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# Inclusive by default

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#reformdigitalservices

# Acknowledgements

## *Reform*

*Reform* is established as the leading Westminster think tank for public service reform. We are dedicated to achieving better and smarter public services. Our mission is to set out ideas that will improve public services for all and deliver value for money.

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# Introduction

Britain is a divided nation. While certain localities and people have prospered, other areas have been left behind. An independent inquiry into regional inequalities has highlighted significant regional variation in deprivation, educational attainment, health outcomes and skills.[1] For example, the average male healthy life expectancy in the North East is 59.5 years, compared to 66 in the South East, highlighting important regional disparities.[2] Moreover, the Social Mobility Commission demonstrated the existence of social mobility "cold spots" in rural and coastal areas across the country.[3]

Left behind communities often have poorer health outcomes,[4] lower educational attainment[5] and fewer job opportunities.[6] Digital public services have the potential to support these communities. Sound public service transformation enabled by technology can facilitate more convenient and efficient transactions between citizens and government. For example, it can speed-up identity verification processes for different government services – many of which need similar information about an individual – reducing the need for unnecessary repetition of information.[7] Digital technologies can also help to mitigate health and social inequalities by making systems more effective for public servants and patients.[8]

The communities that could most benefit from digital public services, however, are more likely to be digitally excluded – meaning that they lack the ability to access or utilise digital technologies effectively.[9] In 2018, 5.2 million adults in the UK were digitally excluded.[10] Moreover, 11.9 million people do not have essential digital skills, such as the ability to manage money online, find a job or engage with government services.[11] The digitally excluded are often older, less educated, unemployed, disabled and socially isolated.[12] People without any qualifications, for example, are 17 times more likely to be digitally excluded.[13] As the Government continues its programme to digitise public services, it risks exacerbating inequalities that vulnerable groups might face. It is vital, therefore, that the needs of vulnerable communities are considered when designing and implementing digital public services.

1   UK 2070 Commission, *Fairer and Stronger: Rebalancing the UK Economy* (2019).
2   Public Health England, *Public Health Outcomes Framework* (2019).
3   Social Mobility Commission, *State of the Nation 2017: Social Mobility in Great Britain* (2017).
4   *Public Health Outcomes Framework*.
5   Allison Dunatchik et al., *Regional Differences in Attainment in the Early Years* (NatCen Social Research and Department for Education, 2018).
6   Centre for Social Justice, *The Future of Work: Regional Revolution. Part II: Rebalancing Growth and Opportunity in Post-Industrial Britain* (2018), 31.
7   Maisie Borrows, Eleonora Harwich, and Luke Heselwood, *The Future of Public Service Identity: Blockchain* (Reform, 2017), 4–5.
8   Abby Young-Powell, 'The Challenge to Ensure Digital Public Services Leave No One Behind', *The Guardian*, 5 March 2019.
9   Chris Martin et al., *The Role of Digital Exclusion in Social Exclusion* (Carnegie UK Trust, 2016), 2.
10  Office for National Statistics, *Exploring the UK's Digital Divide*, 2019.
11  Lloyds Bank, *UK Consumer Digital Index 2019*, 2019, 10.
12  Ellen J Helsper and Bianca C Reisdorf, 'The Emergence of a "Digital Underclass" in Great Britain and Sweden: Changing Reasons for Digital Exclusion', *New Media and Society* 19, no. 8 (2016): 1267.
13  Ibid., 1258.

# 1. Digital services

The Government's principle aim regarding public services has been to provide services that are easily accessible, responsive to the needs of citizens, and reflective of how citizens want to interact with services in the modern world.[14] The resulting belief in "government services wherever you are" has led to a digital-by-default approach to both information provision and transactions.[15] This has included attempts to shift how citizens interact with public services from traditional face-to-face models to digital spaces such as GOV.UK. This shift aims to not only make it more convenient for citizens who are at best "a reluctant customer of government", as Damien Venkatasamy, VP – Public Sector at DXC Technology described them, but to reduce the administrative burden by removing many of the overheads and inefficient practices.

Enabling people to use the online option for government services, however, can be challenging. Of the 650 transactions offered by the Government in 2012, over half did not have a digital option, and only a "handful" of people who could use the online option chose to do so.[16] The Government Digital Service (GDS) was consequently empowered to drive change and improve user engagement by commissioning "the best user-centred digital services and information at lowest cost from the most appropriate provider", at a cost of some £150 million per year.[17]

Since 1996, and particularly after 2010, the Government has repeated its efforts to pursue this digital agenda (see Figure 1), highlighting the cost savings and benefits to service users from going digital.

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14 Cabinet Office, *Government Transformation Strategy*, 2017.
15 HM Government, *Open Public Services White Paper* (London: The Stationary Office, 2011), 52.
16 Cabinet Office, *Government Digital Strategy*, 2012, 2.
17 HM Government, *Open Public Services White Paper*, 52; National Audit Office, *Digital Transformation in Government*, 2017, 4.

**Figure 1: Digital services timeline**

### 2010

**Open Public Services White Paper**

Aimed to use digital as tool for choice and personalisation

**Directgov 2010**

A citizen-facing website with information about government services

### 2011

**Government Digital Service**

Central government body established to lead digital transformation

### 2012

**Government Digital Strategy**

Introduced "assisted digital" as an alternative means of accessing services for those without digital skills

**GOV.UK launched**

A new citizen-facing website replaces Directgov and includes transactional services, not just information

### 2015

**Digital Services Framework**

Complaints from suppliers lead to a revised framework for those providing digital government services

**Digital by Default**

Aimed at being user-led and easy to use, the Government introduces digital by default standard for all digital projects

**Register to Vote**

Government launches an online registration system for voting

### 2014

**Government Digital Inclusion Strategy**

Focused on businesses and individuals and introduced a "digital inclusion scale" for access

### 2013

**Government Approach to Assisted Digital**

Introduced a minimum standard for industry regarding assisted digital

### 2016

**Review of Public Funded Digital Skills Qualifications**

Digital skills are classified into Basic, Workforce, or Specialist

**GOV.UK Verify**

A single point, online verification portal is launched for citizens using digital government services

### 2017

**Digital Strategy (update)**

Focused on infrastructure and digital skills, this update also outlined next steps including training and inclusive policies

**Digital Economy Act**

Guaranteed good broadband services across the UK

**Government Transformation Strategy**

Developed the Design Principles, the Digital Service Standard, and the Technology Code of Practice

### 2019

**Online Harm White Paper**

Created an online-media literacy strategy to help protect vulnerable citizens

**NHS Long Term Plan and NHSX**

Targeted a "digitally enabled NHS" by improving the provision of digital healthcare through skills and infrastructure

**Digital Infrastructure Toolkit**

Guidance for industry and government around digital communications infrastructure

### 2018

**The Essential Digital Skills Framework**

Defined the five skills needed to engage with digital technology confidently, safely, and efficiently

**Digital Government Inquiry**

Focused on how government could improve government-citizen interactions

| | | |
|---|---|---|
| Paper | Standard(s) | Toolkit/Framework |
| Website | Organisation | Review/Inquiry |

Some schemes have been particularly effective at enabling people to access the services they need more efficiently, such as the ability to renew or apply for a passport online.[18] In 2018-19, 56 per cent of HM Passport customers applied online, compared to 35 per cent in 2017-18.[19] However, the services that are digitised tend to be simple, high volume, transactions which can often be automated with little human involvement, and are also likely to be used by more affluent members of the population rather than those on the lowest incomes.

Digitising more complex services and ensuring that vulnerable or disadvantaged people can access them is a crucial step to developing what one interviewee called "true digital services". In an interview for this paper, Douglas White, Head of Advocacy at the Carnegie UK Trust, argued that unless this challenge is addressed, digital services might increase inequality by providing faster and cheaper services for those who are better off, while not meeting the needs of the poorest members of society.

Digital exclusion (see Glossary) can be a barrier to citizens utilising digital services. However, solutions exist. The introduction of "assisted digital" in 2011 sought to help tackle this issue by offering support for individuals over the phone or in person to enable them to use a digital service effectively, not only in the public sector but also when interacting with businesses.[20] Take-up of assisted digital has been uneven. The Department for Work and Pensions has estimated that 5 per cent of those applying for Universal Credit will require some sort of assistance in order to complete forms, at a cost of £911 per person.[21]

In addition, the House of Commons Science and Technology Committee described the current GDS as having "lost momentum" and "not transforming the citizen-state relationship as it could".[22] One reason behind this has been a failure to design inclusive policies and then implement them in a way which addresses the risk of exclusion, particularly for those vulnerable individuals who interact most regularly and are most dependent upon government services. For instance, only half of the 500,000 social care personal budget holders in the UK said that their local authority had made it "easy" to get the right information and advice to choose and purchase their care and support, which is a necessary component of a good personal budget scheme and shows that the problem exists for both central government and local authorities.[23]

Going forward, the challenge is to ensure that public services do not marginalise the digitally excluded but are inclusive by default. In a recent roundtable focused on digital inclusion, Ed Poyntz-Wright, account delivery lead for DXC Technology, summarised the task ahead: "We shouldn't ask how to digitise public services… Instead, we should ask how we can use digital technologies to improve services."[24]

18    Mark Prince and Clare Watson, 'Applying for Your Passport Online', *Home Office Digital, Data and Technology* (blog), 13 February 2019.
19    Home Office, *Home Office Annual Report and Accounts 2018-19 (For the Year Ended 31 March 2019)*, 2019, 28.
20    Assisted digital and digital take-up community and GOV.UK Service Manual, 'Designing Assisted Digital Support', Webpage, August 2018; Government Digital Service and Cabinet Office, 'An Introduction to Assisted Digital', Webpage, 28 July 2011.
21    Farhad Cantel, *Universal Credit: Report of the Executive Director (Resources, Environment, and Cultural Services)* (Welwyn Hatfield Borough Council, 2017).
22    House of Commons Science and Technology Committee, *Digital Government, Eighteenth Report of Session 2017-19*, HC 1455 (London: The Stationery Office, 2019).
23    Martin Routledge and Jaimee Lewis, *Personal Budgets: Taking Stock, Moving Forward* (Think Local Act Personal, 2011).
24    Young-Powell, 'The Challenge to Ensure Digital Public Services Leave No One Behind'.

# 2. Barriers to digital inclusion

The Government's continued expansion of digital public services has the potential to improve accessibility and cost-effectiveness. As benefit payments, health advice and local government services continue to move online, it is important that services are designed to meet the needs of people who are digitally excluded – who are among the main beneficiaries of these services. In addition to providing alternative routes for those unable to use digital technology, this will also mean improving access to digital services. There are, however, significant barriers to digital inclusion such as the lack digital literacy and the right infrastructure.

## 2.1 Skills

A lack of digital skills is a key barrier to digital inclusion. Since the introduction of the Government Digital Strategy in 2010, a lack of appropriate skills has been one of the highest self-reported reasons for digital exclusion.[25] As set out in the Government's *Essential Digital Skills Framework* (see Figure 2), digitally excluded people will usually lack one or more of the five digital skills needed to help people to engage with digital technology. Although the number of people in the UK lacking basic digital skills is declining, eight per cent of the population in 2018 had none of the basic skills (4.3 million people) and 12 per cent only had limited abilities online.[26]

**Figure 2: Essential Digital Skills Framework**

**Communicating:** The ability to communicate, share and collaborate online.

**Problem solving:** Finding solutions to problems using digital or online tools.

**Transacting:** Applying for services, buying goods or managing transactions online.

**Handling information:** Finding, managing and storing digital information securely.

**Being safe, legal and confident:** Understand and manage the risks of online activities effectively.

Source: Department for Education, *Essential Digital Skills Framework*, 2018, 3; and Lloyds Bank, *UK Consumer Digital Index* 2019, 8.

This translates into a persistent regional divide in internet use and digital skills. Wales has the lowest proportion of people with all five basic digital skills (66 per cent) and the highest proportion of those with no digital skills (19 per cent).[27] However, in the South East of England, 86 per cent of people have all five basic digital skills and only 5 per cent of the population have no digital skills.[28]

A lack of basic digital skills tends to be more common among groups that would most benefit from easy access to digital services, such as people with disabilities or benefit claimants, and for whom the inability to fill out an online application form or use a search engine to look for information online may have more negative consequences than for others.[29] In many cases, this skills gap prevents the potential benefits of digital services from reaching those who need them most.

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25  Helsper and Reisdorf, 'The Emergence of a "Digital Underclass" in Great Britain and Sweden: Changing Reasons for Digital Exclusion'.
26  Office for National Statistics, *Exploring the UK's Digital Divide*.
27  Office for National Statistics, *Exploring the UK's Digital Divide*.
28  Ibid.
29  Ipsos MORI, 'Basic Digital Skills UK Report 2018', Webpage, 10 May 2018.

Universal Credit, which sees 98 per cent of people claiming online, can be difficult to navigate for those without the necessary digital skills.[30] A 2018 survey found that only 54 per cent of claimants were able to register their claim online unassisted.[31] In early 2019, the Work and Pensions Minister Justin Tomlinson MP recognised the need to address the issue and "improve communication in order to advise about alternatives; claimants can access support via the telephone, face-to-face, or through home visits".[32]

Digital literacy is also a spectrum. Whilst some people may have the skills to use the internet to send emails, others may be able to access much wider benefits such as e-learning, social networking, applying for jobs online, e-banking, and government digital services.[33] As of 2017, for example, 7.8 million people did not use the internet, yet a further 7.4 million people are considered limited users that go online sporadically.[34] Therefore, it is both non-users and limited users that require improved digital literacy in order to effectively use online government services.

## 2.2  Motivation

Motivation is also cited as a barrier to greater digital inclusion. It can stop people from using the most basic digital technologies such as the internet which, in turn, restricts access to online public services. In an interview for this paper, Adam Micklethwaite, Director of Digital Social Inclusion at the Good Things Foundation, argued that motivation is generally the most significant barrier to addressing digital exclusion, because it reflects the range of social exclusion factors that correlate with digital exclusion (such as poverty, low educational attainment etc), and prevents people from engaging with support that can help them gain confidence and digital skills. Research shows that people who do not use the internet do not see the personal benefit of being online.[35] A recent report has found that 69 per cent of non-users argued that they were "just not interested".[36] Similarly, a 2019 survey found that over half of the people who do not use the internet state that it is not for them or they do not see the need or how it would add value to their lives.[37]

Not feeling safe using the internet is another key motivational barrier. The risk of fraud, inputting personal data or being exposed to hateful content is often a deterrent to internet use – by staying offline, there is a belief among certain non-users that they will avoid these threats.[38] This was reiterated by Sally West, Policy Manager at Age UK, who argued that concerns about online security deter some older people from using the internet that impacts their ability to make best use of online public services. She went on to say that with the right support many older people can overcome the barriers they face to being online.  However, as there are still some older people who cannot, or choose not to use the internet, West argues that public service providers need to ensure that there are suitable alternative ways to access services and support.

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30  Rowan Foster et al., *Universal Credit Full Service Survey* (IFF Research, 2018), 3.
31  Ibid.
32  Justin Tomlinson, Department for Work and Pensions: Members' Representations, HC Deb 16 January 2019, Vol. 652 c406wh.
33  Frederick J. Riggins and Sanjeev Dewan, 'The Digital Divide: Current and Future Research Directions', *Journal of the Association for Information Systems* 6, no. 12 (2006).
34  Simeon Yates, *The Real Digital Divide? Understanding the Demographics of Non-Users and Limited Users of the Internet: An Analysis of Ofcom Data* (Good Things Foundation, 2017), 4.
35  Tom French, Lauren Quinn, and Simeon Yates, *Digital Motivation: Exploring the Reasons People Are Offline* (Good Things Foundation, 2019), 15.
36  Grant Blank, William H. Dutton, and Julia Lefkowitz, *Perceived Threats to Privacy Online: The Internet in Britain* (Oxford Internet Institute, 2019), 16.
37  Ofcom, *Adults: Media Use and Attitudes Report 2019* (2019), 20.
38  French, Quinn, and Yates, *Digital Motivation: Exploring the Reasons People Are Offline*, 15.

## 2.3  Access

The Government's push for digital services reflects the increased usage and accessibility of digital technology. Since 2006, the number of UK households with access to the internet has increased by 33 percentage points, with nine out of ten households online.[39] Similarly, the availability of superfast broadband coverage (see Glossary) has increased. 94 per cent of homes and businesses are in areas with superfast broadband and 91 per cent of the UK has access to good 4G mobile coverage.[40] That said, only 45 per cent of homes eligible subscribe to superfast, or better, broadband.[41] Furthermore, as Figure 3 and Figure 4 show, internet usage differs depending on age and socio-economic background.

**Figure 3: Percentage of people that only use a smartphone to go online**



By age group

By socio-economic group

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39   Office for National Statistics, *Internet Access - Households and Individuals, Great Britain: 2018*, 2018.
40   Ofcom, *Connected Nations 2018*, 2018, 1.
41   Ibid.

**Figure 4: Percentage of people that do not use the internet**

| | |
|---|---|
|  |  |
| By age group | By socio-economic group |

Across the UK, however, there continues to be a divide in access to communication services such as broadband and smartphones. This can therefore become a barrier to accessing digital public services. For example, 39,000 homes and businesses still struggle to access a decent broadband service or get good 4G coverage.[42] Rural areas are among the worst affected. Twelve per cent of rural premises struggle to access a decent broadband service, compared to only one per cent of urban premises.[43] Faced with challenging terrain and low population density, certain rural areas lack sufficient infrastructure that is stopping the roll-out of high-speed broadband.[44] In an effort to combat this digital divide, during the 2019 Conservative leadership race, Prime Minister Boris Johnson pledged that every home will have access to full fibre broadband by 2025.[45]

Poverty also exacerbates an individual's ability to access digital services. Three in ten of the most financially vulnerable people (see Glossary), for example, live in households that do not have access to the internet.[46] According to Ofcom, around one in ten household bill-payers have difficulty paying for communication services such as broadband or mobile phones – particularly younger people and those with a long-term mental illness.[47] Indeed, the most financially vulnerable are less likely to have a mobile contract, superfast broadband or internet access via a mobile phone.[48] Affordability can therefore be a significant barrier to accessing digital public services. In an interview for this paper, Douglas White argued that when accessing digital services, financially vulnerable households are more likely to be reliant on public Wi-Fi, which can pose security risks, and smaller devices such as mobile phones that are not optimised for inputting information.[49]

42  Ibid.
43  Ibid., 4.
44  Georgina Hutton and Carl Baker, *Superfast Broadband in the UK* (House of Commons Library, 2018), 7.
45  Christopher Hope, 'Boris Johnson Pledges Fast Internet for Every Home by 2025', *The Telegraph*, 7 June 2019.
46  Ofcom, *Access and Inclusion in 2018: Consumers' Experiences in Communications Markets*, 2019, 28.
47  Ibid., 30.
48  Ibid.
49  Revealing Reality, *Through the Looking Glass: How smartphones can change our behaviour, shape our thinking and increase inequality...and what we can do about it* (2019), 6.

# 3. Tackling the barriers

As more public services are delivered digitally, there is an imperative to tackle the causes of digital exclusion. Service design, community support and partnerships across sectors are key tools to improve the inclusiveness of digital public services.

## 3.1 Designing accessible services

The design of digital services can have a significant impact on whether a person who is digitally excluded feels comfortable to use online services. If the information presented or interface is too complex, it may put off a person who lacks confidence, motivation or skills. In an interview for this paper, Paul Waller, Researcher at the University of Bradford, argued that "digital exclusion is a symptom of design choices." Furthermore, for those who attempt to access digital services through smartphones, it is essential that the service is optimised to be used on smaller devices.

NHS Digital have provided guidance to those building or commissioning an online service to consider the needs and possible limitations of the user. The guidance argues that one in five people in the UK have a disability (visual, hearing, motor or cognitive) that might affect their ability to access digital services.[50] Moreover, a person's ability to access an online service might be affected by their location (if they are in a public area or have slow Wi-Fi), poor quality devices or if they are recovering from a health condition that makes it difficult to use technological devices. As a result, NHS Digital has set out design and accessibility principles, in addition to promoting web accessibility guidelines, to help ensure that online services are inclusive.[51] By adopting these principles, it can ensure that designers take into account the needs of the digitally excluded – as seen in Figure 5 – when developing online services.

**Figure 5: Texthelp**

Texthelp, an assistive technology that aims to boost health literacy, works with 60 NHS organisations to make websites and digital platforms more accessible to NHS patients, families and staff.[52] For example, it is used by the Bridgewater Community Healthcare NHS Foundation Trust to ensure that the information and services available online can also be accessible for those with limited digital skills, in addition to those who may not speak English or have a low English literacy level. By clicking on an icon on every webpage called "Browsealoud", a patient will receive several options to improve accessibility.[53] For individuals with reading difficulties, the text can be read out loud and is accompanied with an on-screen highlighter. Furthermore, Texthelp can give language support to staff to ensure that they deliver the best service.

Source: Texthelp.com website

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50   NHS Digital, 'Designing for Inclusion', in *Digital Inclusion for Health and Social Care* (2019).
51   Ibid.
52   Texthelp, *Improving Health Literacy for NHS England | Texthelp*, Webpage, 2019.
53   Texthelp, *Self Service: Browsealoud Makes Digital Access Easier at Bridgewater Community Healthcare | Texthelp*, Webpage, 2019.

## 3.2   Community support

Community support has had a positive impact on developing and maintaining digital skills across the country. Good Things Foundation's network of 5,000 Online Centres are working in partnership with the Department for Education (DfE) to offer community-based assistance to the digitally and socially excluded through the Future Digital Inclusion programme. For example, the Online Centres have provided digital support to 47,500 jobseekers per year attempting to use the Department for Work and Pensions' employment portal.[54] Since 2014, the programme has supported more than 1 million people to improve and maintain online skills that can help them to access online government services.[55]

## 3.3   Partnerships

Partnerships with organisations developing programmes to improve digital literacy skills are essential if the public sector hopes to create inclusive online services. Since 2018, NHS pilot schemes between businesses charities and the public sector have helped almost 200,000 people from a range of different disadvantaged groups to improve their digital literacy. These have been tailored to the specific social, digital, and geographic needs of digitally excluded groups across the UK. For instance, one pathfinder scheme in association with Age UK used peer support and digital champions to help teach isolated older people in Sunderland basic digital skills so they could access digital services more efficiently and improve their own care after leaving hospital.[56] Another pilot scheme in Tower Hamlets, delivered jointly by Health Watch Tower Hamlets and Tower Hamlets Together, aimed to improve digital inclusion amongst the Bangladeshi community who historically had both a lower health engagement and were less likely to use digital means to help manage health or access health information.[57] Moreover, partnerships with the private sector have also been established to tackle the barriers to digital inclusion, such as providing funding to create courses to build people's digital literacy.[58]

Spearheaded by the Department for Culture, Media and Sports (DCMS), the Digital Skills Partnership and the Local Digital Skills Partnerships have been created to improve digital skills reflecting national and local need. The Partnerships bring together government departments, public sector organisations, businesses and charities to increase the digital capabilities of people across England.[59] For example, the South East Local Enterprise Partnership was launched in June 2019 to improve digital literacy to boost the local economy.[60] Across the area, there are an estimated 35,000 digital vacancies for web and software engineers.[61] Therefore, in addition to tackling digital exclusion, the Partnership aims to promote growth and employment within the local area.

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54   Good Things Foundation, *Future Digital Inclusion: Delivering Basic Digital Skills for Those in Need* (2019), 10.
55   Ibid., 6.
56   Good Things Foundation and Digital Health Lab, 'Isolated Older People in Sunderland', Webpage, 2019.
57   Good Things Foundation and Digital Health Lab, 'Digital Health Inclusion with BAME Communities', Webpage, 2019.
58   Nuno Guarda, 'Cisco Networking Academy: Widening Access to Digital Skills Training', Blog, GOV.UK, 25 April 2019.
59   Department for Digital, Culture, Media and Sport, 'Digital Skills Partnership', Guidance, 19 October 2019.
60   South East Local Enterprise Partnership, 'SELEP launches new partnership to meet digital skills challenge in the South East', Press Release, 17 June 2019.
61   Ibid.

# Conclusion

Exclusion from the online world is generally a symptom of social and economic deprivation. Approximately five million adults are digitally excluded in the UK and are often marginalised due to education, employment, disability, or age.[62] This means that the most vulnerable individuals in society, who could see the greatest benefit from the implementation of digital public services, are typically those least able to utilise them. The roll-out of Universal Credit, which is largely an online service, has demonstrated how problematic digital exclusion can be.[63]

Removing the barriers to digital inclusion and guaranteeing that digital public services work for those who are most dependent upon them is crucial to ensuring that the digitisation of public services does not further inequality. There are various areas where resources and effort could be invested to help address the digital divide. Individuals must have the skills, motivation, infrastructure and devices needed to access these services. Moreover, Government must ensure that for those with no or limited digital skills, services are still accessible by alternative means.

Efforts are already being made to tackle digital exclusion and support those who cannot access digital public services. However, more should be done to ensure that services are designed to be inclusive by default. In addition, adopting a community approach to engage people who are digitally excluded and creating partnerships with businesses and the third sector are all steps that can help people to get online. Such approaches have already been shown to help tackle digital exclusion within certain groups and communities. The aim now must be ensuring that similar efforts are made for all digitally excluded people across the UK.

62   Helsper and Reisdorf, 'The Emergence of a "Digital Underclass" in Great Britain and Sweden: Changing Reasons for Digital Exclusion', 1258–67.
63   Rowan Foster et al., *Universal Credit Full Service Survey*, 3.

# Glossary

**Digital exclusion:** Digital exclusion is the inability to access or utilise digital technologies effectively.[64]

**Digital inclusion:** "Digital inclusion is about having the access, skills and motivation to confidently go online to access the opportunities of the internet."[65]

**Financially vulnerable:** The financially vulnerable include larger families, older people and retirees and the unemployed.[66]

**Superfast broadband:** Download speeds of 30Mbit/s and above.[67]

64  Martin et al., *The Role of Digital Exclusion in Social Exclusion*, 2.
65  *Digital Skills and Inclusion Policy* (Department for Digital, Culture, Media & Sport, 2017).
66  Ofcom, *Access and Inclusion in 2018: Consumers' Experiences in Communications Markets*, 26.
67  Ofcom, *Connected Nations 2018*, 1.

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