

Q3 Digital Insights 2025





Hello

As we step into the final quarter of the year, it's time to reflect on an exciting and fast-paced Q3 packed with innovation, collaboration, and a strong sense of community. In this edition of our Digital Insights newsletter, we're diving deep into the trends shaping the future of technology, exploring what's next on the digital horizon and how these developments are influencing businesses and customers alike.

One of the standout highlights of the quarter has been our new partnership with Olympic taekwondo champion Jade Jones MBE as we spent time with her at the Ascot Races, discussing business ventures in wellness. We're incredibly proud to be teaming up with Jade, whose passion, discipline, and drive align perfectly with our own values. Together, we're working to inspire others, push boundaries, and embrace opportunities with her new business, JJ Double Gold, co-founded with our CEO, Richard

Groves. The website is underway, but for now, you can follow more on [Instagram](#). Q3 also saw us out in the road literally, as we laced up their trainers and hit the pavement at the Tonbridge Half Marathon. We're proud to report strong finishes, high spirits, and a great sense of camaraderie throughout. As always, the question now is: what's the next challenge?

Let's take a closer look at Q3 and what it means for the future.

For Richard

Top Tech Trends Reshaping AI and Robotics

The pace of change in technology feels almost dizzying as AI and robotics push boundaries once thought distant. One of the biggest shifts is the rise of agentic AI systems that do more than respond, instead acting proactively, automating workflows, predicting issues in supply chains, and even managing other AI agents. Alongside that, hardware designers are racing to build AI PCs and edge devices with dedicated neural processing units so that low latency, privacy friendly computation can happen on device rather than always in the cloud.

"Data-driven organisations are 23 times more likely to acquire customers, 6 times as likely to retain customers, and 19 times as likely to be profitable as a result"

McKinsey & Company



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Bridging the Gap: Why New Construction Sites Struggle with Wi-Fi and How to Fix It

A growing number of construction professionals are raising concerns about poor or inconsistent Wi-Fi connectivity, especially during the setup phase of new project sites. According to findings from the PlanRadar 2024 industry survey, over 70% of UK construction firms admit they face significant challenges implementing new technologies, including wireless connectivity across their projects. While the survey didn't provide an exact count of new sites affected, it paints a clear picture: Wi-Fi access is far from guaranteed, and the consequences are costing the industry dearly in productivity, safety, and communication.



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We can help with:

- **4G/5G routers** with external antennas
- **Starlink or low-earth-orbit satellite** as a backup
- **Multi-network SIM cards** for load balancing and failover



[Click here to read our ESG Policy](#)

Our Road to Net Zero

At Active Digital, we recognise the importance of environmental sustainability and are fully committed to playing our part in the journey to net zero. We are proactively taking meaningful steps to reduce our carbon footprint and operate more sustainably. One of our key initiatives is the installation of solar panels at our premises. This transition to renewable energy will significantly reduce our reliance on traditional power sources and lower our overall emissions.

By generating our own clean electricity on-site, we aim to cut energy-related carbon emissions by up to 70% over the next five years. In addition to this investment, we are implementing a broader set of sustainability practices, including A) Encouraging remote work

and digital-first operations to reduce emissions. B) Promoting the use of energy-efficient equipment and eco-conscious suppliers; C) Continuously measuring and reviewing our environmental impact. We understand that achieving net zero is a journey, and we are committed to transparency and continual improvement. As our business grows, so too will our dedication to responsible, climate-conscious operations. By 2030, we will cut our carbon intensity by half. By 2050, we are committed to achieving net zero across our entire business. If we are to limit the increase in global average temperatures, we must take urgent, system-wide action to cut the greenhouse gases we emit and achieve net zero emissions by 2050.

The Team Conquers Tonbridge Half Marathon

On a crisp autumn morning in the heart of Kent, our incredible Active Digital team laced up their running shoes and took on the challenge of the Tonbridge Half Marathon 2025 and what a day it was. Not only did every member of our team achieve a personal best (PB), but we did it all in support of a cause very close to our hearts: The **Mintridge Foundation**, our 2025 Charity Partner of the Year.

We're still buzzing from the results and already looking ahead to our next challenge, which will be the Headcorn Half Marathon in February 2026. To everyone who supported us, thank you. And to The Mintridge Foundation, thank you for inspiring us to run harder, faster, and with more heart than ever before.



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Reaching New Heights: Team Indoor Climbing Experience

Here at Active Digital, we believe great teams are built not just in meeting rooms but also through shared challenges, laughter, and maybe a little bit of chalk dust. That's why we recently swapped our laptops for climbing shoes and took to the walls for an indoor climbing session that tested our limits. Hosted at Chimera Tunbridge Wells, located just a short walk from High Brooms station, Chimera Climbing is a vibrant, welcoming space built by climbers, for climbers. From beginner-friendly walls to advanced routes, the facility is designed to challenge and encourage at every level.



Active Digital hosts Jade Jones OBE & Guests at Ascot Races

Ascot has long been a symbol of British sporting tradition and prestige and for good reason. With its rich history, exceptional facilities, and unbeatable atmosphere, it remains one of the UK's top destinations for corporate hospitality and relationship building. For us at Active Digital, it was the perfect setting to thank our clients, strengthen connections, and share an unforgettable day at the races. One of the highlights of the day was welcoming our inspiring brand ambassador and customer, Jade Jones OBE, to the event. As a double Olympic gold medallist in Taekwondo, Jade is one of Britain's most celebrated athletes. Q3 2025 marks a bold new chapter in her career as she makes a high-profile transition from Taekwondo to Boxing, a move that has caught the attention of the entire sporting world. We brought Jade along to Ascot to find out more.

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Active Digital & Football Stadium Connectivity Success

We're proud to share the successful deployment of a cutting-edge cellular/Starlink bonded connectivity solution for a recent Women's UEFA Champions League match. This innovative setup played a crucial role in supporting both live broadcasting and the use of VAR (Video Assistant Referee) technology throughout the game. Working in a high-stakes, live sports environment requires reliability, speed, and minimal latency — and our solution delivered on all fronts. By combining the resilience of cellular connectivity with the high-speed performance of Starlink satellite internet, we were able to provide a seamless and stable connection in a location where traditional infrastructure would have struggled.

The deployment ensured uninterrupted broadcast quality and real-time communication for VAR officials, both of which are essential for delivering a professional viewing experience and maintaining the integrity of officiating at this elite level of competition. Feedback from all parties involved, from the broadcasting officials, was overwhelmingly positive. Everyone was incredibly impressed with the performance, reliability, and efficiency of the setup. This project marks another exciting step in showcasing how flexible, next-generation connectivity solutions can transform live events. We're thrilled with the outcome and look forward to supporting more high-profile events with our evolving technology.



Q3 Employee Celebrations & Awards

We recently enjoyed a wonderful evening celebrating our Active Digital team's Q3 achievements, and what a memorable night it was. Set against a stunning backdrop, the atmosphere was full of warmth, pride, and positivity as we came together to reflect on the incredible progress and milestones reached over the past quarter. A huge thank you goes to Karen Glenister for organising such a flawless event. Congratulations to our well-deserved award winners, Chris, Dan, and Charlotte W who were recognised for their outstanding contributions, commitment, and team spirit. Your dedication continues to drive our success, and we're incredibly proud to have you as part of the Active Digital family.

Thank you Simon Reynolds, F1 Performance Coach for being our special guest for the evening. Simon's message was clear: when we prioritise wellbeing, performance and engagement; we gain results. A timely reminder that small habits, like taking breaks, staying active, and fostering a culture of care, can have a big impact. Thank you, Simon, for inspiring us to move more and lead healthier, more balanced work lives.



Why Multiple SIM Connections Matter

In some cases, one mobile network is not enough. If we look to treat a mobile network like a broadband connection, customers are leaning more into having a failover solution. Multi-network SIM cards from Active Digital provide access to more than one carrier, allowing devices to automatically switch to the strongest available signal.

This ensures a more stable and reliable connection, which is especially important for businesses that rely on constant connectivity for communication, data transfer, or remote access. Having a backup network available, helps reduce downtime and maintain productivity, even when one provider experiences issues.

It's a simple, cost-effective way to build in resilience and keep your team online wherever they are. Talk to Active Digital about adding multiple networks today.



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