



Digital Inclusion Baked in, not bolted on

2026-2028 Strategy



Our 2026–2028 strategy



Digital inclusion at scale

By enabling the National Digital Inclusion Network to go further



Evidence of what's needed to tackle digital exclusion

Through the What Works? Co-Lab



Fairer digital systems

Through partnerships & policy change

People need
Connection
Data & devices

People need
Confidence
Training & skills

People need
Support
Trusted, local help

Everyone
can
participate
in our digital
society



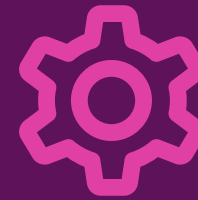
Good Things Foundation is the UK's leading digital inclusion charity. With the National Digital Inclusion Network and our strategic partners, we reach communities across all four nations. And we're delivering real impact – every sixty seconds, someone becomes more digitally equal because of our work. But the dial isn't moving fast enough, and for those already facing social or financial hardship, the gap is widening. We cannot accept a future where technology forges ahead while millions are left behind.

In the age of AI, digital inclusion is essential to a strong economy, fair society, and national growth. Access to healthcare, banking, jobs, and learning increasingly depends on being connected and confident online, yet:

Nearly 8 million adults still lack the most basic digital skills

Nearly 2 million households cannot afford to get online

Millions more feel excluded from AI's benefits due to a lack of confidence



We're building a society where everyone can participate in a digital world.

We want digital inclusion to be a fundamental part of how our country works: with digital inclusion baked in, not bolted on. And where every sector steps up so that people can use technology to improve their lives.

We want to collaborate to change the lives of millions – creating digital inclusion at scale, harnessing evidence and innovation, and fixing the systems that hold people back.

Digital inclusion at scale

Through the National Digital Inclusion Network

We want everyone to have the connection, confidence and online safety they need to participate in digital society. For people facing digital barriers – whether it’s access, skills or confidence, motivation or trust – practical support matters most, delivered at the point of need by trusted faces in welcoming places.

Through the National Digital Inclusion Network, we’ve led the way in building the nation’s digital inclusion infrastructure. With thousands of local partners – from libraries and community centres to banks and shops – we’re reaching digitally excluded people across the UK. We offer the resources, tools, and peer support these organisations need to bake digital inclusion into their services, while recognising that, for the community sector especially, funding remains a persistent challenge.

We’re:

1. Tackling data poverty for people in crisis, through **the National Databank**
2. Tackling device poverty, through **the National Device Bank**
3. Tackling digital, AI and media literacy, through **the AI Gateway** and **Learn My Way**

In the next three years...

We want to see more digital inclusion support resourced and offered at point of need – through the National Digital Inclusion Network and beyond.

We’ll work with the public and private sectors – from the NHS and local authorities to national businesses and charities – to ensure digital inclusion is baked into service design and delivery, meeting people exactly where they are.



MAKING PEOPLE



Connected



"I was very isolated, but not now. Coming here has changed everything."

Linda

MAKING PEOPLE



Confident

"I didn't know a lot before about digital skills. Soon I'm going to start another digital course at my college."

Nasreen



Evidence of what's needed to tackle digital exclusion

Through the What Works? Co-Lab

Digital inclusion is now firmly on the Government's agenda – it's vital for public sector and NHS reform, economic growth and harnessing AI. But while digital inclusion makes these goals possible, the support itself is still largely carried by families, friends, and the community sector. While devolution has sparked regional action, provision remains uneven. To close this gap, every sector must step up to ensure people can use technology to improve their lives.

We're proud to have helped put digital inclusion on the map, but the job is far from done. Moving from an analogue to digital age requires a bigger coalition and a much more ambitious agenda for change.

We're:

1. Setting a national benchmark – establishing the **Minimum Digital Living Standard**
2. Championing better metrics – embedding the **Indicators of Digital Inclusion**
3. Innovating for AI literacy – leading the way with our interactive **AI Gateway**
4. Catalysing ideas and debate – driving systemic change through the **Data Poverty Lab**

In the next three years...

We'll go further. We'll put lived experience and community expertise at the heart of our work – joining with industry, civil society, and government to set research priorities and test new approaches.

Together, we'll build the national evidence base needed to drive better decisions, faster action and lasting change.





Safer



“Ordering things online puts the fear in me. Being aware of what a scam is has helped me to be able to go online.”

Lin



Healthier

“Learning how to use a computer helped me to do so many things. It helped me to sort out my medication, I learnt how to order my prescription on the NHS app.”

Minaj



Fairer digital systems

Through partnerships and policy change

New technologies like AI bring both challenges and opportunities. To ensure they benefit everyone rather than deepening inequalities, we need shared knowledge, bold innovation, and practical solutions that reflect the lived realities of digitally excluded people. This is scaling best practice that already exists, while staying ready to discover and test new ideas.

As digital inclusion experts with a strong partnership ethos, we're committed to turning evidence into action. We collaborate with leading academics, businesses and civil society to build a clear picture of what works - and what doesn't - drawing on the frontline insights of the National Digital Inclusion Network.

We're:

1. Supporting **national transitions with digital inclusion baked in**
2. Calling for **internet access to be treated as essential**
3. Shaping **standards for responsible AI, inclusive design, and human support**
4. Influencing **policies, provision and procurement to promote digital inclusion**

In the next three years...

We'll evolve our partnerships to be even more impactful.

Drawing on our strengths in convening, campaigning and communities, we'll lead the collective effort to ensure digital and AI benefit everyone, everywhere.



MAKING PEOPLE



Better off



“Now I have the confidence to handle online banking, which I would never, ever have imagined myself doing.”

Ann

MAKING PEOPLE



Happier

“My wife was the internet guru, after she passed I realised I should have learnt about technology. It’s broadened my horizons, I’ve made so many friends and now I’m living the best life I can.”

Phillip





Good Things

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