DIGITAL INCLUSION

THE MISSING ELEMENTS

Improving Lives Through
Simplicity

APOLLO CENTRAL LTD   apollocentral.co.uk

OVERVIEW

These are personal opinions but are based on the genuine experience of the director of Apollo Central. This is based on the following notes regarding the director:

1. A male living and working in the UK
2. Someone who has had physical and mental-health issues.
3. Quit work completely for around 15yrs tor recover from a serious physical condition bought on by using a computer and excessive work.
4. Someone who has experienced the benefits system in the UK due to ill-health.
5. Someone who has experienced the Covid-19 pandemic and associated social effects.
6. A married individual with 2 grown up children.
7. 6 years working in the Education industry as an IT technician – including establishments for students with Dyslexia and young adults with Down-Syndrome.
8. 20 years of software development experience.
9. Someone who enjoys course fishing (Preferably without my phone 😊)

WHAT IS DIGITAL INCLUSION?

My opinion is that digital inclusion is about ensuring everyone has access to quality digital products to do the things they seek to achieve, regardless of their personal experiences and circumstances and regardless of if it's work related. This doesn't just include the UK but my initial focus is based on the UK population.

WHAT WE HAVE AT THE MOMENT

Important and worthy strides have been made in the UK over the last 20 years in ensuring the infrastructure and appropriate hardware is in place for a future digital world. However, I don't think the population is fully ready for it. Technically and very intelligent minded people are great at developing new products and ways of thinking that push the boundaries, but many lack the understanding of how their products are used day-to-day and the impact involved.

The technology behind some of the equipment is simply overwhelming for most yet the intensions are often for good (but not always). For example, the infrastructure behind Super-Fast fibre allows for graphic rich games to be developed as well as information to travel at lightning speed but elderly users are unlikely to want access to World of War Craft? They might just be happy to use a computer to send an email without constant messages and infinite features interfering with the process.

At the expense of more traditional means of communication devices are becoming used even more than human interaction.

APOLLO VISION

What's missing?

For the most part I think we're missing the tools we need to use the current technology effectively for the day-to-day tasks we wish to accomplish. This, of course, is different for everyone – we all have personal goals and ambitions and are from differing backgrounds. Education is key here, but I'm talking about 'life-long' education - we need to ensure that we're encouraged to continually learn while at the same time ensuring education allows us to be equipped to take advantage of the technology we use *now.*

I think technology is currently missing this element and the 'human-touch' and understanding that we need to thrive. I feel it's almost 'over-taken' us and that it's time we made the technology work for us and not the other way around.

The Vision

I'm past 40 so my comments and suggestions, while relevant and based on experience, might not be appropriate going forward but I think they still hold true today in 2025. However, I still have a vision that we can begin to take back some control over the technology that has inevitably entered our lives and use it as a force for good within our communities.

Mission Statement

The following mission statement underpins the product and company goals and objectives.

"Be at the forefront of the education and business sector, providing innovative software to assist individuals in the use of technology with special emphasis on those who might otherwise have difficulties using technology"

"Where practical and legal seek existing solutions to problems and integrate with Apollo to improve the overall experience for technology users"

"Offer a platform where educational suppliers can advertise within Apollo's products and reach out to improve their customer base"

END OF DOCUMENT