively identify gaps within existing solutions, catalysing innovation, and enhancing scalability. This strategic approach not only strengthens our ability to address the multifaceted challenges of digital poverty but also significantly contributes to the enrichment of the evidence base. This concerted effort is pivotal for precisely assessing the scale of the issue and delineating the necessary social, economic, and policy interventions essential for sustainable solutions.

Strategic Initiatives and Key Accomplishments

5.1 | Advocate for the adoption of the minimum digital living standard across government and other organisations

The DPA will continue to support advocacy campaigns to promote the adoption of a minimum digital living standard across government departments and non-government organisations, drawing on insights from the Minimum Digital Living Standard for Households with Children research conducted by our partners at Liverpool University, Loughborough University, and the Good Things Foundation. Leveraging our advisory role in this research, we will use policy briefings to communicate effectively with policymakers and stakeholders, advocating for evidence-based policies to bridge the digital divide.

5.2 | Gather data through DPA delivery projects, and run proof-of-concept projects, to evaluate the benefits of technology among specific groups

Building on the proven successes of our Tech4Families, Tech4Schools, Tech4Teachers, and Tech4PrisonLeavers projects, we are pleased to announce the launch of a transformative project for 2024: Tech4Youth. This initiative is crucial to our commitment to enhancing the digital fluency of diverse communities, equipping them with the resources and support necessary to thrive in a digital-first world. Specifically, Tech4Youth will provide economically disadvantaged young people aged 11-19 with access to a free device, connectivity, and skills training, empowering them to use digital technologies for educational advancement and personal growth.

5.3 | Build our library of case studies on the lived experience of digital poverty

In our plans for 2024, we are strategically incorporating measures to engage individuals affected by digital poverty while safeguarding their privacy and confidentiality. This includes the implementation of anonymous surveys distributed through trusted community channels to encourage candid feedback. Additionally, we will introduce the option for individuals to nominate proxy respondents, such as community leaders or social workers, to share insights on their behalf. Furthermore, we are committed to collaborating closely with trusted gatekeepers, including educators and healthcare professionals, who have direct connections with those affected by digital poverty. These proactive steps will enable us to gather valuable data and insights to inform our projects and initiatives while respecting the anonymity and privacy of individuals living in digital poverty.

5.4 | Research the impact of AI on the exclusion of those experiencing digital poverty, particularly on educational outcomes

In our ongoing exploration of strategies to address the impact of AI on the exclusion of individuals experiencing digital poverty, particularly on educational outcomes, the DPA is actively formulating a comprehensive research plan. Our initial focus is on understanding how AI exacerbates educational exclusion among this group. To achieve this, we are currently in the process of establishing partnerships with key stakeholders, including academic institutions, non-profit organisations, and industry leaders. These collaborations will provide invaluable expertise and resources necessary for conducting meaningful research. Our forthcoming research plan will incorporate a mix of quantitative analysis and qualitative research methods, allowing us to delve into the intricate dynamics at play. Furthermore, we are committed to translating our research findings into targeted policy recommendations aimed at mitigating the adverse effects of AI on educational outcomes for individuals experiencing digital poverty, thereby fostering greater inclusivity and equitable access to education.

Charting the Course to 2030: Phases Two, Three, and Four

● Phase Two ● Phase Three ● Phase Four

- 5.5 Create and develop mechanisms for research and information sharing in relation to digital poverty.
- 5.6 Develop detailed personas to better understand how barriers can be tackled.
- 5.7 Advocate for a question on digital poverty in the 2031 census.
- 5.8 Advocate for a longitudinal study to measure changes in the rate and experience of digital poverty over time.
- 5.9 Consult on and build cross-sector support for a definition of digital poverty.
- 5.10 Build the evidence base on the intersectional nature of digital poverty and the understanding of how existing structures of inequality compounds its experience.
- 5.11 Conduct a social return on investment analysis for investment in digital inclusion.

NDP 2024

Mission Six

Increase local capacity to provide joined-up digital inclusion support to individuals and communities.

Under the directive of Mission Six, Phase One, the DPA is committed to enhancing local capacity to deliver comprehensive digital inclusion initiatives. This effort relies on collaboration with local entities and key stakeholders, such as Local Authorities and housing associations, to strengthen the network that reaches individuals and communities needing support. By ensuring that all partners, including community organisations, local government, healthcare services, and employers are synchronised, we aim to achieve a holistic and efficient approach to eliminating digital exclusion.

Furthermore, it is essential to generate and use current, pertinent data regarding both the provision and necessity of digital inclusion services. This data will not only aid in assessing the effectiveness of current initiatives but also in pinpointing areas for expansion and improvement.

Strategic Initiatives and Key Accomplishments

6.1 | Support local authorities across the UK to address digital poverty, raising awareness of the impact of local priorities.

In 2024, the DPA will continue to build on its role as a pivotal support mechanism for local authorities across the UK, tackling digital poverty by centralising coordination, facilitating knowledge sharing, and strategically aligning with local priorities. Leveraging the Digital Exclusion Research Index (DERI), the DPA will enhance its collaboration with local governments to precisely map the impacts of digital poverty and tailor effective, contextually appropriate interventions. This ongoing partnership not only strengthens the capabilities of local authorities to address digital challenges but also deepens their understanding of how digital exclusion intersects with broader local issues. Efforts to expand the DPA's network will include showcasing successful case studies, conducting regional workshops, and engaging directly with councillors to integrate digital inclusion into local development plans, thus fostering a more cohesive and collaborative approach to eradicating digital poverty at the local level.

6.2 | Develop a toolkit tailored for housing associations to facilitate digital inclusion initiatives among their residents.

In 2024, upon securing the necessary funding, the DPA aims to kickstart a significant initiative by developing a comprehensive toolkit tailored specifically for housing associations, building on our partnership with the Housing Associations' Charitable Trust (HACT). This initiative will focus on empowering housing associations to address digital poverty effectively. The toolkit will comprise assessment tools to identify the digital needs and resources of residents,

along with customisable implementation plans featuring step-by-step guides and modular options adaptable to various housing association sizes and resident demographics. Training materials will be provided to enhance digital literacy among residents, supported by train-the-trainer resources for staff and volunteers. Additionally, the toolkit will include partnership and collaboration frameworks to deepen engagement with HACT and local businesses, alongside evaluation tools to monitor the effectiveness of digital inclusion initiatives. Furthermore, it will offer policy advocacy guidelines to support broader digital inclusion efforts and a resource directory to connect housing associations with external support mechanisms. This initiative marks the beginning of our concerted efforts to address digital poverty at its roots, with the toolkit serving as a foundational resource to drive meaningful change within communities.

6.3 | Pilot approaches to capture data on levels, types, and sources of support in local areas.

In the summer of 2024, the DPA will implement a pilot project, facilitated by a new project role, to capture data on the levels, types, and sources of support for digital inclusion in five rural/coastal towns. The project will involve deploying surveys, conducting interviews, and organising focus groups to collect both qualitative and quantitative insights. A dedicated, funded team member will collaborate closely with local councils, educational bodies, and community organisations to ensure a comprehensive dataset that reflects the diverse digital needs and obstacles these communities face. This strategic data collection will inform targeted interventions and could establish a scalable model for addressing digital poverty in other regions. Additionally, documenting the methodology and outcomes of this pilot will contribute to the national policy dialogue on reducing digital exclusion.

6.4 | Advocate for national NHS services across the UK to address digital inclusion as part of health literacy and telemedicine.

During 2024, the DPA will increase its focus on the impact of digital poverty in the health landscape, including how this is tackled through every layer of the NHS, in primary care, hospital settings, and social care. This work will begin by gathering a greater understanding of the healthcare ecosystem and where digital inclusion sits within this, whilst also building on the findings of the Deloitte research showing both economic and social benefits in terms of financial savings and the potential for lives to be saved through the intersection of digital and health literacies. This will manifest through learning networks, focus groups, and interactions with clinician and patient-led organisations working across the UK.

Charting the Course to 2030: Phases Two, Three, and Four

● Phase Two ● Phase Three ● Phase Four

- 6.5 Advocate for local authorities to create open-roaming and mesh networks with high levels of deprivation.
- 6.6 Advocate for every local authority to have a digital inclusion function.
- 6.7 Advocate for improved signposting within local government, NHS and DWP services for digital support.
- 6.8 Advocate for a UK wide review of existing support available in relation to assistive technology.
- 6.9 Create consistent and transferable ways for local authorities to gather and organize information about digital poverty and the resources available to help, with a focus on improving collaboration and information-sharing among services that serve those with complex needs.

Join Our **Industry Forum**



Becoming a member of the DPA's Industry Forum places your organisation at the heart of the UK's journey towards digital inclusivity.

Membership offers privileged access to our quarterly forums, working in tandem with the DPA's National Delivery Committee. Here, your organisation will contribute to shaping and implementing the National Delivery Plan, standing at the forefront of our nationwide advocacy.

Additional Membership Benefits Include:

1. Prominent Visibility

Elevated presence as a notable corporate member on the DPA website, including the opportunity to feature in our editorial content.

2. Webinar Collaboration

Co-host a webinar with the DPA, spotlighting your organisation's innovative approaches and leadership to a diverse community eager to drive change in digital inclusion.

3. Policy Engagement Workshops

Participate in targeted workshops to influence pivotal policy decisions and advocate for widespread digital inclusion.

4. Roundtable Leadership Sessions

Drive crucial conversations in exclusive roundtable events, leading the charge on key digital poverty issues.

5. Recognition in Publications

Acknowledgment as a significant supporter in our National Delivery Plan updates and future documentation.

Contact Us | hello@digitalpovertyalliance.org

Sign Our **Charter for Digital Inclusion**

Affirm your commitment as a foundational signatory to our Charter for Digital Inclusion.

The DPA's Charter for Digital Inclusion is a pledge to actively work towards eliminating digital barriers within your workforce and community. This charter is a powerful declaration of your organisation's commitment to social responsibility and digital equity.

By signing this charter, your organisation commits to engaging in three or more of the actions stated below:

1. Raising Awareness

Awareness is the cornerstone of action. Consider raising awareness among staff, customers, and partners, and call upon your peers in the UK business community to join in this critical endeavour.

2. Accessible Services

Commit to a collaborative approach with your stakeholders to ensure that your organisation's digital services are universally accessible, reflecting a deep understanding of and response to the diversity of individual needs and abilities.

3. Device Donation

Actively engage in efforts to donate devices for refurbishment and reuse, with a strong emphasis on sustainability in your approach.

4. Digital Skills Development

Empowering individuals through digital skills acquisition is paramount for fostering a digitally inclusive society.

5. Partnership for Impact

The complexity of digital poverty demands a multidimensional approach, necessitating collaboration across governmental, non-profit, and private sectors.

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