





There are **many digital steps** on the journey to being active



But for some people, **digital barriers** make this harder

| Access  | Skills & confidence  | Trust & safety  | User experience  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Financial barriers to wifi / mobile data connection to get online No access to suitable digital device | <ul style="list-style-type: none"> Difficulty searching for and accessing information online Challenge of using different digital apps and tools | <ul style="list-style-type: none"> Worries about booking and paying online Lack of trust in reliability of online information | <ul style="list-style-type: none"> Language and / or accessibility barriers Lack of key information and support |

"I would like to use a step tracker app but I don't have a smartphone"

"I'm just not confident enough with buying tickets or buying certain things online"

"Websites never really have the right information that I need to know as a wheelchair user"

What **your organisation** can do

What works

- Providing digital skills & access support in trusted, local spaces
- Fostering social connections to build confidence for digital & physical activity
- Understanding needs & preferences of your audience around digital
- Accessible, inclusive digital platforms, with non-digital support where needed
- Partnerships enabling signposting to support for digital & physical activity

What's needed

- User-centred design of digital platforms and resource for offline support
- Questions on digital barriers embedded in data collection on service access
- Funding for sport / PA programmes that includes resource for digital inclusion support
- Place-based partnerships to embed digital inclusion across local systems

 **Find out more about our research**