

# Q4 Digital Insights 2024





# Hello

Christmas is fast-approaching, and it won't be long before the turkey is roasting in the oven and presents are being opened on Christmas Day. As we write our final newsletter for 2024, we use this opportunity to extend our appreciation and gratitude to our loyal customers.

It has been another busy twelve months here at Active Digital, with a couple of exciting announcements. The first is that we have signed a partnership with Internet Matters. Together, we are working to support, guide and educate parents and caregivers safely through the digital world. There can be no doubt of the significant change connected technology has had on the day to day lives of children and young people, and the speed at which the technology they are using develops is moving at such a fast pace. Our role as an independent, telecommunications provider is to educate and advise our customers on keeping children safe online.

**Internet Matters** is an independent, non for profit organisation which helps families keep their children safe online. Internet Matters understands the challenges parents and carers face in navigating the ever-changing digital landscape. They collaborate with industry leaders such as Google, Samsung and Meta, along with experts, government and schools. Whether your child is taking their first steps online or you need guidance on a specific issue, the Internet Matters website has a host of information, resources and advice to keep your child's online life fulfilling and, above all, safe.

Jo Wimble-Groves, Business Director, said, "Together with Internet Matters, we will be sharing meaningful resources to help our customers understand how to protect themselves and their children online. Because of the opportunities offered by technology, it is important that everyone

is enabled to make use of it safely. We are looking forward to working together to make a difference."

Earlier in the year, we announced a partnership Powerful Partnership: Active Digital Partners with Futurologist Ant Morse. This collaboration aims to empower Active Digital's customers to explore, understand, and deploy the most effective digital solutions to stay connected, relevant, and competitive in the rapidly evolving technological landscape ahead. Ant Morse shared his excitement about the collaboration, saying, "I am thrilled to be working with Active Digital. I've known them for many years and have always admired the way they support their customers with a very personal and hands-on service. This approach will be key as technology evolves at an unprecedented pace and working in close partnership with customers will be essential."

With Ant Morse's wealth of experience in forecasting future trends and developing innovative strategies, he will work closely with Active Digital's customers. His insights will guide businesses in leveraging cutting-edge technologies such as Artificial Intelligence, Spatial Computing workplace solutions, and IoT, ensuring they are well-equipped and secured to meet future challenges and opportunities. This partnership marks a significant step for Active Digital in its mission to provide unparalleled support and guidance to its customers in our rapidly changing world. By integrating Ant Morse's forward-thinking approach, Active Digital reaffirms its commitment to fostering innovation and excellence in the digital age.

**Book a free  
20 min digital  
review call  
with Ant today**

*Jo Wimble-Groves*



## Giving Back

Supporting charities, communities and those in need

Supporting our surrounding communities has become a growing priority for Active Digital. In 2024, we created our digital divide program to support hundreds of people with connectivity in our surrounding communities. This digital divide project has been a brilliant way to give back and unite our employees. Over the last six months, we have supported local non for profit organisations with asset donations, such as Mi-Fi units, giving connectivity to those who cannot afford to have access, such as families in temporary accommodation.

Read more here



## The Mintridge Foundation

This year, once again, we have enjoyed a wonderfully rewarding partnership with our charity partner of the year, The Mintridge Foundation, who do incredible work across the UK, supporting young people with their mental health and having a positive relationship with sport.

The Mintridge Foundation harnesses the unique platform of sporting role models. Their team of Ambassadors - Olympians, Paralympians and other professional sports stars from over 20 sports, both team and individual deliver holistic sports provision in schools, clubs and colleges across the UK for young people from all walks of life, of all abilities and physical capabilities.

Their company patrons, Clare Balding & Alice Arnold are helping to bridge the gap between sports stars and youth, and in turn raise aspirations. Clare and Alice have spent time with the Mintridge Foundation Ambassadors from across the UK to help shape their stories and deliver the greatest impact possible and together, they will help grow the charity and take it to new heights.

Visit The Mintridge Foundation website

## Team Success

Nurturing a supportive, collaborative workplace

Our approach is to attract the best talent, empower them to thrive in their roles and create an environment where everyone has equal access to opportunity. We promote a culture among our talent which inspires creative energy, which openness, collaboration and a growth mindset leading us to always be better than yesterday. We deliver all of this through our three core values:

- Our brilliant team
- Service led solutions
- An ethical business

All our team are a great representation of our brand, and the values that we stand for. Whilst writing, we would like to give a special mention to our 2024 employee award winners, which are, Pavel, Alix, Karen and Natalie.

Congratulations to you all!



# Christmas Opening Hours

During the festive break, the last hardware orders for Christmas delivery will be Friday 20th December 2024. Our UK offices are open for business every working day, apart from Christmas day, Boxing day and New Years day.

We are not expecting to despatch any orders between 24th Dec 2024 to 2nd Jan 2025. However, if you have an urgent request, such as a lost/stolen device, please do contact our support team, who will be handling calls on 01892 835522 or email [support@activedigital.co.uk](mailto:support@activedigital.co.uk). We will do our best to support customers with any urgent queries.

If you have any queries during this time, please contact us on

Tel: 01892 835522

Email: [support@activedigital.co.uk](mailto:support@activedigital.co.uk)



Visit  
the  
store

## Unwrap the Savings:

Offers on Pre-Loved Devices for Christmas!

This holiday season, dive into our exclusive collection of pre-loved devices offering exceptional savings and unparalleled quality. Discover a treasure trove of smartphones, tablet devices and more, meticulously inspected and restored to peak condition, ready to be wrapped up for that special someone or yourself! With prices that won't break the bank, these pre-loved gems make for the ideal Christmas gift, combining affordability with top-notch technology. Hurry and explore our limited time offers to find the perfect device that'll bring joy and functionality this festive season!

## Onwards to 2025!

We are really looking forward to going into the new year with a bang. Next year, we will embark on a journey of exploration, pushing the boundaries of what's possible in the digital landscape. Our focus is on empowering your business through state-of-the-art technologies, seamless connectivity and unparalleled customer experiences. We understand that success is a collaborative effort.

We deeply appreciate the trust and confidence you have placed in us, and we pledge to continue exceeding your expectations. We are here to support you with everyday connectivity, from mobile, to cloud to broadband. There has never been a better time to future proof your business with Active Digital. Over 80% of CIOs polled in the 2025 CIO and Technology Executive Survey said they expect to increase their tech and digital investments in 2025. We are here to help you every step of the way.

Warmest thoughts and best wishes for a joyous Christmas and a prosperous New Year.

