

Boosting Digital Inclusion Service for Londoners

1. About Get Online London

Get Online London is London's digital inclusion service, funded by the Mayor of London, delivered by LOTI and Good Things Foundation. It was established in June 2022 with £1.2m funding until June 2025.

Vision: Get Online London provides a **common digital inclusion offer** for community organisations across London, seeking to support the 270,000 Londoners without internet access and the 1.6m Londoners without basic skills to participate in a digital society and economy (LOTI, 2021).

Activities:

- Expand community spaces where digitally excluded Londoners can access devices, connectivity, and digital skills support – a common offer for Londoners.
- Provide free devices and mobile connectivity to those most in need.
- Collaborate with London boroughs and businesses to maximise tech reuse for digitally excluded Londoners.

Impact: Exceeding targets, Get Online London has already reached **123,928** people (direct and wider reach; target of 75,000), and established a network of **1,106** trusted community spaces (target of 650). Digital Inclusion Hubs are now available in **every** London borough, offering digital-inclusion support across the city.



Fig.1. Growth across the service between July 2022 and December 2024

2. Extended delivery proposal

Good Things Foundation proposes to financially restructure the GLA/LOTI-funded Get Online London contract by transferring £300k from the current GLA/LOTI budget into future periods, and replacing it with the available DSIT underspend. This restructuring will **extend the programme's delivery by 18 months**, enhancing its impact for digitally excluded Londoners; and **additionally enabling a comprehensive evaluation approach**.

The evaluation will assess the impact of Get Online London from three critical perspectives; and distil wider lessons on what works, and what doesn't work so well, in supporting the development of a regional digital-inclusion service (see [appendix 1](#)). This evaluation will be disseminated nationally by Good Things Foundation, providing significant added value to both the programme and central government.

Table 1: forecasted outputs and reporting metrics to December 2026 **with/without** DSIT funds

Forecast outputs March 2025 – December 2026	Business as usual (no DSIT funding)	GOL 18-month extension
Total number of Londoners supported (direct and indirect)	372,746	480,362
Number of Londoners supported (direct only)	88,626	132,722
Number of VCSE (network) hubs	1,408	1,826
Number of beneficiaries using Learn My Way	15,222	24,914
Number of devices distributed	21,669	23,669
Number of data packages Issued	80,366	98,886

Table 2: forecasted outputs and reporting metrics to June 2025 **funded by 31 March 2025**

Forecasted impact for activities funded by 31st March 2025	Impact measured to June 2025
Total number of Londoners supported (Direct & indirect)	253,626
Number of Londoners supported (Direct only)	73,162
Number of VCSE (Network) hubs	1,342
Number of beneficiaries using Learn My Way	13,932
Number of devices distributed	11,669
Number of data packages Issued	55,690

Appendix 1.1

As part of the contract variation for the Get Online London extension beyond 31 March, we propose a comprehensive evaluation approach that will provide significant added value to both the programme and central government. This evaluation will assess the impact of Get Online London from three critical perspectives; and distil wider lessons on what works, and what doesn't work so well, in supporting the development of a regional digital inclusion service:

- 1) Individual impact assessment:
 - a) build on existing short-term impact measurements with new medium and long-term impact analysis
 - b) examine outcomes across London with special focus on specific digitally excluded groups to capture diverse experiences.
- 2) Hub network effectiveness:
 - a) evaluate the additionality of our funding and support – identifying outcomes that would not have occurred without Get Online London's intervention
 - b) document hub transformation and community impact.
- 3) Systemic change analysis: assess the broader ecosystem impact of Get Online London across multiple levels:
 - a) local authority engagement and policy shifts
 - b) development of local partnerships and networks
 - c) collective achievements and cumulative value creation.

This evaluation framework directly supports the Government's Digital Inclusion Action Plan, and its commitment to evidence-based approaches. It will generate valuable insights about effective digital inclusion strategies at local and regional levels, adding significant value to Get Online London overall and generating evidence and learning to share nationally. Good Things Foundation's recently launched 'What Works? Co-Lab' will bring added value – providing a strong route to stakeholder engagement, and facilitating effective dissemination with key audiences.

MD3355 Appendix 2: Categories of benefits from digital skills interventions – evidence from Cebr report.

Individuals:

- **Time savings:** Cebr estimates that, by becoming digitally included (through digital skills training), individuals save approximately 30.4 hours of personal time per annum through completing government and banking transactions online, as opposed to more traditional methods.
- **Online shopping:** Individuals who are digitally excluded can face higher costs for things such as home insurance, train travel and food, with people paying up to 25 per cent more than consumers who are online.¹ Cebr estimated that by engaging in online retail, individuals can save an average of £258.31 per annum per person annually. In addition, Lloyds Consumer Digital Index (2024)² finds that those with the highest digital and financial capability are saving four times more often (and over £1,100 a year more) than those in the lowest groups.
- **Earnings potential:** By gaining digital skills, this increases worker productivity, enabling employees to become better at their current roles or move to higher paid positions. Cebr found that those who are employed, but require basic digital skills support, will increase their hourly earnings by an estimated 2.8 per cent by becoming digitally included.
- **Gaining access to employment:** Those with basic digital skills can search for and apply to jobs online. As a result, they are aware of, and have the potential to attain, a much wider variety of roles. Meanwhile, those who are digitally excluded are also excluded from applying to many jobs, as most vacancies in the UK are advertised online. By becoming digitally included, some unemployed individuals may gain employment as a direct result. In 2019, it was estimated that 5.7 per cent of those gaining basic digital skills will gain employment as a direct result of becoming digitally included.

Government:

- **Efficiency savings:** Increased use of government transactional services online (as opposed to in-person, paper-based or phone calls), as a result of gaining basic digital skills, allows for increased efficiency. Cebr also notes that those with digital skills place less pressure on the NHS, by reducing the number of in-person GP appointments. Cebr estimates that, by gaining basic digital skills, GP interactions will be reduced by 4.8 appointments annually per person.
- **Increased tax revenue:** According to the Cebr report, increasing digital inclusion leads to higher tax revenues by helping people to access employment, increased earnings, and better-paying jobs.

Businesses:

- **Productivity:** By addressing basic digital skills shortages, this enables firms to fill vacancies more effectively, leading to increased productivity.

¹ DSIT (2025), [Plan to increase digital skills to deliver growth and opportunity for all](#)

² Lloyds Bank (2024), [2024 Consumer Digital Index](#)