

2025: A year of strong acceleration, clear bold unity, and a sector now empowered with enabling legislation and ongoing engagement with government

2025 came in fast and changed the game. ADVP tripled in size. We now represent the *majority* of certified DVS Providers on the [government register](#) — with more due to join us in 2026. As an industry, our members are more aligned than ever: moving at speed, creating national-scale impact, and doing it with minimal cost to the taxpayer.

The big news for 2025 is Government's flag ship and world leading [Data \(Use and Access\) Act has now come in to force](#). Developed with all party support across both Tory and Labour administrations, congratulations must go to the folk at [Office of Digital Identity and Attributes \(OfDIA\)](#) for their perseverance over years to get this legalisation on the books.

And while Government Ministers are not yet ready to champion their world-leading DVS Trust Framework, used this year for over 2 billion digital verification checks, the ADVP will.

From September, debate has centred on a mandatory national digital ID. The strong opposition from MPs across all parties, the three million petitioners and potential scrutiny from the National Audit Office are all echoes of multiple consultations that have taken place previously. The public message is clear: Britain wants the [DVS Trust Framework](#).

It's time to move on and instead focus on delivering positive outcomes quicker and cheaper.

Private voluntary reusable digital credentials are now live, and digital verification services have already been rolled out by the private sector. This is what ADVP members do today:

- 5 million Right to Work checks a year
- Over 2 billion ID and age checks worldwide — a major British export
- 11,000 jobs sustained
- £500m+ in inbound investment (and rising)

This is Britain's world leading identity and personal data sovereignty sector in action. And we're just getting started.

OfDIA has just published version 1.0 of the trust framework. This will allow certified DVS providers to use the Government's digital trust mark. This trust mark will enable the public to identify trustworthy reliable DVS providers more readily.

Additionally, OfDIA will bring into force the remaining powers in the Data Act that relate to the Information Gateway — this will allow an individual to request public authorities to share information about them to their chosen certified DVS provider for reuse elsewhere.

What does this all mean?

It means that everyone in the UK finally gets what they've been asking for: real control over their data and who gets to see it.

Picture this: you move house, update your details once in your personal data store, and boom — every service you use is updated automatically. No need to duplicate endless phone calls and chasing emails. Just one update, and your life catches up with you.

And if you ever want to switch to a different provider? Easy. You have a choice of providers — and your data moves with you, just like changing bank accounts. No lock-in. No hoops to jump through. Just freedom.

This is DVS Trust Framework - a proper British innovation, built on the spirit of common law. It's something we should all feel proud of. It takes the idea of liberty and turns it into digital reality — letting people reuse verified information safely, under their own control, while giving businesses the confidence to trust it.

A future where people, not platforms, call the shots.

It's time for policy makers and regulators to get with the programme. Change is coming.

ADVP Goals for 2026

Strategic Goal

As certified DVS providers already delivering on the Government's vision, our ambition for 2026 is to establish the ADVP as the trusted, ready-to-go partner for rolling out the UK's digital ID and personal data infrastructure.

That means taking on digital exclusion head-on, narrowing the digital divide, and making sure no one is left behind. Following the government's lead, away from the headlines, we will work with regulators and other industry bodies to help transform the mechanisms of state so that they respond and work for the citizens they serve – not the other way round.

Alongside our clients and customers, we will cooperate with each other to unlock the wider productivity and economic gains that the DVS Trust Framework is built to deliver — helping the whole country move faster, fairer, and further

Delivering Value to our Stakeholders

- Build greater influence across Government and Regulators and act as the focal point for a coordinated market response
- Champion the private-sector voice within mainstream media and the wider public debate
- Position ADVP as the trusted authority for digital verification services and personal data sovereignty — the place people look to for clarity, leadership, and direction
- Advocate and supply expertise for awareness programmes, training, and apprenticeships

Core Workstreams

- Government engagement — including use-case workshops and the information gateway
- Media and narrative development, backed by evidence and economic insight
- Parliamentary and public profile-building
- Long-term vision and roadmap for a trusted digital future

Organisation - We're getting an upgrade: ADVP 2.0!

To drive this forward, we've expanded our Executive Group to guide and oversee this next stage of growth. The new ADVP Exec for 2026 is:

Chair:	David Crack CDD Spotlight
Vice Chair:	Colum Lyons ID-Pal/Northrow
Treasurer:	Rob Alison: Security Watchdog
Committee Members:	David Rennie: Orchestrating Identity
	Julie Dawson: Yoti
	Nick Ledingham: Credas
	Tony Machin: TrustID/Citation
Liaison Officer:	Alan Gooden

We look forward to supporting the Cabinet Office in their drive to improve public service outcomes at speed with reduced cost. We will spin up from our membership ad-hoc working parties, comprised of hands-on industry experts with practical experience, to tactically address specific use cases and issues as they arise.

Our members will continue to meet monthly with civil servants from Home Office, OfDIA, GDS and our partners from [techUK](#) and [AVPA](#). Together we will shape clear value propositions that drive adoption for those who want to own their own data and for businesses who want to improve their productivity and reduce their costs.

Collectively we will cooperate and co-design a roadmap for the digital transformation of Britain over the next five years. This will provide certainty for those building systems and making investments.

What's next?

Led by ADVP founder and former Chair, Tony Machin, the ADVP will set up a Right to Work (RtW) working group. Its aim is to help RtW providers work more closely together to improve employment screening and to explore how they can share intelligence — with each other and with government — to better detect modern slavery, prevent illegal working and stop imposters abusing the system.

We will also work with government and regulators to create a more robust and efficient regime to combat money laundering in the UK. We will explore how we can leverage the Government's Information Gateway, Personal Data Stores and Business Digital IDs to reduce the administration and cost for discounting false positives, completing Enhanced Due Diligence on both individuals and firms, detecting money-mules and stopping breakout fraud.

We will work closely with One Login to help transform access to public services at national, regional, and local levels. Building on the work already underway by our members, we'll aim to break down silos across local authorities and VCSEs so individuals can use their personal data to find the services they need and opportunities to lead lives meaningful to them.

To maintain research momentum, we will continue to work with [Women in Identity](#) and universities within [SPRITE+](#) to drive innovation and give citizens real choice and consent.

And finally, to ensure we meet the highest standards of protecting civil liberties, user control, minimal data sharing, auditable consent, and avoiding government over-reach or mission drift., we will engage directly with privacy groups, recognising their long-standing role in shaping the DVS Trust Framework in the first place.

Conclusion

In 2025 the Government put the DVS Trust Framework on a statutory footing. In 2026 it is time for the private sector to step-up and innovate while government regulates.

No single organisation can digitise Britain alone. But by uniting around regulated shared outcomes, we can lift productivity and economic growth nationwide. As an industry, the identity and personal data sovereignty sector is ready to play its part. We're mobilised, empowered, and certified under the DVS Trust Framework. As Tim Berners-Lee says: *"the future is much bigger than the past."*

No more distractions please Government. It's time to get on with the job!

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