

**Sir Gus O'Donnell KCB**

Secretary of the Cabinet and  
Head of the Home Civil Service

70 Whitehall  
London  
SW1A 2AS

**Telephone** 020 7276 0101

**Fax** 020 7276 0208

**E-mail** gus.odonnell@cabinet-office.x.gsi.gov.uk

**Web** www.cabinet-office.gov.uk

Martha Lane Fox  
RaceOnline2012  
4th Floor  
6-10 Lexington St,  
London  
W1F 0LB

23 March 2010

Dear Martha,

As you know the Prime Minister has decided to set up a new Digital Public Services Unit to provide strategic leadership and direction across government on getting public services online and also to provide a single strategic focus for the policy and interventions on digital inclusion. The new Unit will bring together into one place, the Digital engagement team, the Government CIO functions, and the Smarter Government Digital delivery Programme team.

The new Unit should have the goal of improving the transparency and quality of all government developments on digital services, and will help to drive significant cost savings through radically increased digital public service delivery. It should put the needs of the four million socially excluded people who have never used the internet and who are amongst the heaviest users of public services at the heart of future digital public service delivery.

Our collective aim would be to ensure the major part of this ambition is driven out in three years; at that point, the role and focus of this unit should be reviewed.

The Prime Minister would like you to broaden your current role to become the UK's Digital Champion so that you can continue to drive progress on the digital inclusion agenda. He would also like you to take on an additional advisory role on digital services more generally, and specifically to advise him on how best to establish the unit.

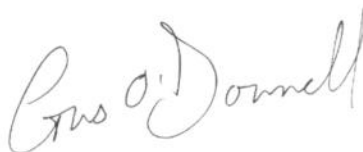
Your initial task will be to work closely with Sir Tim Berners Lee on a new digital public services strategy that will include encouraging innovation by opening up not only data but also government information, services and applications to third parties. You should then advise the Prime Minister and other relevant Ministers on how best to set up the new Unit with the right structure, capabilities and tough financial levers to drive forward innovation in digital services across the public sector. Thirdly, you should specifically include recommendations on how to join up and simplify the organisation of digital inclusion effort across departments.



I have asked Matt Tee, Permanent Secretary for Government Communications, to lead on this for me, and Karen Wheeler and her team, which will be forming part of the new Unit, stand ready to help support you and your team in this role.

I am copying this letter to Jeremy Heywood.

Yours sincerely,

A handwritten signature in black ink that reads "Gus O'Donnell". The signature is written in a cursive style with a large, prominent 'G' and 'D'.

**Gus O'Donnell**

