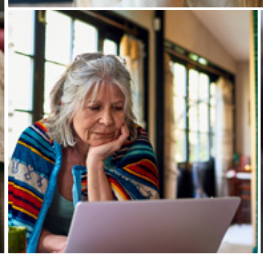
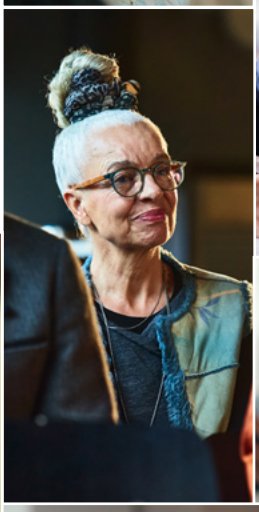


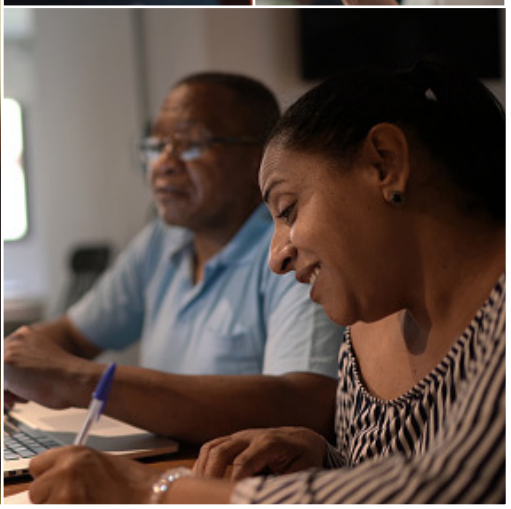



# The AI participation gap

Building confidence to open opportunities for all in the UK





**Contents**

**Advanced AI is expanding opportunities for many people across the UK, particularly in healthcare, education and employment. With its ability to understand natural language and respond conversationally, AI *should* make it easier for people to navigate the digital world, potentially boosting participation.**

**For the nearly eight million people who lack basic digital skills, however, AI-powered tools can feel less like an opportunity and more like an additional source of risk, confusion or dependence.[1] In fact, as services move more fully online and as AI becomes embedded in everything from job applications to banking, they face compounding barriers amid new systems that weren't designed with their capabilities or confidence in mind.**

Our recent research, anchored in a series of pilot programmes conducted in partnership with Good Things Foundation and Generation UK, examines this issue. These pilots included people who struggle with digital engagement and explored their lived experiences with AI as they sought to access public and financial information or as they tried to identify and apply for jobs. (See box on page 4 for detail.)

Through this work, participants consistently pointed to three barriers preventing them from using AI effectively to help bridge their digital gap: fear and distrust, cognitive overload and challenges including poor eyesight or the need for translation that leave them dependent on others. Importantly, our study also shows that small, people-first interventions deliver outsized gains, turning AI into a practical tool for independence and opportunity.

The economic case for intervention is compelling: Earlier research by Good Things Foundation found that for every £1 invested in digital inclusion, an estimated £9.50 is returned to the UK economy. Investing in basic digital skills for 5 million more people could grow the UK economy by £13.7 billion.[2]

In an AI-everywhere economy, participation matters. Further digital exclusion adds up to a less connected, less resilient and less prosperous nation. With the UK's Digital Inclusion Action Plan now in its second year, the question for leaders is no longer whether AI can be inclusive. It is whether we design and deploy it to be.

**Our research methodology in brief:**

In partnership, Good Things Foundation, Generation UK and Accenture conducted a series of in-person pilot programmes for people who struggle with digital tasks from underserved populations including elderly groups, those who are homeless or have faced homelessness, asylum seekers and refugees.

We first observed participants (121 in all) as they sought essential information, shopped, managed personal finances or looked for work online, using a variety of AI-powered tools. We then offered support in completing those activities. We interviewed participants at the outset of the programme they participated in, and then again after they had received support. For an account of our full methodology, see "About the research" at the end of this report.

# Barriers: Fear, cognitive overload and dependence

**For people who have difficulty performing digital tasks—and now, increasingly, using AI-powered tools—these barriers are not abstract. They surface in everyday moments that shape access to work, services and financial stability. Around 90% of jobs in the UK are advertised online only.[3] Healthcare and public services are rapidly moving online.[4] Most of these interactions already involve some form of AI. Companies and other service providers not already integrating AI are likely to do so soon. When people cannot engage confidently with these systems, the consequences are immediate.[5]**

When large segments of the population are unable to engage digitally, businesses and public services miss out on talent, reach and customers. The digital divide keeps potential employees hidden, increases service delivery costs and limits organisations' ability to serve customers and communities effectively.

Consider each barrier in turn:

**Fear and distrust;**
Participants expressed unease and a general distrust of AI-powered technologies. Many told us they were reluctant to give AI tools a try because they had heard negative hype about the technology; some associated it with surveillance.

They were also worried about others using AI to take advantage of them. Some of this distrust grew from previous experiences with digital technologies in general. Many participants had experienced close calls with fraudulent messages. Several reported losing significant amounts of money to digital scams.

All reported that the threat of being cheated—through scam texts and calls and fake urgent messages, including deepfakes—heightened their distrust of emerging AI tools.

Most said they struggled distinguishing between genuine security checks and phishing attempts. They worried about disclosing sensitive personal data or information that could be used to take advantage of them. They worried, too, about inadvertently failing genuine security checks and being locked out of their accounts. Some said they have almost stopped going online altogether because of these concerns.

Overall, participants were most fearful about using AI-powered tools in the context of money management, or sensitive personal information. Shopping caused less stress, but concerns persisted.[6]

> **“I am afraid of AI... it is hard to discern what is real or fake.”**
>
> – male in his 20s at a centre supporting those facing homelessness in East London

**Cognitive overload;**
Even when fear did not stop engagement entirely, overload often did and AI was not helping. Participants described generally feeling overwhelmed by the number of passwords they need as well as the security prompts and warnings they encounter online. The number of things to do, pay attention to or remember ate away at their confidence in their own abilities. Web design is central to this issue. During our sessions, when asked to find the location of a local food bank, nearly all pilot participants struggled with traditional council websites. They told us that the pop-ups interrupted their progress, the menus felt crowded and information was difficult to locate. Most said that without support they would have abandoned the task. They also said that public service sites in general—among their most critical touchpoints—are often the hardest to navigate.

Security measures, especially on bank sites and when making payments, were welcomed. However, most (especially among elderly participants) found processes such as approving payments on a mobile banking app difficult to navigate.[7]

> **"I find going through all the steps hard work. I get worn out with and want to just throw [the computer] in the sea.""**
>
> – female aged 65+ at a focus group in Birmingham

> **“They need to put things in different languages. A lot of the participants here don’t have strong English, so there should be a language button where you can choose your own language and understand what’s going on.”**
>
> – Good Things Foundation Network member who provides services in Birmingham

**Dependence;**
When English isn’t your first language, even simple digital tasks can feel overwhelming, especially when instructions are dense with jargon. What is described as “intuitive” design often assumes fluency many users don’t have.

Accessibility issues such as visibility challenges are another limiting factor, as are cognitive challenges such as difficulty concentrating. These make independent navigation hard or impossible.

As a result, many rely on children, relatives or caregivers for help. That dependence carries emotional costs. Participants spoke about discomfort at exposing private financial or health information, guilt about burdening others and the practical strain of waiting until someone is available to assist.

Digital exclusion is not just about skills. It is about dignity and independence.[8]

Across the UK, about 20% of adults rely on friends or family for help using the internet.[9]

# Key insights and what leaders can do next

**Through our research, we identified several key cross-sector insights, all of which point to the same underlying imperatives for leaders: meeting people where they are and designing AI interactions around human confidence and capabilities. As organisations continue to integrate AI into various customer- or citizen-facing interactions, success will hinge less on technical capability and more on whether people feel understood, protected and in control.**

## People trust AI when they trust who's behind it

Trust is less about technology and more about the entity that delivers it. Users were far more willing to engage with AI, especially for sensitive or high-stakes tasks, when it was delivered through familiar, responsible institutions such as banks, public services or employers rather than offered through stand-alone or generic tools. Abstract assurances about safety rarely resonated. What mattered instead was visible accountability: clear ownership, transparent safeguards and the ability to escalate to a human when needed. For example, participants expressed significantly greater confidence using AI embedded within their bank's own platform than they did open-source or third-party tools when sharing personal information or managing financial tasks.

## Leadership actions to consider:

1. **Embed trust in the heart of design**
   Trust should shape AI design from the outset, not be added on at the end as a communications message. Set clear boundaries at the beginning, deciding where processes can be efficiently automated and where human review is mandatory. Choose AI tools that align with your responsibilities to customers and communities, rather than defaulting to generic solutions where accountability is blurred.

2. **Design for clarity and control**
   Clearly outline options and outcomes when people are making decisions about how to progress on their digital journey. Offer short explainer summaries to remove any ambiguity. Ensure actions are reversible, allowing people to pause and go back without penalty. These steps all serve to make digital interactions feel safe and predictable.

3. **Be transparent about what's human, and what's not**
   Always flag how and when AI is being used. Distinguish clearly between automated support and human interactions, especially in legal, financial or sensitive contexts. Offer a visible and reliable route to human support and escalation when needed.

4. **Bring accountability to the front line**
   Governance matters, but trust is built in the moment of use. Ensure AI interactions make accountability unmistakable, clarifying who owns the system and how decisions are made. This helps people to feel both informed and reassured that responsibility remains with the organisation, even when AI is involved.

## Safe experimentation builds confidence

Even a short session that offers AI coaching can change attitudes and influence long-term behaviours, we found. Confidence is not built through training alone; it is built through experience. What holds people back from engaging with AI is rarely a lack of ability. It is fear of getting things wrong, uncertainty about consequences and a sense that the system was not designed with them in mind.

> **"Before the session, I understood that gen AI was for image generation. [I now understand it helps] with researching, data analysis, structuring presentations and what to focus on."**
>
> - male, in his 20s, from the Generation bootcamp

For example, before the employment pilot, learners had been nervous to explore the capabilities of gen AI tools for job search purposes independently. However their confidence levels rose when given the opportunity to practice using a recommended tool in a space where mistakes don't matter.

With safeguards and assurances offered, our participants gradually expanded their comfort zones and built up their capabilities. They said they felt more able to identify potential roles that matched their skills. They reported being more aware of the risks associated with gen AI, such as the possibility of the tool filling in applications incorrectly or misinterpreting their intent in searches. As a result, they also told us they were better prepared to present themselves as competitive candidates overall. Prior to the session, less than 30% of the participants felt completely comfortable using gen AI. Most (85%) found that gen AI helped them overcome challenges that they had encountered previously when applying for jobs. And while 77% had initially noted that they thought gen AI could help them navigate the job application process, that figure rose to 100% after their sessions.

## Safe experimentation builds confidence

Since November 2024, Movement to Work (MtW) has been providing AI training sessions to help young people ages 16-24 who are not in education, employed or training (NEET) find jobs. The sessions, which include coaching on how to create CVs, conduct job searches and fill out applications, are delivered live through Youth Hubs and English Football League clubs nationwide. An increasing number of organisations are also participating, with volunteers offering advice and job opportunities. To date, 4000+ young people and youth-facing workers have been upskilled through the programme.[10]

Working in partnership with Microsoft and Accenture, MtW recently began offering an online version of the programme, called gen AI for Jobseekers. This programme is also tailored for NEET young people. Alongside skills development, it incorporates examples of young people's experiences, demonstrating how AI can help overcome barriers to work. MtW piloted the programme in December 2025 and launched it in January 2026 on its Learning Hub.[11]

Similarly, with just an hour of guidance, people seeking general information or trying to manage finances online reported significant, positive differences in their willingness to use AI-powered tools, and in their confidence levels in engaging in online activities at large. Linda, one of our study participants, attests (see box).

Broadly speaking, people who gain digital confidence frequently describe immediate benefits, managing their health more easily, improving their employment prospects and saving more money, research has shown.[12] A significant majority (74%) use digital tools to manage health; 73% use them to seek work or build skills needed to expand their opportunities for employment. High digital engagement can save individuals around £1,100 a year.

## Linda's AI journey:

Linda was already going through a rough time after losing her mum to cancer when she almost fell victim to a scam offering fake phones and earpods. Feeling vulnerable and unsure how to stay safe online, she became hesitant to trust technology at all.

We met Linda after she had already been introduced to Helping Harry Help Others, a centre supported by SmartLyte, part of the National Digital Inclusion Network.

"Phone calls or even just ordering things online used to terrify me," Linda said, but now she has a better understanding of how to assess what's real and what's not. "This support has made a big difference in my life."

> **“Gen AI really increased my productivity and helped me save time.”**
>
> Female participant, in her 40s, from the Generation bootcamp

## Leadership actions to consider:

1. **Build confidence through practice**
   Offer sessions where people can safely practice using AI to support everyday tasks. Hands-on practice builds confidence faster than instruction alone. Barclays Bank, for example, offers free resources and workshops across the UK to customers and communities to improve digital literacy and stay safe online.[13]

2. **Meet people where they are**
   Consider offering these sessions where your organisation has the best opportunity of reaching its target audiences. Places where people are relaxed and familiar work best, such as senior centres, community centres or food banks. Connect with local community groups and service providers, such as our NGO partners, Good Things Foundation and Generation UK, to be introduced to their networks.

3. **Make quick wins easy**
   Design early interactions to guarantee success, with clear guidance, including simple ways to recover from mistakes. As the 2025 research report, Learning, Reinvented, puts it: To improve people’s experience with AI, tools must be intuitive from the outset.

   Consider embedding temporary or, if possible, permanent helpers on call at key touchpoints on location at your organisation. At the Department for Work and Pensions (DWP), frontline advisors based at Jobcentre Plus help people access relevant digital skills training and apply to jobs.

## Autonomy is the outcome that matters

Inclusion without autonomy is dependence by another name. Language barriers, challenges unique to people with disabilities and other hurdles can quietly limit users' independence. These force a reliance on family members, caregivers or frontline staff to navigate even routine digital interactions.

For example, as one community hub leader explained, when their clients don’t speak common languages, they face digital exclusion as well as exclusion in social interactions. Network advisors try to place these individuals in English for Speakers of Other Languages (ESOL) classes quickly, but expanding the number of languages AI masters would be a fast and more equitable interim intervention. “In the past, we have had refugees whose language is rare, and in some cases not covered by [the tools we use],” the lead told us. “AI and its capabilities need to evolve to meet that diversity.”

Increased agency restores confidence and dignity and can have a positive effect on people's relationships with friends and family members.

One participant compared the effect to the renewed vitality that older adults often feel when they move into an assisted living community. She said: "When my mother no longer needed me to help her with basic things, she stopped feeling like a burden. She was more confident; she regained her sense of humour; she was more herself again."

Phillip, another study participant, had a similar reaction (see box). The challenge, in his case, was that dependence had become habitual.

The lesson is simple but profound: technology that reduces friction isn't just more efficient, it strengthens autonomy. And when autonomy grows, inclusion becomes real.

# Phillip's AI journey:

Phillip describes himself as "old school." He never saw the point in learning about technology, he told us, because his wife was always the "internet guru." But after she passed away, he realised quickly how much he had come to rely on her to navigate the increasingly digital world around him.

To learn how to connect online—and, as he told us, reconnect with life—he began attending other free digital skills sessions at the Helping Harry Help Others centre, supported by Smartlyte (part of the National Digital Inclusion network). He also participated in our study.

In his words: "I've learned to use ChatGPT and it's been really helpful. It saves time on everyday things like shopping and finding accurate information. I think everyone should learn about what's real online and what's not. I'm not afraid to go online anymore."

Source: Good Things Foundation and Accenture Research

## Leadership actions to consider:

1. **Design for all people**
   Responsible AI must show up in everyday digital experiences. Plan for the various challenges people might face, from data restrictions and poor connectivity to limited English language skills and lack of time. Build journeys that work for all users' contexts and situations.

2. **Streamline user interactions**
   Simplify digital journeys before introducing AI. Remove unnecessary steps, clarify decision rights and reduce handoffs. AI should guide streamlined processes, not compensate for structural complexity.

3. **Troubleshoot pain points**
   Identify places in the digital journey where people drop off, make mistakes or spend too long on one step. Focus on those friction points, and use AI to guide users through the improved process step by step, particularly across complex or multi-page navigation.

4. **Keep it simple**
   Use plain and accessible language across all interactions to improve readability, especially for ESOL speakers and those with lower literacy. Make translation a standard feature across digital journeys, and offer the option to switch to a simplified "reader mode". Clarity not only supports users, it also improves how generative and agentic AI models interpret and surface information in AI-mediated search.

5. **Make high-risk moments easier to navigate**
   Break complex, high-stakes interactions into manageable steps, particularly when asking for personal information, payments or a legally binding agreement. Anticipate where users may hesitate and provide clear, multilingual explanations at those moments to support informed and confident decisions.

## Use AI to reduce complexity and reinforce responsibility

Natural language interfaces can simplify digital experiences by reducing the need for traditional skills and the mental load of remembering how to use them. But when these supports are layered on top of fragmented processes, they can actually increase cognitive overload, forcing people to juggle multiple steps, channels and instructions instead of resolving complexity.

Truly inclusive AI starts with thoughtful design. As organisations scale AI, who benefits is shaped less by the technology itself and more by the choices leaders make at the point of design and deployment. Intent matters, but inclusion is judged by experience—whether a system reduces mental strain and leaves people feeling confident and in control.

Inclusive design also strengthens Responsible AI. Edge users surface failures faster than any controlled test. Organisations that treat inclusion and cognitive strain as design constraints build AI that is not only fairer, but more reliable and more effective for everyone.

## Leadership actions to consider:

1. **Make responsible design the default**
   Integrate responsible design principles from the outset, making inclusion and accessibility key measures of success. Reward teams not only for automation and efficiency gains, but for reducing user effort and cognitive load. If autonomy is the outcome that matters, incentives must reinforce it.

2. **Measure responsibility where it matters**
   What organisations measure shapes what they build. Align KPIs with autonomy by tracking whether people can complete tasks independently, recover confidently from errors and how often they access help. Measure confidence and agency, not just usage or completion rates.[14]

3. **Build inclusion into the feedback loop**
   Test journeys with those less likely to be digitally literate, and feed findings directly into core product redesign. Create transparent feedback channels that allow people to report issues, suggest changes and contribute to system improvement. Inclusion strengthens reliability.

4. **Build shared ownership for responsible AI**
   Assign clear stewards within design, product and engineering teams to champion responsible design choices. Encourage employees to question assumptions, surface ethical trade-offs and challenge decisions that optimise efficiency at the expense of clarity and quality.

## Digital inclusion progresses in the NHS

The NHS faces a difficult digital inclusion challenge, largely because online interfaces struggle to meet the nuanced needs of individual patients, according to a Good Things Foundation 2025 literature review.[15] Nonetheless, our recent research identified signs of real progress.

The review, for example, found that certain groups of people (including individuals with disabilities, those with low incomes and those with other vulnerabilities, including homelessness) expressed heightened concern that data collected digitally might not be nuanced or contextually relevant enough to enable providers to make the best possible decisions about their care. They were also worried about how their health data would be shared and protected.[16]

By contrast, many of our study participants noted that using the NHS app is easier than waiting to receive an appointment from a provider. One said that from his experience it is very challenging for someone without digital access to get an appointment in a timely way. Another said that having the app has made it easier to manage his diabetes. One participant also mentioned the app's ability to help people easily reorder regular medications.

Additionally, the UK's Digital Inclusion Fund is supporting a host of efforts to help people navigate the NHS site more easily. The AgeUK Digital Champion Programme, for example, received a grant to provide hands-on coaching to 800 older individuals to set up and use the NHS app.

# Participation is the point

**AI will shape the next era of economic and social progress, but only if people can partake in its benefits. Today, millions still face barriers that make the digital world feel unsafe, confusing or out of reach. Our research shows that these barriers are not inevitable. With thoughtful design, supportive deployment and collaboration across sectors, AI can simplify the tasks people find most challenging, build confidence and promote independence.**

When people feel safe to experiment, when tools speak their language and meet their needs and when support is available in trusted places, AI becomes an enabler rather than an obstacle. It can reduce anxiety, expand access to jobs and services, strengthen financial independence and ease the burden on overstretched public systems. As Dom Atkinson, founder and CEO of Stay Nimble's, one of Accenture's partners for Regenerative AI, has said: "The barrier isn't people's ability to use AI. It's whether the AI is designed to meet people where they are."

The opportunity before us is not only to make AI more powerful, but to make it more human—a technology that adapts to people rather than expecting people to adapt to it. The question is not whether AI can be inclusive. The question is whether, as leaders, we make it so.

# Authors

## Matthew Prebble

**CEO of Accenture UKI**

LinkedIn

## Camilla Drejer

**Managing Director, Global Corporate Citizenship**

LinkedIn

## Dal Channa

**UKI Corporate Citizenship Lead**

LinkedIn

## Mamta Kapur

**Senior Principal Talent & Organisation Europe Research Lead**

LinkedIn

# Resources

**Accenture's Regenerative AI Programme**

Regenerative AI is Accenture's three-year flagship programme to empower one million+ people in the UK's most disadvantaged communities to become part of the digital world and to build their digital and AI skills

We work with partners including Generation UK, Good Things Foundation, Stay Nimble and Tech She Can to help people and communities thrive in the digital age. For example, we are:

- Supporting online access by working with Good Things Foundation to provide data packages and devices to the UK's most vulnerable.
- Building digital and AI confidence across the UK by providing free access to AI learning and support, incl. online courses, F2F learning sessions, train-the-trainer events, webinars, videos and more.
- Collaborating across businesses, the third sector and government to enhance collaboration and expand digital access and opportunity.
- Helping people get into meaningful employment by building their AI and digital skills and by using AI driven tools for employability.

**The Connection Project - Infrastructure & Policy Foundation of digital participation**

The Connection Project is an 18-month coalition effort, co-led by Accenture, to develop a national roadmap for digital participation. While it does not deliver AI skilling directly, it:

- Identifies infrastructure and access gaps.
- Builds the business case for long-term inclusion.
- Aligns industry and government on systemic enablers.

The work ensures that as AI transforms the market, and services become increasingly digital, the UK's services and infrastructure enable everyone to succeed in a digital world.

**The National Digital Inclusion Network** (run by Good Things Foundation)

The National Digital Inclusion Network consists of over 7,500 local organisations including libraries and community centres providing face to face support. This includes the national data bank to give access to mobile data, the national device bank to give access to devices and skilling including through Learn My Way, a free online platform for basic digital skills training[17]

### Movement to Work

Movement to Work is a UK based employer-led charity and coalition focused on supporting young people aged 16–30 into work by providing high-quality placements, training and apprenticeships, of which Accenture was a co-founding member. Movement to Work partners with over 100 major employers and target groups facing barriers such as care leavers, young people with disabilities and those from disadvantaged backgrounds. Movement to work has delivered 175,000 + work and training opportunities since 2013 and 20,000 placements since 2023.[18]

### Further reading

Good Things Foundation AI Gateway: Good Things Foundation launches the AI Gateway: free AI learning for everyone | Good Things Foundation

Generating Growth, How generative AI can power the UK's reinvention: UK Gen AI Reinvention Accelerate Accenture Formula

Rise with AI: RISE with AI: Get your workforce AI-ready for the future of financial services - Progress Together

Rethinking responsibility with generative AI: Rethinking responsibility with generative AI

Movement to Work Learning Hub: Movement to Work

Embedding AI into the Essential Digital Skills Framework, FutureDotNow Embedding AI into the Essential Digital Skills Framework - FutureDotNow

# About the research

The Regenerative AI programme is Accenture's three-year flagship initiative to help more than one million people in the UK's most disadvantaged communities participate in the digital world and build digital and AI skills. It provides free access to learning and support through online courses, in-person sessions, train-the-trainer events, webinars and video resources.

This study stems from this programme aiming to test our hypothesis that advanced AI tools are easy to use and intuitive to help those with low skills bridge their skills gaps to navigate the digital world. This study explored a less visible form of digital exclusion: individuals who have basic online access but lack the skills, confidence or trust required to navigate increasingly digital public, financial and employment systems.

As part of this study, we ran focus groups with underserved populations including elderly groups above the age of 65, those who are or have faced homelessness, asylum seekers and refugees. Most of our other groups included participants who are in their 20s, 30s and 40s. The research had two major components. In the first, over a 10-week timeframe, researchers first interviewed participants individually and in groups (121 individuals overall) seeking to understand their challenges with traditional digital services in public and financial services.

We used task-based, observational research, rather than relying on surveys or self-reported attitudes to examine how people interact with both traditional digital interfaces and advanced AI tools in real-world scenarios. Participants were asked to complete everyday tasks—such as finding local public services, verifying potential financial fraud, improving financial literacy, shopping online or completing a simulated job application task—using conventional digital channels, AI chatbots and general-purpose generative AI tools.

We then ran a series of small focus groups (two hours each in duration) to help participants learn how to use the AI tools relevant to those activities responsibly and comfortably. In each, we offered about 15 minutes of instruction, followed by an hour of guided practice. Participants used tools including chatbots, a fraud-detection tool, ChatGPT and Co-pilot. After this training, we re-interviewed the participants.

In the focus groups designed around health and public services, we asked participants to search for a piece of information (location of their local foodbank) using a council website, and then to find the same information using the council website's AI chatbot and by using ChatGPT. Whilst this was a simple piece of information to find out, we wanted to understand mindsets and draw conclusions which could be applied to more complex public services.

In the focus groups focused on accessing financial services, we asked participants to test three different scenarios and provide their feedback on how useful they found the AI:

- **Scenario 1** – using a Sago AI powered fraud tool to check fraudulent texts or emails
- **Scenario 2** – using ChatGPT to build financial literacy and search for financial products
- **Scenario 3** – exploring agentic e-commerce through using ChatGPT to search for products on e-commerce

In the second component, we explored the effects of AI support with job seeking.

For employability we offered a four-hour training session for individuals with training to become data analysts and data engineers but face barriers to employment. In the session, we simulated the kinds of tests people would typically face when applying for jobs, but in a safe learning environment. Researchers encouraged participants to collaborate, enabling peer learning; they also offered guidance, asking for participants' feedback throughout.

Combining three lenses—public services, financial services and employability—allowed us to observe how AI affects capability, confidence and decision-making across critical life domains. Sessions were conducted in partnership with trusted community organisations and workforce intermediaries in London and Birmingham, and included individuals facing structural barriers to participation, such as low digital literacy, insecure housing, language barriers or limited access to formal employment pathways.

To interpret findings and develop implications, we triangulated participant insights with expert discussions involving workforce leaders, public service specialists and financial services practitioners. This design enabled us to identify not only whether advanced AI helps or hinders participation—but under what conditions it meaningfully expands access, agency and opportunity.

# Acknowledgments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# With special thanks to...


**Our Charity Partners**

**Good Things Foundation** – Good Things Foundation is the UK's leading digital inclusion charity. We work to fix the digital divide at a hyperlocal level with our National Digital Inclusion Network - comprised of over 8,000 community partners providing a range of free digital inclusion support, such as:

- The National Databank, providing free mobile connectivity data;
- The National Device Bank, supplying free, refurbished devices to people in need;
- Learn My Way, our free flagship basic digital skills platform, widely used in libraries and supporting thousands to get online;
- AI Gateway, a new free, interactive learning platform designed to help demystify AI.

We work in partnership with organisations such as Virgin Media O2, VodafoneThree, Accenture, and Nominet to deliver at scale, and advocate for digital inclusion to fix the digital divide - for good. Good Things Foundation believes everyone should have the confidence, skills, support and access to use digital technology, participate in society and benefit from the digital world. For more information on Good Things Foundation visit www.goodthingsfoundation.org

**Generation UK** – Generation UK is a charity with a mission to support people facing significant and multiple barriers to employment into life-changing careers they otherwise could not access. To achieve this we deliver a model of, free, full-time profession-specific bootcamp training, focussed on in-demand careers (tech, health and green sectors), with extensive 1:1 pastoral support, matchmaking to interviews with employer partners and deep jobsearch support for 6-months post programme completion. We are part of the Generation global non-profit network which includes 17 countries around the world.

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