



# November Highlights

A BIG thank you goes out to all partners who have taken part in the Go ON Give an hour campaign this month. With 9.25M national and regional print opportunities to see (equating to £3.5M worth of coverage), 50k people getting to grips with the web at Go ON events supported by UK online centres, over 75 partners shouting about the same message and thousands of hours being pledged, it is safe to say this month has been a busy one! [The BBC wrapped up the campaign with a fab film to help you get a flavour of how thousands of people \(including Stephen Fry, Bear Gryls, Linda Robson\) have already helped someone online.](#)

- The Q3 2011 stats were released this month showing that nearly 300,000 UK adults got online for the first time since Q2– taking the total ‘offline’ population to 8.43M (section 1)
- We published a ‘Give an hour’ pack for schools which includes presentation and top tips for pupils along with a MLF letter to teachers (section 4)
- Digital By Default social housing report was published sparking a number of social housing providers to sign up as partners and get involved (section 7)

**Coming soon** – Christmas is nearly here, so we have produced a [special festive voucher for you to give to someone you know is offline.](#) Also, to find out what partners are up to next year please see [our new partner communications plan!](#)

## Did you know?

- 43,000** people have got online in Merseyside since the last set of ONS data was published\*
- 250,000** of the 300,000 people who have got online in the last 3 months are over 55\*
- 4M** of the 8.7M people in the UK who aren’t online live in social housing\*\*
- £340M** worth of savings could be made a year if social housing providers used more cost-effective digital communications\*\*
- £530M** a year could be saved by offline social housing tenants if they got online\*\*

Source : [\\* ONS Internet Access Quarterly Update 2011 Q3](#)

[\\*\\* Digital by Default 2012 report](#)

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## 1. ONS internet access update

The [Office for National Statistics](#)' third quarterly report on UK internet use came out November 16th and estimated that the number of adults never to have used the internet has fallen by nearly 300,000 to 8.43M people, or 16.8% of the adult population.



These numbers show a welcome move in the right direction, but to really make the very most of digital technology and ensure that everyone benefits from the massive difference it makes to people's lives, the UK must continue to prioritise education, accessibility and engagement with IT for its offline citizens.

Race Online 2012 continues to work hard with partners and beyond, to see further improvement. We're looking forward to seeing the impact of the [Give An Hour campaign](#) and our work with the social housing sector and the Housing Minister, Grant Shapps, to help the estimated 4 million people living in social housing who have never been online.

A closer look at the 300,000 fewer offliners suggests that harder-to-reach groups are getting online, supported by the strong work of service delivery specialists such as [UK online centres](#), [unionlearn](#), [libraries](#), [Digital Unite](#), [Citizens Online](#) and [NIACE](#).

Older people have the most to gain from the web, as mobility and loneliness are more likely to become issues. It's good to see, therefore, that more than a quarter of a million of the 300,000 are over 55 years old, and 164,000 are over 75 years old.

In fact, older people and those on low incomes are getting online faster than anyone. Those earning less than £300 a week account for 79% of the decrease in employed offliners.

It's disappointing not to see a decrease in the number of people with disabilities who have never been online. Race Online 2012 is working closely with the government's [eAccessibility Forum](#) to maximise the empowering influence that digital technology often has on the lives of people with disabilities.

Race Online 2012 is also working in partnership with [AbilityNet](#), [Nominet Trust](#) and the Office for National Statistics, to better measure accessibility as a barrier to internet use. Current data simply says how many people offline have a disability, not whether that disability (or, more to the point, inaccessible technology) is the key barrier.

## 2. Go ON Places

Momentum is still building with a growing number of places keen to adopt the Go ON places model including Bristol, Milton Keynes, Sandwell, Gateshead and Newcastle. Read further to see how hard other places have been working to get their community online this month.

### ➤ Go ON Barnsley



Go ON Barnsley officially launched its campaign in November at Barnsley Central Library and there has been lots of activity throughout the whole of November.

'Plant a virtual poppy' was one of a number of events taking place at libraries across the borough as part of the initiative to mark the poignant significance of Remembrance Day, 11.11.11.11. Barnsley's Library Service invited residents from across the borough to visit their local library and plant a virtual poppy where staff were on hand to offer help and advice

Phil Coppard, Chief Executive of Barnsley Council, invited members of the public to ask him questions and share their views on how the council delivers its services as part of an online chat on 7th November. Following on from the success of last year's online chat, it is hoped that



even more people will get online and take part.

Cllr Tim Cheetham, Cabinet, Cabinet Spokesperson, Development, Environment and Culture (Strategy, Programmes and Projects), said: "Too many people in Barnsley are missing out, either because they don't know what they're missing, or because they find the idea of computers and the internet all a bit scary. Go ON Barnsley is the chance for people to try it out, with help. I really hope they will."

Recommendation 7.1, 7.2

### ➤ Other Go ON Places



Get Shropshire Online got involved with Go ON Give an Hour and the team continue to do great things in their community. Church Stretton has set up the Get Stretton Online campaign. From turning the computer on or using e-mail, the Church Stretton Secondary School digital champions are ready to help. Philip Dunne MP for Ludlow presented its tutors with Digital Champion certificates this month!

Go ON Sheffield wrapped its month long event up with a celebratory awards ceremony for digital champions, learners and prize winners. There was even a surprise visit from Sheffield Utd Steven Quinn and David Mcallister who presented certificates to digital champions from schools across Sheffield

Recommendation 7.1, 7.2

### 3. Go ON it's Liverpool

MLF visited Liverpool for a second time on 16th November to support Women's International Enterprise Day.



Liverpool have placed economic growth and regeneration at the heart of their Go ON campaign. MLF visited the city on November 16th to support International Women's Enterprise Day and to encourage more local women to use the opportunities presented by the web to be enterprising and build their economic capability.

MLF started her day with a visit to the Women's Organisation (WICED) where she met over 100 local female entrepreneurs/ business women to share her experience of setting up a dotcom business and then took part in a lively exchange with the audience.

Next port of call was Blackburne House, an inspiring adult learning centre that offers learning and training opportunities exclusively for women and non-traditional learners. The Chief Executive, Clare Dove, has set up a number of social enterprises within Blackburne House that both support the future funding of the centre and offer career opportunities for women in non-traditional sectors, such as construction and IT. Blackburne House also supports a school of social enterprise where women with ideas are supported to develop them.

MLF's final stop of the day was to Granby and Toxteth Development Trust, the Liverpool UK online Community Capacity Builder, where she met some local residents of Liverpool 8. The Trust aims to improve the social and economic well-being of local residents and businesses and has had great success in supporting people to change their lives.

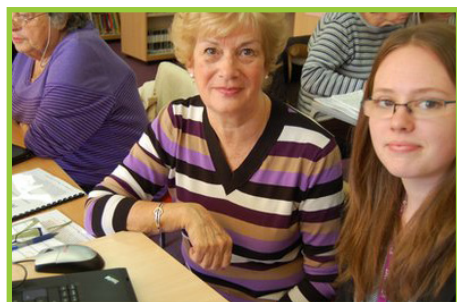
"The thing I loved most about my visit to Liverpool was the incredible spirit of the women I met. I loved visiting Blackburne House a refuge for women to learn new skills in a safe environment, and with childcare on hand. The class of women I met, all learning IT skills were fun, feisty and came from all over the globe. Can't wait for my next visit" MLF

Recommendation 1.1

## 4. Recruiting and activating digital champs

With so much Go ON Give an hour activity in November we have also been thinking ahead and have produced a pack for schools to inspire their kids to become digital champions at Christmas! Read on to find out what Libraries in Cornwall and a housing trust in Newport have been doing this month too.

### ➤ Tools for schools



We're asking schools to challenge their students to give just an hour of their time over the holidays to help someone they know discover the wonders of the web.

To help them do this, we've created a Give an Hour pack for schools, teachers and parents, stuffed with ideas and info on how to get behind the campaign

Including a letter from Martha to head teachers, key messages and an introduction for schools and an assembly presentation, the pack also signposts some of the great [Give an Hour resources available from the BBC at www.bbc.co.uk/giveanhour](http://www.bbc.co.uk/giveanhour), on [www.go-on.co.uk/champions](http://www.go-on.co.uk/champions) and the [Go ON digital champions resource area on www.tes.co.uk](http://www.tes.co.uk).

Recommendation 7.1

### ➤ Cornwall libraries



The week beginning October 31st saw the [Cornwall Library Service](#) spring into action to support the Give an Hour campaign. Study Support Officers organised events at the Hayle, St. Austell, Truro Community, St. Ives and Penzance libraries.

Kym Ley has been teaching a four week course at the Truro Community Library and reports that so far no one has dropped out. "It's nice to know that the customers are enjoying it and gaining more confidence in using computers, and to see how much they have advanced in just two weeks is brilliant."

Rosemary Payne from Cornwall's library service says "This is a great time to call in and learn about keeping in touch with your friends and family, explore researching your family tree, explore healthy living or improve your job hunting."

Recommendation 7.1

### ➤ Newport Housing Trust



"You remember Open All Hours or Porridge? Well...", says Maureen, 69, "did you know you can watch whole episodes online? Look, see, here's how you do it."

From Newport in South Wales, Race Online 2012 met her on a drizzly November morning for one of several [Newport Housing Trust Go ON Give an Hour](#) sessions. Following a successful refurbished computer scheme which sets up tenants with a reconditioned PC, broadband and training from its computer club, Maureen, alongside other confident residents, were giving an hour to help others discover what's wonderful about the web.

Corporate Services Administrator Joanne says "Sessions like these enable people to understand the way in which using a computer and the internet can change their life"

Recommendation 7.1, 8.5

## 5. Other great partner activity/ promises in action

With the release of the Digital by Default 2012 report this month it is great to see various housing organisations sign up to become Race Online 2012 partners. These include North Lincolnshire Homes, National Housing Federation, Coastline Housing, Liverpool Mutual Homes, Havebury Housing Partnership and Cross Keys Homes. Welcome aboard.

### Sanctuary Group



Sanctuary Group work in partnership with both public and private sector organisations and are committed to providing quality affordable housing with effective social care services and facilities.

Through its partnership with Microsoft UK, Sanctuary Group will be piloting a number of projects to help people of different age groups get online, recognising the benefits that the internet can bring to their residents, whether that's enabling them to save money, communicate with others, develop skills, or access employment opportunities.

Sanctuary Group, which has 68,000 households living in Sanctuary Group properties, intends to run the pilot for a year, initially with 40 beginners, and to informally appoint 4 digital champions.

Recommendation 7.1, 8.5

### Plusnet



As "good, honest broadband from Yorkshire," Plusnet aims to practice what they preach, committed to giving people simple and straight forward advice about the Internet.

As Jamie Ford, CEO at Plusnet says, "Using the Internet for the very first time can be incredibly overwhelming. There is so much information to take-in and so many options to choose from, it is hard to know where to start if you have not been lucky enough to experience the Internet through your working life or during education."

Plusnet's aim is to demystify the Internet and give people easy to follow advice, working alongside UK online centres to provide marketing support and discount broadband. Meanwhile, Plusnet staff will be volunteering at learning sessions through the course of the year.

Recommendation 2.1

### Other partner promises



Liverpool Mutual Homes is designating five of its Sheltered Housing projects as Community Hubs and will be installing wifi and computer equipment for use of residents. Members of the wider community will also be invited to attend supported 'online basics' sessions.

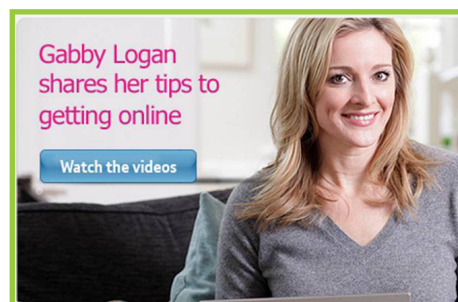
Coastline housing association, which owns 3,800 homes in Cornwall, promises to continually challenge its IT systems and work with customers to increase their access to the internet. By 2014, they aim to ensure that 65% of their customers are accessing and using the internet. It is part of Coastline's corporate strategy to maximise the use of relevant modern technology to deliver improved services and minimise digital disadvantage for their customers.

Recommendation 7.1, 8.5

## 6. Cross-sector collaboration/ driving awareness

As well as supporting Go ON Give an hour campaign, partners have been busy on their own initiatives. Read on to find out more.

### ➤ Get IT Together



From Lands End to John O’Groats, a new programme to boost digital inclusion in fifteen separate communities is now rolling out across the UK.

The [Get IT Together](#) local communities programme is being delivered by Citizens Online with the funding, support and participation of BT (through its nationwide Get IT Together campaign), Nominet Trust and various local partners. Project Coordinators have already been recruited for the fifteen locations with a remit to work with local organisations such as charities, libraries, schools and community groups to help people in the local community get to grips with IT and the internet.

Recommendation 7.1

### ➤ Digital Heroes



Now in its third year, TalkTalk’s Digital Heroes awards have already helped 37 inspirational projects.

This year TalkTalk shortlisted some really incredible stories of people doing wonderful things with technology to benefit their community. Decided by the public, they culminated in 12 regional Digital Heroes being crowned on the 24th November at the House of Lords.

Each winner received £5,000 towards their project with one overall winner. The judges, which included MLF and TalkTalk chairman Charles Dunstone, unanimously selected Chris Dredger from Storybook Dads as this year’s worthy winner which aims to use technology to bring about positive social change and to reach an otherwise quite socially excluded group. [To find out more about what Chris is doing, click here](#)

Recommendation 2.1, 2.2

### ➤ Leeds Digital Festival



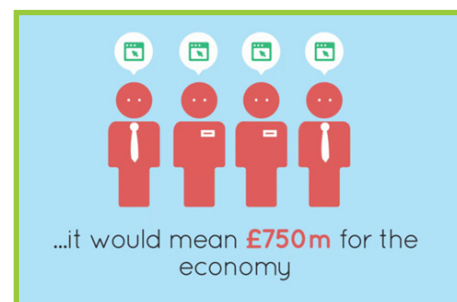
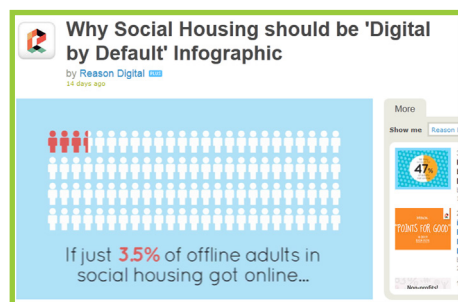
[Leeds Digital Festival](#) is a celebration of digital technology and platforms spanning various sectors including business, art, culture, education and lifestyle. Taking place in November, the programme spans six weeks, showing the breadth and depth of what ‘digital’ means to Leeds.

As part of the event, The Digital Festival offered Go ON Leeds partners: LS14 Trust and Leeds City council the opportunity to share their experiences and view on Digital Participation in Practice. The session included an overview of the LS14 Trust’s work with the local community and how accessibility to the internet is crucial to the area’s socio-economic development. Ian Jones from LCC gave an overview of the Leeds Go Online project alongside some examples of the work the Council are doing to support the initiative.

Recommendation 7.2

## 7. Special initiatives - Housing Casebook

Race Online 2012's report on the need for a dramatic improvement in the digital capability of the UK's social housing sector was published on November 28th, in association with Housing Technology magazine.



The report, Digital by Default 2012, was launched at the Palace of Westminster, hosted by George Grant (Founder and Publisher Housing Technology Magazine) and Jake Berry MP, and has been sent to the vast majority of housing association CEOs throughout the UK.

It is estimated that more than 4m of the 8.4m UK adults who have never been online are living in social housing and estimates the overall benefits of helping them online while improving housing providers' digital capability at more than £3bn.

The UK's most vulnerable groups are concentrated in the social housing sector: in England, 60% are economically inactive (retired, permanently sick or disabled, full-time students or those looking after family or home). 44% of households have an annual income of less than £10,000 (England); 21% of +65 year-olds live in social housing (England); and 44% of single parents live in social housing (England).

The report undertook research with 15 housing associations, with around a million tenants between them. Here are the headlines:

- More cost-effective communications could save providers £340m per year;
- Getting those in social housing currently offline, online, could save them £530m per year just paying bills and buying goods.
- If just 3.5% of those in social housing who are currently offline and unemployed found work online that could deliver a net economic benefit of £217m.
- If just 3.5% of those in social housing who are employed and offline developed ICT skills that could deliver £750m of overall economic benefit.
- Local government could save £360m per year by moving just one monthly contact/transaction with offline tenants in social housing online.

This compelling report has motivated Grant Shapps, Housing Minister, to co-chair a Digital Summit with Martha Lane Fox on December 6th – major housing providers, the National Housing Federation, the Chartered Institute of Housing and local authorities have been invited.

Leigh Smyth presented the business case at the NHF's IT Directors conference, and Helen Milner will be presenting it further at Housing Technology's conference in the new year. [Reason Digital's excellent infographic brings the report to life at www.vimeo.com/32681348](http://www.vimeo.com/32681348)

## 8. Driving awareness – PR/Media and events

Please see November's PR and Media cuttings by [clicking here](#). This month partners continue to spread the Go ON Give an hour message including [goodhousekeeping.com](#). [Telegraph.co.uk](#) published 3 online articles, MLF appeared on Radio 4's consumer affairs programme You & Yours and another great read from Reader's Digest with a focus on learning online

### The Telegraph



[Telegraph.co.uk](#) supported the campaign considerably this month firstly by reporting on the ONS' quarterly Labour Force Survey showing that in the last three months to the end of September the number of adults who had never been online fell by 299,000, compared to a fall of just 12,000 in the previous quarter.

Only a few days later another online article was published 'Seven money saving reasons to get online' with some great tips including best savings deals with advice from Andrew Hagger of [Moneynet.co.uk](#), how to compare the cost of your weekly shop on [mysupermarket.co.uk](#), cashback websites, using websites such as [uSwitch.com](#) to find the cheapest energy tariffs, getting a better deal on your mobile, saving money on eyewear and finally how to buy your insurance online

Following on from this, Social Affairs Editor Martin Beckford published a piece on how social housing tenants can benefit from being online. MLF speaks to The Daily Telegraph about the Digital by Default Social Housing casebook which estimates that as many as half of the 8.7million British people who have never been on the internet live in social housing.

[Read the Telegraph article.](#)

Recommendation 2.2

### You and Yours



MLF was a guest on You & Yours on 17th November and discussed the recent finding that 4.25 million disabled adults have never used the internet. MLF was joined by Nigel Lewis, CEO of AbilityNet, the disability and technology charity of which MLF has recently become a patron.

Martha described how and why she hopes web access for disabled people can be improved saying "I'd like to see more championing of the opportunity for technology to transform disabled people's lives, and perhaps some bolder and bigger thinking around how we can solve some of these problems."

Nigel Lewis explains why he believes disabled people make up such a large proportion of those not yet surfing the web "Often it's because it is not accessible to them. Either they can't engage with and use the standard computer out of the box, and so it needs adapting in some way, or the online services, the websites, are not accessible with their adaptive technology."

Recommendation 2.2

## 8. Key meetings

ACEVO Conference  
Age UK David Mortimer, Jackie Wenham  
Argos Amy Whidburn  
BBC Martin Wilson, Daniel Wilson  
BDUK Rob Ling  
Big Lottery Fund Margaret Cooney, Huw Thomas  
Broadband Delivery Programme Board  
BT Veronica Wadley  
Cabinet Office Francis Maude, Mike Bracken, Karen Wheeler, Iain Duncan Smith  
Campaign for Learning Juliette Collier  
Cap Gemini Emily Marsh  
Childnet Will Gardner  
Civic Agenda Rebecca Nicholls  
Clore Social Leadership Programme Fellowship Mary Marsh  
Comic Relief Marcus East  
DCMS Robert Ling  
Digital Heroes Awards  
Digital Leaders Steering Group  
Digital Unite Judith Graham, Victoria Reed  
DWP Terry Moran, Lord Freud  
e-skills Karen Price  
Finerday Howard Bashford  
FT Innovate Conference  
Google Dan Cobley  
Granby and Toxteth Development Trust  
Hewlett Packard Ben Brown  
Homebase Amy Whidburn  
Housing Business Casebook Launch  
Housing Technology magazine George Grant  
HP Benjamin Brown  
John Lewis Andrew Layton  
justforkidslaw Shauneen Lambe  
LASA - European Not for Profit Technology Conference  
Liverpool City Council Jo Nolan, Nick Small  
Liverpool Count Council Ged Fitzgerald  
Liverpool Vision Max Steinberg, Alice Morrison  
Lloyds Emma Greenwood  
Merseytravel Neil Scales  
Microsoft Clare Riley  
MSN Matt Farrington- Smith  
Peabody Iain Shaw  
Plusnet Laura Mottram  
Post Office Sally Meecham, Sarah Walton  
Public Chairs Forum  
publicservice.co.uk Daniel Rankine  
Ruder Finn UK Laura Strong  
SamKnows Alex Salter  
Shaw Trust Ian Lyons  
Sky National Forum  
TalkTalk Alex Birtles  
TalkTalk Digital Heroes Award  
Telegraph Martin Beckford  
Three Jessica Thompkinson, Mark Schmid  
UK online centres Helen Milner, Kevin Mclean  
Unionlearn Joe Fearnehough  
Virgin Money Giving Jo Barnett  
WICED the Women's International Centre for Economic Development  
Women 4 Technology, London