

PRINT

Reader's Digest November

DIGITAL WITH MARTHA LANE FOX



COMPUTER TUTOR

Bring the classroom to your living room by starting an online course

My dad's an academic, so I'd never dare suggest that digital was a substitute for face-to-face teaching. However, in my role as UK Digital Champion, I've seen a few of the profound ways that technology is revolutionising how we learn, and I've met hundreds of people who've told me how powerfully these new educational tools have helped them.

Often this is in really simple, obvious ways: like single parents who use the web to get a qualification in the evenings when their kids have gone to bed; or people who have mobility problems or are living in remote areas and who wouldn't be able to travel to a bricks-and-mortar classroom; or people who left school without basic skills and are using computers to get back into the swing of studying—going at

their own pace and with clever interactive tools and content that not only livers up the lessons, but also lets them monitor their own progress.

All this is phenomenally important because, of course, education has such a huge impact on our futures—however old we are. In the UK, 2.46 million people are unemployed, five million people of working age are on benefits and two million children live in households where nobody works.

Technology represents a brilliant new route to reach and inspire those groups to learn and get the skills that can help them back into work.

The Open University was set up in the early



ILLUSTRATION BY STEVE CARLIN



Just some of the website-based learning experiences available

Also try BBC and Channel 4 web classes; TED.com for video lectures from some of the world's cleverest thinkers; or openculture.com/freonlinecourses for online learning from some top universities, including Oxford and Yale

Seventies by social progressives who realised they could use TV and radio—then still in their infancy—to make teaching available to everyone. Forty years on, and it's the OU that's foremost among educational establishments embracing the net: the range of OU courses you can download on iTunes U is breathtaking (among the most popular when I last logged on were Mapping the Milky Way, Beginner's Chinese, and a History of Imperial London)—amazing, mind-expanding content that is entirely free, and 27 million courses have been downloaded so far.

The OpenLearn site has 600 free online courses, ranging from modules of one to 50 hours. As well as the boffin subjects, you can do really practical programmes, like debt and borrowing—an important subject given that personal debt in the UK topped £1.451bn in July this year. It also has modules on how to be Internet-savvy—useful, because while lots of info on the web is thoroughly sourced and trustworthy, it's important to apply an extra pinch of commonsense.

Online education for children is also developing quickly. The Khan Academy—a charity that didn't even exist five years ago—has now delivered 59 million lessons online. It was born because enterprising US-based hedge-fund analyst Salman Khan decided to upload chatty maths seminars onto YouTube to coach his 12-year-old cousin. The academy now has 2,100 free learning videos and a grant from the Bill Gates Foundation. The availability of this type of content means you don't need to be the Brain of Britain to help your kids with their homework—let the online tuition tools do the heavy lifting.

NEXT STEP TURN IT ON

For people to connect they need to be on the web first. So think about qualifying as a Race Online "digital champion", and joining a national network that inspires people who've never used the web to give it a go.

Just log on to go-on.co.uk/digitalchampions to get simple tools that'll help you show a friend or neighbour round the web for the first time. ■



Martha Lane Fox is the UK's digital champion and founder of raceonline2012.org

Woman's Weekly
15 November 2011

Woman's Weekly *Makes It Easy!*

Writing Digital

Pen and paper might soon be a thing of the past with the emergence of the digital pen. Chris Partridge reports

The natural way to write and draw is pen and paper, but if you want to transfer your words or pictures to your computer you have to type out the text again or scan your drawing.

New digital pens do the job for you — they store every stroke on computer to enable editing, emailing or even posting on Facebook. The latest pen can even record sound, so you can use it at lectures or to animate drawings.

Several types of digital pen are available, some using paper and others special tablets.

SCANNER PENS The simplest type of digital pen comes with a scanner unit that clips on to the edge of the paper to record the pen strokes. The pen has to be firmly pressed down to throw a switch that tells the scanner to start, but otherwise it is just like using a ballpoint.

When you have finished, you connect the scanner unit to your computer using a USB cable and upload your work. The supplied software will transcribe your handwriting into text — though it has to be said that the quality of the handwriting recognition is very variable and it works best with large, clear lettering.

GRAPHICS TABLETS Graphics tablets are slates that detect the motion of a special stylus over the surface, displaying the lines it makes on a computer screen. They are great for creating computer art, as any width, colour or texture of line can be drawn, so you can mimic pencils, pens or even brushes.

Most tablets come with handwriting recognition software, so you can write text

and automatically transcribe it into computer form. The quality relies on the legibility of your handwriting, so it may need a lot of editing if you write in a terrible scribble like me.

Graphics tablets help you to be creative but they only work when connected to your PC.

THE ANOTO SYSTEM Anoto paper is printed with an almost invisible pattern of dots. A tiny video camera next to the pen's nib uses the pattern to work out the position and shape of the pen strokes with great accuracy, which means better handwriting recognition.

So far, the system has been used mainly for applications like form-filling, but a new type of pen that can record speech as well as written notes and sketches is proving popular. The Livescribe Echo digital pen records sound and links it to what you are writing at the time. Later, you can dab the pen at any point in your notes and it will play the related audio.

Add-on software then enables you to upload the notes to your computer screen.

Checklist

Do you want to...

Draw? Graphics pad

Write? Scanner pen

Take notes with audio?

Livescribe Echo pen

Pick Of The Products

Wacom Bamboo

A stylish graphics tablet that can also be used as a mouse. Great for drawing, and handwriting recognition software enables you to write notes easily and quickly. £75, www.dabs.com or Argos.



E-pens Mobile Notes

A scanner unit clips on to the edge of an ordinary sheet of paper to record pen strokes for upload to a computer — for displaying drawings or for transformation of writing into text. Very easy to use, and doesn't require any special paper. £80, www.digitalpen.shop.com



Livescribe Echo

Take notes while recording a speech or lecture, making it easy to find the passage you want later — brilliant for students, club secretaries and journalists. It can also help to create animated drawings. From £100 for 2GB memory to £175 for 8GB, www.livescribe.com/uk or PC World.



Welcome To The Web



Martha Lane Fox is leading Race Online 2012, a campaign to get the 8.7 million people in the UK who aren't online, connected.

Whether you shake a tin, don a pin, or donate your hard-earned cash, millions of us like to get behind the causes closest to our hearts and top Internet tools can make your charitable gift go even further.

Rather than schlepping door to door with a sponsorship form, fundraising sites like BT's MyDonate (www.btplc.com/mydonate) and Justgiving (www.justgiving.com) make it easy to raise money or give to charity.

Time to spare? Do-it (www.do-it.org.uk) lists thousands of volunteering opportunities. Spend just an hour of your time to find out about some of the fascinating things you can do online.

● Call 0800 771234 to find a free taster-event in your area. Or ask a family member or friend to give an hour to help you use the net as part of the Give an Hour campaign at www.go-on.co.uk

Woman's Weekly
29th November 2011

Woman's Weekly *Makes It Easy!*

Maps On Your Phone

The smartphone can help you get from A to B without resorting to a bulky atlas. Chris Partridge explains

Traditional road atlases are designed to drive you nuts. Either the scale is so small it only shows trunk roads, or it's so large you can't fit the atlas in the car's glove pocket. And the place you want is always hidden in the fold.

THE POWER OF ZOOM

You get none of those irritations with maps on smartphones. You can zoom out to see the whole area, or zoom in to read street names and see the tiniest detail by waving your fingers over the screen. There are no folds in the map, and, joy of joys, they even put an arrow in the middle of the map to tell you exactly where you are.

BUILT-IN MAP APPS

All smartphones now come with built-in mapping applications with many of the features of satnavs. They can calculate the best journey, showing the fastest or most economical route. And they include a wealth of useful information, such as petrol stations, pit-stop cafés and interesting places to visit on the way.

HOW THEY WORK

To see the map on your smartphone's screen, press the map icon on the home page — it will usually come up showing your current position, using the phone's satellite positioning system (GPS).

You can zoom in or out either by pressing the on-screen plus and minus buttons or by putting two fingers on the screen and moving them together or apart. To move the map, hold a finger down and slide it. It is very

intuitive and you should soon get the hang of it.

If you want to find a particular place, enter the name in the search box by pressing a finger on the box, which will bring the keypad up. If it is a commonplace name a list of alternatives will appear — click on the one you want and the phone will take you there.

EXTRA FUNCTIONS

A line of buttons on the map bring up various functions, such as setting the map so that north is always up, or aligning it with the direction you're going in.

The type of map can be instantly changed from the standard road map to aerial photos, terrain and others.

Most useful of all is the button giving "Pois" or points of interest, including restaurants, pubs, ATMs, petrol stations and tourist attractions. No longer will you need to stop at the first café you come to — just click on the map and a selection of local eateries will come up, many with reviews and star rating.

The map will also display a route from your location to the nearest petrol station; useful when the car's "fuel low" symbol comes on.

Checklist

Screen size?

Built-in GPS?

Free turn-by-turn directions?

Pick Of The Products

Nokia Lumia 800

Nokia's latest phone, with Microsoft's newest Windows Phone 7

system. Software called Local Scout searches for nearby amenities. Free on contract; £450 pay as you go, from Carphone Warehouse or www.carphonewarehouse.com



Apple iPhone 4S

The fastest iPhone ever, with gorgeous styling and maps showing points of interest and even traffic jams. Free on contract or £600 pay as you go on 3.



Sony Ericsson Xperia Ray

Using the Android platform, the Xperia Ray has a great mapping system based on Google Maps, though turn-by-turn directions are extra. Free on contract with Talkmobile.co.uk or £300 at www.sonyericsson.com



Apple iPad2

Not technically a phone, but this tablet computer is worth a mention. The iPad's 10in screen makes map-reading easy. WiFi-only versions use local hotspots to provide an approximate position, but



3G versions have GPS for a more accurate fix. From £400 at www.apple.com/uk

Welcome To The Web



Martha Lane Fox is leading Race Online 2012, a campaign to get the 8.7 million people in the UK who aren't online, connected.

Don't stress about the countdown to Christmas, use the Internet to shop from home, or find the best deals online.

Compare prices with sites such as www.pricerunner.co.uk or www.kekoo.co.uk and if you're feeling creative, make cards, crackers or mulled wine using a "how-to" film on YouTube (www.youtube.com).

Fancy sampling festivities across the Channel? Join the merriment at one of

Europe's Christmas markets with a deal at www.expedia.co.uk or www.lastminute.com.

Spend just an hour of your time to find out some of the amazing things you can do online.

● Call 0800 771234 to find a free taster-event in your area during November. Or ask a family member or friend to give an hour to help you use the Net as part of the Give an Hour campaign at www.go-on.co.uk

BROADCAST

You & Yours

17th November 2011

BBC
RADIO



Listen to Martha and Nigel Lewis (Abilitynet CEO) speak on *You and Yours* about how and why they hope to improve web access for the disabled adults in the UK who still aren't online

<http://www.bbc.co.uk/programmes/b017528s> (it is between 23.24-31.16)

ONLINE

Telegraph.co.uk
16th November 2011

<http://www.telegraph.co.uk/technology/internet/8893705/More-than-8.4m-Britons-have-never-used-web.html>

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More than 8.4m Britons have never used web

More than 8.4 million Britons have still never been online despite a sharp fall in non-internet users, according to official figures.



Madha Lane Fox. Photo: ANDREW JACKSON

By Christopher Williams, Technology Correspondent
11:42AM GMT 16 Nov 2011
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In the three months to the end of September the number of adults who had never been online fell by 296,900, the office of National Statistics said, compared to a fall of just 12,900 in the previous quarter.

It means that 8.43 million adults, or 16.5 per cent of the adult population, have never been online.

The government aims to get everyone online by 2015, its "digital champion", the internet entrepreneur Madha Lane Fox, is also running the Race Online campaign to create 1.9 million new internet users by the end of 2012.

The ONS' quarterly Labour Force Survey showed that the number of non-internet users decreased in all age groups, except the youngest, which showed a small increase that was not statistically significant. Some 98.5 per cent of 16 to 24-year-olds said they had used the internet.

The biggest fall, of 164,000, was among over-75-year-olds. However, the statistics did not indicate how much of this was caused by people going online for the first time and how much by the older members of the age group passing away. Some 72.4 per cent of over-75s have still never used the internet.














































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The survey showed that more than half those who have never been online are disabled. Some 36.3 per cent of disabled adults, or 4.25 million, have not used the internet. For able-bodied adults the comparable figure is just 16.5 per cent.

"A growing gap exists between those who are online and those who are not, as the internet becomes more of an essential utility for consumers," said Jonathan Stearn of Consumer Focus.

"The Government must provide even more targeted support to those who lose out the most. That means tackling real barriers over cost, access, security fears, and computer skills."

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Facebook battles Germans on privacy



Facebook has settled privacy breach charges from US authorities, its conflict in Germany will not be so easily resolved.

writes Christopher Williams
11 Comments

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8.43 million Brits have never been online

Since Q2 299,000 UK adults have been online for the first time

By Carrie-Ann Skinner | PC Advisor | 16 November 11

Nearly 8.5 million Brits have never used the internet, according to the Office of National Statistics (ONS).

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55% of unconnected Brits will never get online

According to the research firm, 8.43 million equates to 16.8 percent of the UK adult population. With 82.9 percent of UK adults, or some 41.62 million, saying they've gone online, ONS said there's been a decrease of 299,000 UK adults that have never used the web compared to the previous quarter of the year.

"Internet use is linked to various socio-economic and demographic characteristics, such as age, disability, location and earnings," said ONS.

"Adults who were more likely to have never used the internet included the over 55s, the widowed and those with a disability."

In a bid to get all working Brits online before the end of the current parliament, the government and UK Digital Champion Martha Lane-Fox, are running the the Race Online 2012 initiative. Launched in 2009 by Lane Fox, who also founded lastminute.com, the campaign hopes to encourage Brits to get online, particularly as Lane Fox believes the web empowers the unemployed, with more than 90 percent of all new jobs requiring basic internet skills, as well as preventing social isolation by allowing contact with friends and family that do not live close by and even improving exam results.

As part of the initiative, more than 100,000 Brits have agreed to volunteer as 'Digital Champions' to help show those currently out online the benefits of the web. Lane Fox hopes the Digital Champions will show unconnected Brits the joys of the web and stamp out the impressions that there's nothing on the web to benefit them.

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ONS report finds eight million adults in the UK have never used the internet

by Dan Worth 16 Nov 2011

More from this author Comment: 1



Figures from the Office for National Statistics (ONS) have revealed that a staggering eight million adults in the UK have never used the internet, despite numerous initiatives designed to make the technology as widely available as possible.

The ONS Internet Access Q3 Update puts the exact figure at 8.43 million, but this is down by 300,000 on the second quarter of 2011, showing that progress is being made. A total of 41.6 million UK adults are now regular internet users.

Further reading

- Ofcom report finds over a quarter of UK population still without broadband
- UK consumers forecast to spend £7.75bn online at Christmas
- European Commission claims 95 per cent of citizens have broadband access

The report cites several social and economic factors as reasons for the figures, including age, disability, earnings and location, and those in the remotest regions are a key demographic that the government has promised to provide with basic access.

The ONS said the figures are designed to help the work of Race Online 2012, led by UK digital champion Martha Lane Fox, who welcomed the increase in internet users but warned that more needs to be done.

"We are happy to see an improvement in offline figures released today, but I believe they reinforce the need for the UK to prioritise the education, accessibility and engagement of IT with its offline citizens," she said.

"There is still a long way to go if we are to achieve our ambition of making the UK the world's most digitally literate and networked nation."

The European Commission said on Tuesday that 95 per cent of European Union citizens can now access [broadband connections](#), as the organisation seeks complete coverage by 2013.

The figures come after a report by Uswitch.com found that the speed of the average UK [broadband](#) connection drops by as much as 35 per cent during peak evening browsing periods.

The research showed that speeds average around 6.2Mbit/s between 7pm and 8pm, down from 9.6Mbit/s between 2am and 3am when demand is, unsurprisingly, at its lowest.

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16th November, 2011

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17 per cent of UK has never been online

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Almost a fifth of the UK's population has never used the internet.
By Eva Martin, 16 Nov 2011 at 16:37



It appears efforts to get most UK adults online are failing, data released today has indicated.

Office of National Statistics (ONS) research that shows 17 per cent of the UK has never been on the internet. Data for the third quarter of 2011 showed 8.43 million adults had never been online.

To get these numbers up, Race Online 2012 is trying to get as many people as possible on the web by 2012. The Martha Lane-Fox led initiative recently recruited 100,000 digital champions to boost the campaign.

"Internet use is linked to various socio-economic and demographic characteristics, such as age, disability, location and earnings," the ONS said in its report.

Those likely to never use the internet include adults over the age of 65, the widowed and those with a disability, the ONS said.

There were 4.25 million disabled adults who had never used the internet in the third quarter, just over half of the 8.43 million that have never used it.

Of those adults in lower earning employment with pay under £200 per week, eight per cent had not used the internet. Of those paid £1,000 a week or more, there were no non-users.

The largest population of internet users was in the age group of 16 to 24, at 97 per cent, representing 7 million people.

Over the study period, men were more likely to have used the internet than women. Before the third quarter though, this was the other way around.

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16th November, 2011

<http://www.insidermedia.com/insider/north-west/62019-online-campaign-recruits-1000-champions/index.html>



The screenshot shows the Insidermedia.com website interface. At the top, there is a blue header with the 'insider MEDIA LIMITED' logo on the left, 'About Us' and a search bar in the center, and a map of the UK on the right. Below the header is a navigation menu with 'Home', 'News', 'Publications', 'Shop', 'Events', 'Membership', and 'Advertising'. A secondary menu allows users to 'Select your region' with options for Central & East, Midlands, North East, North West, Ireland, South East, South West, Wales, and Yorkshire. A prominent banner for the 'insider 2012 INTERNATIONAL TRADE AWARDS' is displayed, featuring various national flags and the text 'Date for your diary 2012 International Trade Awards Thursday 6th December'. To the right of this banner is a 'More Info' button and a 'insiderbusiness.tv' logo. The main content area shows a breadcrumb trail 'Home > North West' and a headline 'Online campaign recruits 1,000 'champions''. Below the headline, it states 'Last updated: 16th Nov 2011 at 08:55am' and includes a 'SHARE' button with social media icons for Facebook, Twitter, LinkedIn, and a plus sign. The article text begins with 'More than 1,000 "digital champions" have already backed a campaign to get 25,000 residents in Liverpool online for the first time.' It then describes the 'Go On it's Liverpool' campaign, aimed at recruiting 5,000 champions by March 2012, and mentions the government's internet tsar Martha Lane Fox. The article also notes that the landmark 1,000 comes as the government's internet tsar Martha Lane Fox visits the city today (16 November) to mark International Women's Enterprise Day. A quote from Nick Small, Liverpool City Council's cabinet member, is included: "Being computer and internet literate gives people a huge advantage when competing for jobs and is vitally important." At the bottom of the article, there is another 'SHARE' button with social media icons. To the right of the article, there are two advertisements: one for 'Simpson & Sons PLUMBING NEWCASTLE • LEEDS' with the text 'Have you got big dreams for your business?' and the ICAEW logo, and another for 'FedEx'.

Publictechnology.net

17th November, 2011

<http://www.publictechnology.net/sector/central-gov/four-million-disabled-people-not-getting-advantage-web>

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Four million disabled people not getting advantage of the Web

Filed by Gary Ford on Thu, 17/11/2011 - 12:00

[Web 2.0](#) 6

AbilityNet UK digital champion Martha Lane Fox says more needs to be done to allow online access to the four million disabled Britons who have never accessed cyberspace.

Lane Fox has teamed up with ICT disabled access and e-accessibility charity AbilityNet to end what the latter's chair calls the "increasing isolation" of citizens not taking advantage of the Web.

"Disabled people are struggling either because the devices they are using haven't been adapted properly to allow them internet access or the online services they are trying to use have not been sufficiently adapted," said Nigel Lewis on [Radio 4 today](#).

Lewis said that there is a "growing degree of exclusion in society" as a result. "Whether at home, at work or in education, full access to computers and the internet can be life changing - economically, socially and psychologically," he added.

Lane Fox - who has also just signed up to become Patron of the charity, along with bestselling fantasy author Sir Terry Pratchett - added that the disabled needed to be aware of what she called a "presumption" by commercial providers especially that they will have access to the 'net.

"If they're not, they will be excluded from a bit of the best deals," she told the BBC. "And our figures suggest even a low-income household could save £200 net a year of broadband costs if they get online by things like shopping around for cheaper Web-only deals, direct debits and changing utility suppliers."

The pair said that access didn't have to be by an expensive PC but by other devices, and by clubbing together broadband access could be achieved by some households at around £1 a week or perhaps £7.50 a month.

Lane Fox added, "For those with limited mobility, the Internet is a vital link with the outside world as I discovered for myself when recovering from a serious accident. In the same vein, I have observed the transformative impact that technology (in the form of a smart phone) is having on my tetraplegic uncle's quality of life.

"Nearly half of the 8.7m adults in the UK who have never used the internet are disabled. AbilityNet's pioneering work is playing a crucial role in reducing digital exclusion by enabling people with disabling conditions to access technology with the adjustments and adaptations they need," she concluded.

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17% of adults have never used the internet

16/11/2011

By Maximilian Clarke

8.43 million adults across the UK have never used the **internet**, the Office for national Statistics this morning (Wednesday) revealed.

The vast majority of this figure is comprised of the UK's seniors- aged 75 and above-, as just 1.4 16-24 year olds have reportedly never surfed.

Many of those unable to get online represent the most disadvantaged groups among society, whose inability to access the web excludes them from a host of benefits, further compounding their isolation from society in a phenomenon referred to as 'digital exclusion'.

In a bid to tackle digital exclusion **Martha Lane Fox**, David Cameron's digital champion, has launched the Race Online 2012 campaign, encouraging web literate businesses and individuals to lend their time and expertise to help those who cannot do so themselves.

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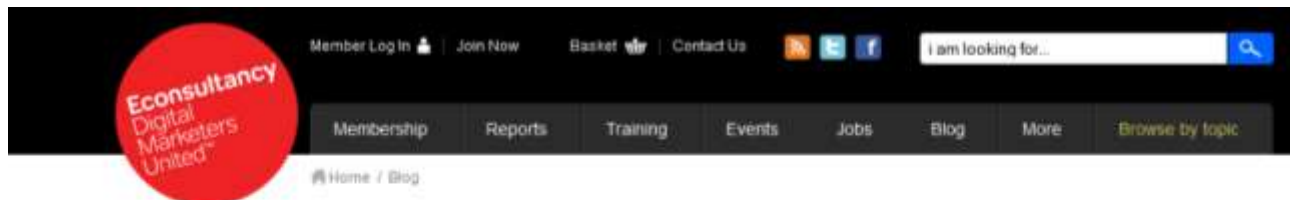
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'Digital divide' shrinks by 300,000 in UK

Posted 18 November 2011 13:37pm by [Will Chowney](#) with 1 comment

Print

Nearly 300,000 people in the UK went online for the first time during Q3 of 2011, according to figures from the Office of National Statistics (ONS).

This takes the total number of adults who have been online at least once to 41.6m, equating to over 83% of the population.



Most of these new users fall into older age groups; with the largest decrease among those aged 75 and over, where there were 164,000 fewer non-users compared to Q2 of this year. As expected, internet use in the 16 to 24 year old category is high, with 98.9% of this age group online regularly.

Disabled adults account for just over half of the 8.43m adults who have never used the internet, [according to the ONS](#).

Digital champion Martha Lane Fox is working with the government's eAccessibility Forum in tandem with AbilityNet, Nominet Trust and the ONS, to better measure accessibility.

She said that she was happy to see an improvement overall in offline figures, but believes that they reinforce the need for the UK to prioritise the education, accessibility and engagement with IT.

“ There is still a long way to go if we are to achieve our ambition of making the UK the world's most digitally literate and networked nation. ”

The third quarterly report from the ONS also showed that those earning less than £300 a week equate to 13.5% of the 8.43m adults who have never been online, but that every one of the 1.4m adults earning over £1,000 a week said that they have accessed the internet.



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INTERNET NEWS

Number of internet avoiders drops by 300,000 in UK

Older generations getting the web message

By Patrick Goss

November 17th | Tell us what you think [1 comments]

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The quarterly update from the Office of National Statistics (ONS) has reported that the number of people who have never used the internet in the UK has fallen to 8.4 million – a still surprisingly large 16.8 per cent of the adult population.

That's some 300,000 fewer people than the last quarterly report, but still represents a big section of the community, and the skew of non-users is, as you would expect, towards older groups.

Apparently, of the new internet users, a quarter of a million are over 55 and an impressive 164,000 are over 75.

Most to gain

"Older people have the most to gain from the web, as mobility and loneliness are more likely to become issues," [blogged Race Online 2012](#) – the body looking to accelerate the rate of online uptake.

"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 officers."

Apparently Cumbria and Liverpool have seen some marked successes, and clearly the message that being online is a good thing for all ages is beginning to seep through.

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Elderly less lonely if plugged in to internet, says Martha Lane Fox

Elderly people would be less lonely if they were "plugged in" to the world wide web, according to the internet entrepreneur Martha Lane Fox.



Martha Lane Fox, the internet entrepreneur

By Martin Beckford, Social Affairs Editor
10:00AM GMT 26 Nov 2011

12 Comments

The Lastminute.com founder, now the Government's 'digital champion', said that grandparents could speak to their families over Skype, could order groceries online and learn more about their favourite pastimes.

She admitted that keeping in touch with people over the internet is not the same as face-to-face contact, but added that it is still better than being completely alone as many older people are.

Miss Lane Fox made her comments in an interview with The Daily Telegraph to mark the launch of her new campaign to get more council housing residents online.

Her report estimates that as many as half of the 8.7million British people who have never been on the internet live in social housing. The sector is home to many of the country's most vulnerable people, including almost half of all single parents and a fifth of all pensioners, along with many who are disabled or unemployed.

Miss Lane Fox estimates that there would be benefits worth £3.1billion if all of these people were able to access the internet, as many would be able to improve their computer skills and find new jobs, while children would improve their future earnings and adults could save money by paying bills and shopping around for better deals.

Housing associations and councils would also be able to save millions by contacting residents and carrying out transactions over the internet instead of in person or by letter.

"It's really empowering individuals. You are more likely to be in education and get better grades if you are online, you are more likely to get a job, you will save money, you will feel more connected and less lonely and more confident."

The report by her campaign Race Online 2012 in association with 15 housing associations, called Digital by Default, cites research which found that as many as 1m older people say they are always or often lonely, while 3.1m do not see family, friends or neighbours once a week.

Asked if she agreed with recent claims by meals-on-wheels charities that new technology is making pensioners feel more isolated, Miss Lane Fox said: "The only seen evidence that shows older people disproportionately benefit from being online.

"I believe very deeply that rather than making that judgement about their lives and whether or not they're going to go out any more, much better to plug them into a world where they can see their grandchildren on Skype for free and look up the genealogy for their family.

"Absolutely if they live up tons of stairs and they are not feeling very fit and strong any more can have their groceries delivered.

"I'm not for one minute denying it's important to have some face to face contact in your life but we've got to be realistic about the fact that lots of people don't."









She said it was "tragic" how many older people will be alone on Christmas Day and went on: "They don't have to be alone. Of course it's not the same as face to face contact but do you feel a bit more connected and less lonely when you know you can have a look on a social networking website or have a look at the news, of course you do.

"I find it sometimes staggering that people who are busy on their devices 27 hours a day say 'this is terrible'. This is just about levelling the playing field for people."


She said that while it would help if housing associations provided free wireless internet access throughout their buildings and estates, the cost or availability of technology is not the main reason why so many people do not use the internet.

"The biggest reason that we've seen is that people just don't see the benefit. That's good news in a funny way because that's the easiest to crack."

See www.housing-technology.com to get a copy of the full Digital by Default casebook

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Residents Give IT an Hour

Published by Lucy Bradwell for The Regenda Group in Housing and also in Communities, Education
Tuesday 22nd November 2011 - 13:25pm

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Residents within sheltered schemes across Liverpool have been learning how to use the internet thanks to the 'Go on - Give an hour' campaign.

Five 'digital champions' from Regenda volunteered to provide training during hour long sessions held at Autumn Lodge in Algburth Road, St Peters Court in Algburth, Wilkinson Court in Wavertree and Maritime Lodge in Anfield.

Project officer Claire Lomas from Regenda explained, "The sessions varied in each scheme and with each resident, but the majority had no previous experience of using computers, so the hour was used to guide them through the process of logging on and to give them a taste of what the internet has to offer."

"Today learning how to use the laptops has been great," said Cathy Barton, from Maritime Lodge, after completing a session. "I would like more lessons and am seriously thinking of getting a laptop. I really enjoyed the lesson, it was brilliant."

Claire Lomas concluded, "The feedback from residents was very positive. They really enjoyed the sessions but felt that they needed more time. The hour of training really gave them a flavour of what the internet can do and many of the residents want to put what they learned into practice. We are now looking into ways in which we can provide our residents with more opportunities to go online."

The 'Go on give an hour' campaign is running from 31st October to 30th November and is encouraging everyone who uses the internet to give an hour to transform someone's life by helping them get online.

Regenda works with communities to build a sustainable future.

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Warwickshire wins Cloud Pro best cloud initiative

News Maxwell Cooper, November 23, 2011



The Midlands council wins best cloud initiative at sister title IT Pro's inaugural awards evening.

Warwickshire County Council last night became the first winner of the *Cloud Pro* award for best cloud initiative.

The council, which ditched Lotus Notes Mail for Google Apps and is set to be a pilot for how local authorities handle the G-Cloud initiative, was commended for its boldness in going down the cloud path.

For the *Cloud Pro* award - part of the inaugural *IT Pro* awards, held in central London last night - Warwickshire beat a shortlist of the Open Cloud Initiative, Rackspace and the Ministry of Justice. The Open Cloud Initiative was highly commended for its attempt to establish a genuine vendor-independent body for promoting open cloud standards.

Tonino Cluffini, head of information assets at the council, accepted the award, telling us they were honoured to have their efforts recognised in this way.

"The credit should go to our internal team led by James Smith," he added, "but also a big thank you to our external G-Cloud partners, Chris Chant, Tim Hanley at the Home Office, Eileann Logie at DWP and Darron Stronge at the CESG. They have helped make it a real cross public sector initiative."

Other winners of the *IT Pro* awards included Microsoft for best vendor, Iomart CTO Bill Strain for best IT leader and the IT department at Rider Levett Bucknall for best team. To complete the set, product awards went to Apple MacBook Air 13in 2011, Skype for iPad and Ipswitch's WhatsUp Gold Premium, while Race Online snaffled best IT initiative.

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by Daily Mirror reporter 25/11/2011

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Digital Heroes Winner 2011, Chris Dredger of Storybook Dads

A charity to help prisoners record bedtime stories for their children on CDs and DVDs was the overall winner of the Talk Talk Digital Heroes Awards yesterday.

Former armed robber Chris Dredger, 30, picked up the award after working for Storybook Dads as an audio and video editor while serving time and continued to work for them after his release.

Chris said: "Being a part of something so worthwhile made me want to come out of prison a better person."

The awards, in conjunction with Citizens Online, reward those people who use digital technology to help create positive social change.

Mirror readers helped choose 12 regional winners, who each got £5,000.

Overall winner Chris was chosen by the judging panel – Talk Talk Group Chairman Charles Dunstone, UK's Digital Champion Martha Lane Fox and Mirror Editor Richard Wallace – and he receives a £10,000 grant.

For more about the project and awards visit www.storybookdads.org.uk and www.talktalk.co.uk/digitalheroes.

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Go ON, help to get everyone online

28 November 2011

Persuading more people to access public services online offers the potential for huge savings, says the government's digital champion

Bartha Lane Fox who will be one of the key speakers at Public Service Events' Digital By Default conference



In ambition, ideas and human capital, central government has made huge strides in terms of technology over the past year. By aiming to lead the world in the digital delivery of public services, Whitehall stands to make huge savings and radically improve people's lives by introducing them to this vital 21st century literacy.

Increasing the number of online contacts we as citizens make with public services stands to save £2bn a year. Some of the benefits of web access include the fact that you're 25 per cent more likely to get a job, and once in work, you'll earn 10 per cent more. Of course there are huge benefits in terms of consumer savings, educational opportunities and increased social contact.

It's great that government is playing such a leading role, but I'm convinced that to really create a more digitally capable country we need a broad spectrum of public sector bodies – and particularly the individuals within them – to champion the work within their organisations and to customers.

The current economic climate makes this ever more urgent – we need these skills for the future competitiveness of UK plc and to improve the quality of our delivery of services.

A high proportion of our 1,300 or so Race Online 2012 partners are from the public sector, launching brilliant bespoke initiatives that go with the grain of their business and make the most of their contacts.

Here are a few examples of how public sector organisations are implementing their support:

- Jobcentre Plus now has digital champions in all its offices, signposting people to online services and pointing those without skills to local free access and training places, like the UK online centre network and public libraries
- Unilever is encouraging employers to ensure nobody retires or faces redundancy without digital skills and is running events across the 475 community based learning centres
- The Post Office is training all its 4,500 crown staff on digital champion roles
- The Department of Education, Times Educational Supplement and the BBC are working together to encourage schoolchildren to sign up as champions in their community
- NHS Choices has created activity sheets and tutorials to help digital champions get someone online using their healthy living tools

All of these plans are being delivered by digital champions within these organisations, people who are in turn recruiting and motivating more digital champions within their staff to reach the communities they serve. It's replicable, it's scalable and it's something I'd urge every public sector executive to actively promote.

The second mechanic where the public sector can make a really powerful contribution is by working at local authority level. Liverpool City Council has made a long-term commitment to really drive digital literacy in the city.

The 'Go On it's Liverpool' programme is focusing on the benefits a fully networked city would bring to both citizens and the business community. The aim is to cut the total number of citizens who remain offline by 25,000 by next June. This will be achieved through a network of 5,000 digital champions – including the city's 93 elected councillors who unanimously supported the motion last month. Subsequent, coordinated action will knit together the city's local government, business, and community networks with our Race Online 2012 national partners and tools.

A great outcome for us from this work, apart from the social and economic transformation, will be a readily replicable roadmap for joined-up activity that I hope will inspire and make it much easier for more local authorities to demonstrate this kind of leadership. Broadband Delivery UK has pledged to make the Go On model a condition of funding for the four-year £200m central government broadband infrastructure pot.

Liverpool has timed its launch to dovetail with the massive national awareness-raising campaign, Go On Give an Hour. There are more than 3,800 UK online centres across England and 1,500 BBC First Click centres across the UK offering free or low-cost help and support to those starting out on the web.

In addition, all sorts of other companies and charities are taking part: high streets and local communities across the country have seen the likes of Wares, Three, Age UK, Sky, Mecca Bingo, Unionlearn, TalkTalk, Post Office and Witherspoon's public houses open their doors and encourage their staff to Give an Hour and show people how magic the web really is.

Branches of Lloyds, schools and about 10,000 academies have been running community events to promote the drive. It's not too late to draw up your own simple partnership pledge at www.raceonline2012.org and to capitalise on this activity.

You can download communication toolkits from www.raceonline2012.org, place, promote the national Freephone number 0800 77 1234 via your current channels and pledge to give an hour yourself at www.go-on.co.uk/giveanhour, where you'll receive exciting ideas, tools and tips to help others get online.

Bartha Lane Fox sits on the Cabinet Office's Efficiency and Reform Board and is a non-executive director at BBS, Channel 4 and MyDeco.com

(The conference runs on 1 December, get the full details [here](#))

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