



December Highlights

Christmas was the perfect time to reflect on an incredible year for Race Online 2012 partners. The highlights of 2011 are too many to mention but a few of our favourites were the success of Go ON Places, including Liverpool, Leeds and Sheffield; the publication of three influential reports: Survive and Thrive for charities, Getting ON – a manifesto for older people and the Digital by Default Housing Sector report; the launch of Government Digital Service informed by MLF's Directgov review recommendations; the introduction of low cost hardware deals by Microsoft, Remploy, PCXUK and XMA and finally - who can forget Go ON Give an Hour!

- An exciting end to the year across Government, with the Cabinet Office launching its Government Digital Service ([section 1](#))
- The BBC make some great films showing how schools are getting fired up to [Give an Hour this Christmas](#) ([section 5](#))
- MLF shared RO2012's social housing sector report with the Minister of State for Housing and Planning and Go ON East End builds momentum receiving backing from host borough leaders and mayors ([section 7](#))
- Race Online 2012, on behalf of all its partners, proudly walk away as the winner of IT Initiative of the Year at the IT pro awards ([section 8](#))

We're always looking forward – here's what we're up to in 2012. In the first quarter we're supporting [Safer Internet Day](#), [UK online centres: New Year new online you](#) and [Age UK's Spread The Warmth](#). We are also looking forward to seeing Capgemini's independent review of work of the UK Digital Champion and Race Online 2012 early next year.

➤ Did you know?

397	partners signed up in 2011, even though we haven't been officially in recruitment mode
£7M	worth of PR generated highlighting partners' work
14	partners committed to recruiting 100,000 local digital champions, the biggest ever cross-sector volunteer force
1,600	digital champions got together to celebrate their work at Go ON ND11 in May
11,000	people signed up to the digital champion network in 2011

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1. Embedding our agenda within gvt and Cabinet Office

Government Digital Service (GDS), which is driving the 'digital by default' and channel shift agendas from the Cabinet Office officially launched in December and MLF spoke at the Digital by Default conference. Read on to find out more.

➤ Digital by default conference



MLF spoke at the Digital by Default conference, which had a wealth of outstanding speakers offering examples of where new models of digital delivery have been embraced and how they are improving service and attaining efficiency savings.

The conference included a presentation from Mike Bracken, head of the Government Digital Service, who set out the work that GDS is doing across government, including developing beta.gov.uk, the prototype for a single website that aims to bring government transactions and information into one place, with a particular focus on customer needs. Mike was joined by representatives of some of the key Departments and partner organisations who are working alongside GDS to deliver digital transformation in Government, including DWP, HMRC, Post Office and UK Online Centres.

A series of Masterclasses ran throughout the day, including a joint presentation with Liverpool City Council illustrating the positive outcomes for both customer and council through the radically redeveloped site Liverpool.gov.uk

➤ GDS Launch



Government Digital Service was officially launched on 8th December. Bringing together six parts of Government activity into one place, it is formed under Mike Bracken, Executive Director of Digital Efficiency and Reform Group, Cabinet Office. Mike and his team will deliver on recommendations in the [Directgov 2010 and Beyond: Revolution Not Evolution](#) report MLF worked on last year.

There were presentations and speeches from Minister of the Cabinet Office Francis Maude and Permanent Secretary to the Cabinet Office Ian Watmore. MLF recapped why she believes this new team and work is so vital. Maude said, 'We are determined to offer world class digital products that meet people's needs and offer better value for taxpayers' money – and that is why we have set up the Government Digital Service.'



MLF says 'The government in the UK has the opportunity right now to not only create a world class tech team that builds extraordinary digital talent and services but also to transform the lives of millions of people by encouraging them online. There should be the same focus and energy on making customer friendly services as there is at Apple or Google or Facebook. I want the UK to be a place that has the whole world admiring the way the government has used the internet. It is already happening and this is only day one. Long may it continue.'

Recommendation: 1.4, 6.1, 7.3

2. Online Centres Foundation (OCF) special

The establishment of OCF marks an exciting new chapter for UK online centres. They are delighted to have the support of so many people and partners and look forward to moving towards a new direction.



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The Skills Funding Agency (SFA) has awarded the £7.2M contract for the management of UK online centres to Online Centres Foundation, a staff-owned mutual formed by the team that previously managed UK online centres contract on behalf of Ufi Ltd. The organisation took over the running of the UK online centres, which delivers the government's digital inclusion offer, from 1 December.

Helen Milner says: "I'm delighted that the team has been recognised as having the expertise to deliver the UK online centres contract. We've proven that we're experts in digital inclusion, and that we've got a great track record in helping people to get online. This is a very positive time for us and something we've been working towards for some time.

UK online centres was set up by the government in 1999 to provide everyone with the skills they need to use computers and the internet. The foundation will receive funding from the Department for Business Innovation and Skills (BIS) via the Skills Funding Agency. The foundation will manage and support the 3,800 UK online centres throughout England, as well as www.go-on.co.uk. The centres have been tasked with getting one million more people online by March 2013, alongside helping them into work, further learning and to use online public services.

OCF has an exciting business plan and a new vision to deliver large scale social action in thousands of local communities to help ensure everyone is part of a fully networked nation. As well as continuing to have a strong focus on digital inclusion, it will be developing its community capacity building work through a deeper and broader staff/volunteer training offer and supporting more Community Hubs. Another area of focus will be increasing the work being done to support government departments, local authorities, and organisations large and small to operate 'digitally by default'. OCF will continue to develop its strategy, which they will be sharing over the coming months.

Recommendation 1.1, 5

3. Go ON Places

2011 was the year that UK online centres with various other local partners got out on the road in some of the UK's major cities and towns to help get whole communities online. It is also fantastic that Broadband Delivery UK (BDUK) have embedded this strategy into their checklist of activities required for funding support for Super Fast Broadband.

Go ON Sheffield



Go ON Places kicked off in February 2011 with Go ON Sheffield, which was run by the UK online centres team: such a success a second campaign was held in November. The week long campaign brought together UK online centres, Plusnet, Heeley Development Trust and Sheffield City Council to run over 50 events throughout the city, at venues including the Town Hall, Mecca Bingo, the local Wetherspoons pub and a number of schools. Local broadband supplier Plusnet also donated 50 broadband packages.

Over 300 people took their first steps with computers and the internet during Go ON Sheffield, assisted by volunteers from Plusnet, the University of Sheffield, Heeley Development Trust and over 60 schoolchildren from around the city.

Recommendation 7.2

Go ON Barnsley



Go ON Barnsley was a month-long campaign held in the South Yorkshire town, and was so effective that it received praise from Neelie Kroes, Vice-President of the European Commission and Commissioner for the Digital Agenda, who said: 'Many congratulations to Barnsley for its innovative and exciting 'Go ON Barnsley' campaign'.

The campaign was run by Barnsley Council in conjunction with UK online centres and a number of other partners, and raised the profile of the council's Digital Inclusion strategy as well as engaging new partners. The Town Hall was lit up in pink to match the Go ON badge, and events were held at the Christmas markets, the hospital and local Post Offices.

Recommendation 7.2

Go ON Leeds legacy



In September Go ON Leeds brought together local and national partners including UK online centres, Leeds City Council, O2 and Leeds Library Service. to hold over 25 events throughout the city.

Leeds City Council continue to build digital inclusion into operational and strategic plans, with a commitment to recruiting digital champions from its employee base and encouraging the development of ICT skills across its workforce.

Stemming from an initial investment from partners: O2, UK online centres, Leeds Council and Race Online 2012; of £112k for staff, resources and assets, Go ON Leeds has now developed sustainable inclusion projects within local community groups and throughout the council. A role has recently been created by Citizens Online & BT's Get IT Together scheme to raise awareness of the benefits of developing online skills, education and employment. This role continues to be supported by Leeds Community Capacity Builders and local Library Networks.

Recommendation 7.2, 7.4

4. Go ON it's Liverpool – key outcomes and legacy

Go ON it's Liverpool is now up and running. The core partners met in December to look back at the key achievements to date and outline a legacy for the campaign. Photo above shows MLF with Ged Fitzgerald (Liverpool Chief Exec) Max Steinburg (Liverpool Vision CEO) Councillor Gary Millar, Deputy Leader and Liverpool Digital Champion and Jo Nolan - Go ON it's Liverpool project manager.



It was agreed that the strong political backing for Go ON it's Liverpool from all Liverpool City Councillors combined with the leadership of both Liverpool City Council and Liverpool Vision has been fundamental in developing a strategic campaign that will be long-term and sustainable. A distinctive feature of Go ON it's Liverpool has been the broad-based nature of the campaign. It is as much about economic growth and regeneration as it is about social justice with a key role for the business as well as the community sector.

With 50 local and 10 national partners contributing to the campaign and adopting the Go ON It's Liverpool badge, supporters are as diverse as Mersey travel, the Emergency Services, the Chamber of Commerce and Alder Hey Hospital.

Over 1,000 Liverpool digital champions have been recruited to make real change happen in the City, including business digital champions who are supporting other local businesses to realise all the benefits technology can bring. TalkTalk Business have offered support for local Liverpool SMEs to help them make the most of the internet between September and December 2011. Liverpool also piloted the Google outreach programme called Getting Liverpool Businesses Online, providing free workshops and one-to-one internet skills and website support consultations to encourage businesses to use the internet at its Juice Bar.

Connectivity is a particular challenge in the city. However, TalkTalk have been working with local partners in Liverpool to provide 1,000 offline families with free broadband. They will continue to work with other Race Online 2012 partners such as Mecca Bingo Knotty Ash and other UK online centres in the New Year, promoting the free broadband offer. Freerunner is working with Liverpool Mutual Homes and Liverpool City College to pilot an affordable wifi solution to social housing tenants and those making use of drop-in learning support centres.

Recommendation 1.1, 7.4, 8.1

5. Recruiting and activating digital champions

Various schools and partners got involved with Go ON Give an hour at Christmas, Peabody held 'give an hour' internet beginner sessions and Bolton based partner Appliances Online teamed up with local youth club to help thousands of young people get online

➤ Schools set to Give an hour this Christmas

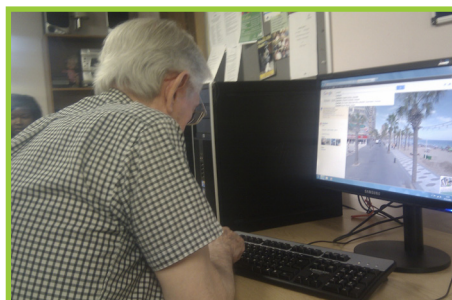


Race Online 2012 took a trip to Northampton for a special Give an Hour assembly at Woodland View primary school, where 270 key stage 2 pupils were challenged to help someone they know discover the wonders of the web using [fantastic tools and tips available from the BBC](#).

Adapted from our special [Give an Hour pack for schools](#), the session featured films with young champs, ideas and handy hints, and by the end of the session, virtually every child fired their hand into the air when asked whether they would give an hour. Sophie Cross, Woodland View ICT coordinator said: "the children will benefit massively from the opportunity to become the teacher, sharing their expertise and helping others."

Recommendation 7.1

➤ Peabody



Net Worx is Peabody's volunteering project that brings young and older people together to tackle digital exclusion at five locations across London.

Peabody's volunteers give one-to-one tuition to residents covering the basics of using a computer and getting online in a communal IT suite. To support the Give An Hour campaign, Peabody ran special events at their Learning Centres and extra Net Worx volunteering recruitment events at their Fulham and Whitecross estates.

[Race Online 2012's Ben went along to the Net Worx project. Read his blog here.](#)

Recommendation 7.1

➤ Appliances Online



Appliances Online is helping over 3000 young people across Bolton get online by donating its old computer equipment to the [Bolton Lads and Girls Club](#) – the UK's largest youth club.

Vicky Pritchard, Head of IT Service at Appliances Online said; "As an internet retailer we understand the endless opportunities the web can provide for young people, we are keen to encourage its use within our local community."

Karen Edwards, Chief Executive at the club, believes the computer equipment will make a real difference: "the donation of a laptop from Appliances Online has boosted computer access for our members, enabling more of our young people to log online to look for employment, training or further education opportunities or to help complete their school and college work."

[If your organisation want to find out more about recycling/donating old IT equipment please click here.](#)

Recommendation 8.3

6. Other great partner activity/ promises in action

MLF's mission is to make the UK the first networked nation so hearing what our partners have been up to really builds momentum and inspires other organisations to get involved. This month Sigma Consulting Solutions hold Go ON events for social housing tenants, a local council signs up 50 members of staff to join the digital champion network and Clockwise Credit Union staff become digital champions too!.

Sigma Consulting Solutions



One of the first 100 Race Online 2012 partners, Cheshire based digital agency Sigma Consulting Solutions is running friendly, hands-on Go ON events to help local social housing tenants from Cheshire Peaks and Plains Housing Trust get online.

Sigma's tailored training sessions cover the basics, plus a few extras, such as keeping in touch with loved ones across continents, and tackling real life challenges.

"We've always been mouthy advocates of web usability and accessibility", says Managing Director Hilary Stephenson, "and we all have different experiences using the web. The campaign has made the team think about the alternative, and how we can make things simple for beginners."

Recommendation 7.1, 8.5

Clockwise Credit Union



Clockwise Credit Union, a not for profit financial co-op for Leicestershire and Rutland residents, has helped five members to shop, pay bills and find online courses through one on one sessions.

Clockwise staff have become digital champions and are holding bi-weekly sessions for beginners. For one member, being online has allayed fears about bank opening hours, as it enables her to transfer money to her daughter who is off to college. Another was so exhilarated by hers that she's signing up for free internet courses at her local library.

Recommendation 7.1

Lincolnshire County Council



During the Go ON Give an Hour campaign, Lincolnshire County Council ran 84 internet taster sessions for beginners, helping 274 people online for the first time.

With at least one event in 46 of its 47 libraries and in 6 of its mobile libraries, 50 staff also joined the digital champion network and delivered sessions with help from volunteers, covering a range of topics including online basics, searching for family history and job seeking online.

Further Go ON events are being planned for the New Year including activities for Adult Learners Week in May 2012.

Recommendation 7.1

7. Special initiatives

MLF shared Race Online 2012's social housing sector report with Grant Shapps, the Minister of State for Housing and Planning at a digital housing summit on the 6th December and Go ON East End makes steady progress with backing from host boroughs leaders and mayors.

Digital Housing Summit



On the 6th December attendees came together from the Local Government Association (LGA), UK Online Centres, the National Housing Federation (NHF), the Chartered Institute of Housing (CIH), Affinity Sutton, Peabody, Home Group, Family Mosaic, Circle Housing Group, Barnsley Metropolitan Borough Council and Sunderland City Council.

A statement was subsequently sent from Grant Shapps, MLF, the CIH, the NHF and the LGA to all English housing providers with more than 1000 homes, talking of the need to embed internet access as a 'fourth utility' and suggesting a 'digital deal' be struck along the lines of the 'green deal'. Landlords were urged to run Go ON Places initiatives, recruit digital champions and join both the Social Housing Digital Strategy Group and Race Online 2012.

Recommendation 8.5

Go On East End



The six Olympic host boroughs have agreed to place a target for increased digital skills on their shared strategic regeneration framework (SRF) – capitalising on the profile and investment around the Olympics so that within 20 years the communities hosting the Games will have the same social and economic chances as their neighbours across London.

We know that 16.8% of UK adults have never been online, with 12.7% in inner London and 11.6% in the City. Experian modelling of ONS data suggests that 20.9% of adults across host boroughs are offline, rising to 33% in Hackney and 28.1% in Tower Hamlets. These higher numbers can be explained through high levels of deprivation locally, especially unemployment, low income and educational attainment.

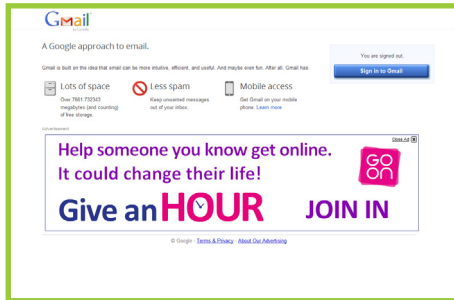
The host boroughs leaders and mayors approved a partnership with RO2012 in November, the GLA and the London Mayor have given formal support, MLF set out the ambition at the IPPR/Centre for London's London Policy Conference on 13 December and the target was given chief executive sign-off on December 16. It will go to the East London Legacy Board in January.

Recommendation 1.1

8. PR/Media and events– driving awareness

Please see [December's PR and Media cuttings here](#). This month we have seen further contributions to Reader's Digest, Woman's Weekly and telegraph.co.uk. Microsoft and Google very kindly push Give an hour messaging online and Race Online 2012, on behalf of our partners, proudly walked away with a shiny new award!

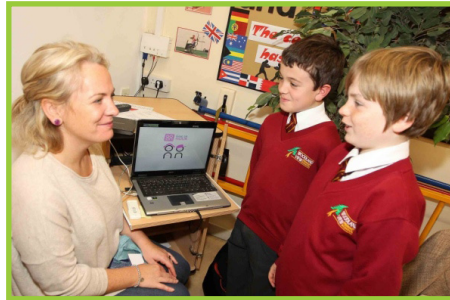
➤ Online push to Give an hour at Christmas



Microsoft and Google were definitely in the spirit for giving this Christmas! On 21st December Go ON Give an Hour messaging went live on bing.co.uk. [MSN's Matt Farringdon Smith interviewed MLF](#), asking the internet's greatest advocate why everybody should gift the web for Christmas. To round off Microsoft's contribution, benefit messaging was included across their social networks and MSN UK.

Google sent us a lovely big online gift ready to be opened on Christmas Day. The add (above) ran on Christmas and Boxing Day resulting in an 177% increase in unique visitors over the week and a 150% increase in the number of new champ sign ups.

➤ National, regional and online support



'Bargain Gadgets' is the theme for MLF's column in this month's Reader's Digest. Race Online 2012 partners Microsoft, PCXUK and Remploy are given a shout out about the work they doing to try and reduce cost which is a barrier to many who want to get online for the first time

Matt Warman, Consumer Technology Correspondent for the [Daily Telegraph](#) reported on the 'Digital Housing Summit' which included social tenants' landlords and representatives. Housing Minister Grant Shapps tells the group that he was "absolutely convinced the digital agenda is essential" to all those involved in housing Britain's poorest, calling on landlords to provide better infrastructure for broadband access.

And Leigh Smyth, MD for Race Online 2012 appeared in her local paper Northampton Chronicle & Echo too, inspiring 270 school children to 'give an hour' at Christmas

Recommendation 2.2

➤ Winner - IT pro awards



Celebrating the ideas, individuals, apps and organisations that have gone above and beyond the call of tech duty this year, [IT Pro](#) hosted its inaugural awards. Up against the fabulous [Get Safe Online](#), [Google's Good to Know](#) campaign, and [Silicon Roundabout](#), Race Online 2012 walked away with IT Initiative of the Year Award. We are very proud to present our shiny new trophy (above).

A huge thank you to the judges and to all our partners and digital champs who continue to back our mission to get the UK online. Speaking about the awards, IT Pro editor Maggie Holland said: "The IT industry is fast-paced, innovative and highly competitive. The IT Pro Awards rightfully recognise those who are, essentially, the best of the best.

Recommendation 2.2

9. Key meetings

AbilityNet Nigel Lewis	Liverpool Council Joanna Nolan
Age UK David Mortimer, Harvinder Chase	Liverpool Vision Roz Lloyd, Chris Heyes, Alice Morrison, Emma Gorman
Bailey Fisher Joe Graziano	Lloyds Emma Tasker
BBC Martina Chapman, Martin Wilson	London 2012 Liz Ward, Alex Balfour
BDUK Robert Ling	London Policy Conference
Big Lottery Fund Margaret Cooney	Microsoft Charles Eales
Cabinet Office Cathy Francis, Mike Bracken	MSN Matt Farringdon Smith
Campaign for Learning Juliette Collier	Mysinglefriend.com Will Miller
Childnet Lucinda Fell, Will Gardner	NHS Choices Nicola Gill
Civic Agenda Rebecca Nicholls, Robin Knowles	ONS Mark Williams, Cecil Prescott
CLG Patrick Owen, William Barker, Grant Shapps	Open University Martin Bean
Digital by default conference	Peabody Iain Shaw
Digital Unite Judith Graham, Emma Solomon	Post Office Alan Taylor, Paul Da-Gama
Efficiency and Reform Board	Sky Alexa Weselby
Freerunner Chris Kent	Summit on Digital Inclusion in Social Housing
Go ON it's Liverpool meeting Liverpool Embassy	TalkTalk Alex Birtles, Mark Schmidt
Go ON Sandwell meeting	UK online centre Kevin McLean, Helen Milner, Charlotte Wheat
Good Housekeeping Caroline Bloor	Unionlearn Joe Fearnough
Google Emma Thorn	weclickmedia Matthew Tyrrell
Government Digital Service Launch Event	Yell Group Bob Wigley, Phillip Montague
Headstar Dan Jellinek	Yorkshire County Council Go ON North Yorkshire
John Lewis Andrew Layton	
John Lewis Simon Russell	
Just for Kids Law Board	