



April Highlights

- Race Online 2012 has been working closely with partners in preparation to announce the recruitment of the UK's biggest cross sector volunteering force - a collective promise of over 100,000 Digital Champions (Section 7)
- Bill Oddie revealed through Springwatch Easter Special why he is a convert to going online, part of the [BBC First Click campaign](#) (Section 5)
- [Mumsnet](#) committed to harnessing the might of Mumsnetters to inspire and mobilise Mumsnet digital champions, with MLF taking part in a live web chat at Mumsnet Towers to answer questions about Passing IT on (Section 6)
- Comet will develop a bespoke "digital champions" area within their online training tool. A training module on Passing IT on, which will be compulsory for every customer-facing colleague in store! (Section 2)

➤ Did you know?

- 74% of people say someone in their household has access to the internet through a computer / laptop (compared to 54% in 2005)*
- 64% of non internet users lack an understanding of the benefits of internet**
- 23% stipulate cost as a barrier to getting online**
- 100,000 digital champions have been pledged by Race Online 2012's partners
- 1,116 Race Online 2012 partners at the end of April

* [Ofcom Adult Media Literacy Report April 2011](#)

**BBC First Click research 2011

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1. Government and Cabinet Office – Embedding Our Agenda

MLF met with Neelie Kroes, Vice President of the European Commission Digital Agenda in Brussels, and Graham Walker joined the ITU Live debate.



During this month, MLF met Neelie Kroes, Vice President of the European Commission to discuss the work of Race Online 2012's partners, the opportunities surrounding 'Digital by Default' and the wider agenda. At the IUT Live Debate, Graham Walker discussed how to design and deliver intuitive online services that can be used by all. You can watch the debate [here](#)

2. Commercial Partnerships

Capita have joined the campaign, pledging to reach millions of UK households through their employees and signposting. Comet announced a great digital champions training module for their customer facing colleagues which will launch in September. And Google and FutureGov have agreed to hold Interactivism- a hack weekend to tackle barriers for older people getting online.

➤ Hack weekend



Google has partnered with FutureGov to plan a two day Open Source hack weekend called Interactivism.

The best student developers, Googlers, designers and other social innovators will spend a day understanding some of the barriers that older people face when accessing the web, and a day of developing prototype solutions. The initiative is interested in hearing from Race Online 2012 partners who would like their online services and websites to be tested and redesigned at the event which will take place on 17-18 June.

If you are interested in this opportunity, please email Lucy@weararefuturegov.com with details of this site or service, or submit an idea through www.simpl.co/interactivism before 5pm on 1 June.

Recommendation 9.1

➤ Passing IT on



Comet has pledged that all 3,000 of their customer facing colleagues will be digital champions.

Comet will develop a bespoke “digital champions” area within its Learning Management System - the online training tool for all of their customer facing colleagues. Launching in September, the area will contain a training module on Passing IT on, which will be compulsory for every customer-facing colleague in store.

The multiple choice training module/quiz will include how to identify someone in store who might not be online, how to reassure them/ highlight benefits and then give advice on training if necessary.

Comet will also embed helppassiton.co.uk and promote the Digital Champions area to non-store colleagues through intranet articles.

Recommendation 7.1

➤ Capita



This month Capita Group formulated a promise to mobilise its 37,000 employees, and engage with its clients and partners in business, to help get more people online.

As well as providing employees with one paid day a year to undertake digital champion activities, Capita will invest in researching new ways in which online becomes the channel of choice and access to its benefits is available to all. Capita is looking to trial initiatives in local areas.

Through its clients, Capita can reach a staggering 30 million households so it will endeavour to signpost information on low cost equipment, training and help to get online. Read Capita’s full promise [here](#).

Recommendations 1.2 and 7.1

“Capita fully supports the ambition for the UK to be a ‘networked nation’. We will help as many people as possible in the communities we deliver services to and in which we work to get online and benefit from quicker, easier and cheaper access to services.”

Paul Pindar, CEO

3. Public Sector Partnerships

Race Online 2012 and [Broadband Delivery UK](#) have created a new strategic collaboration to encourage bidders for superfast broadband to consider how support for off liners can help to generate demand; recognising the important link between Race Online 2012 benefits messaging and connectivity. Partners Durham County Council and Action with Communities in Rural Kent are two great examples of demand led action.

Durham County Council



[Durham County Council](#) is helping to generate demand for superfast broadband by actively improving the digital skills of communities in County Durham.

The County Council is bringing together the Council, its partners and residents to provide next generation access broadband to all homes, businesses and community buildings in County Durham. It will also refurbish the Council's ICT equipment for use in community activities and to improve digital skills and access through the Digital Skills for Durham programme.

"Durham County Council has set itself a target of supporting 10,000 people to go online for the first time as part of its Race Online 2012 promise.

Action with Communities



[Action with Communities in Rural Kent](#) are actively helping rural communities to identify and bid for funds to develop community led broadband schemes.

As part of their programme they are running a number of seminars promoting the benefits of community broadband in rural areas and the Kent County Council rural broadband fund.

To support older people to go online for the first time Action with communities in Rural Kent is also promoting [Go ON Spring Online](#) activities.

33% of households and 40% of business in Kent are in rural communities. Kent County Council is piloting a scheme to extend access by making use of 15 village halls to create hubs for broadband access

Circle joins up



We are delighted that [Circle has signed up as a Race Online 2012](#) partner this month. Circle is a membership organisation that provides on demand help with life's practical tasks for people over the age of 50 years, from local, reliable neighbourhood helpers.

Circle believes that people can be each others' solutions and aims to connect people to help each other out and to socialise.

About a third of their 1,000 members are currently online but Circle is aiming to increase this by connecting people to each other to develop their digital skills.

Recommendation 1.2

"For our members, being online will not only enhance their experience as a member of a circle but will also improve their life in general." Emma Southgate, Head of Service Innovation

4. Charity Partnerships

In April, we established a Charity Working Group for major funding bodies to begin pooling their wisdoms and reach to support charities. Many fantastic charities ([The Scout Association](#), [Age UK](#), [Beatbullying](#)) built Digital Champion commitments into their promises to support our Digital Champion announcement. More details to follow in May's highlight report!

➤ Charity Working Group



Following the funders roundtable in January where the heads of major UK funding bodies met to discuss how they might engage with digital technology more effectively (and support charities to do the same), we convened a funders working group.

[The Big Lottery Fund](#), [Community Foundation Network](#) and [Comic Relief](#) represented the funding community, while [Socitm](#), [iT4C](#) and [CTT](#) joined up the technical support side. All are involved in inspiring, driving and supporting charities to better use technology, aiming to create a full chain of support for charities to make the best of digital technology options.

Next steps will be the creation of a charity 'Super Group', hopefully including additional organisations such as to take ideas forward.

Recommendation 3.3

"Technology can transform how funders work, and how charities operate, but what's most exciting is the change it allows people to make in their own communities, especially in areas of low social capital, places that badly need support. We think we've only just scratched the surface of what we can do as a sector to help equip and enable more of our communities to have the confidence to use the web for social good, so look forward to working more closely with Race Online 2012 to move this work on."

Peter Wanless, chief executive of Big Lottery

➤ 10,000 Digital Champs!



[Beatbullying](#) recognises the value of technology use in helping charities to improve their efficiency and sustainability.

With that in mind they have pledged to create 10,000 Digital Champions from its online community [CyberMentors](#).

This will form part of the formal training all [CyberMentors](#) receive, and be introduced as standard practice at the end of the sessions.

Recommendation 7.1

➤ Free eLearning for charities



As part of its Race Online 2012 promise, the [Charity Learning Consortium \(CLC\)](#) is offering all Third Sector organisations access to 150 eLearning courses during [Adult Learners' Week](#) – absolutely free. CLC's entire course range will be on offer, including a full range of computer and IT skills courses.

Founded and coordinated by the [National Institute of Adult Continuing Education \(NIACE\)](#), [Adult Learners' Week](#) (16th-20th May) celebrates and inspires learning, from the fun to the formal. This year, Friday 20th May will be Digital Day, encouraging people and organisations to hold taster sessions on a digital theme for learners.

"I encourage all charities and not for profits to take advantage of this offer; it's a great opportunity for charities to support any staff that have never used the internet to do so."

Martin Baker, MD and Founder of the CLC

5. Driving Awareness – PR and Media

Please see [April's PR and Media cuttings](#). Highlights include a follow-up interview with MLF in Third Sector magazine, an inspiring MLF column in Reader's Digest; a call to action in Sky magazine (See annex) and a fantastic Radio Times BBC spring watch pullout to support content on BBC Spring Watch

➤ Interview with MLF



[Third Sector magazine](#) followed up its February article with a MLF interview, urging charities to 'put internet first'.

MLF states that funders are not 'bullish' enough and should see the huge benefits the internet can bring and that it is vital to move charities on.

However, MLF does realise that finances at the moment are tight: "and getting money for websites isn't easy" but praise is given to the online presence of Comic Relief and Beatbullying.

[Survive and Thrive](#) (published in February) is referenced as the benchmark tool for which charities can improve their efficiency and effectiveness. Twitter is also encouraged as a digital campaigning device.

Recommendation 3.3

➤ Readers Digest



A guest piece from MLF in [Reader's Digest](#) this month provides greater insights into the world of the web for an audience that is predominantly 52-plus.

These include:

- *How addictive Twitter can be opening "a window into the private thoughts of anyone" and how fun it can be following twitter whilst watching TV!
- *A beginners introduction to email
- *The importance of safety on the net
- *How using Skype web chat can save you money with free phone calls to and from anywhere in the world

Readers Digest has a circulation of 433,353

Recommendation 2.2

➤ Bill Oddie on Springwatch



[The Radio Times](#), with its circulation of 960,839, featured a [BBC Springwatch insert](#) showcasing Bill Oddie, as a recent internet convert.

Bill says, 'For years I convinced myself that I didn't want or need a computer. Then a year ago, I took the plunge, went online and discovered my friends were right.'

This step by step guide takes you through how to find nature events and activities across the UK and your local area using the internet as a tool. The feature also includes a call to action with a direct BBC advice line to find a beginners course in your local area.

As part of the [BBC First Click campaign](#), a special film was broadcast during the Springwatch Easter Special.

You can watch Bill's special and read a great post he's written for Saga, talking about the early days of Springwatch and learning to love the net.

Recommendation 2.2

6. Driving Awareness – Offline/ Online Communications

This month we refreshed the [Race Online 2012 home page](#) to reflect our focus on partner promise delivery as we move from the recruitment phase of the campaign. e-subscribers to Mumsnet and the Post Office also found out how to become a digital champion.

➤ Message to Mumsnetters



[Mumsnet](#), Race Online 2012's 1000th partner, is harnessing the might of mums to inspire and mobilise digital champions.

Mumsnet has more than 1.3 million unique visitors every month. This month, it provided a call to action on its homepage, in its campaigns section and through its newsletter. Aside from info, hints and tips, Mumsnet Champs who joined the network were offered the chance to win a ticket for Go ON ND11.

Mumsnetters were also given the opportunity to pose questions about passing IT on; Martha took part in a live Q&A web chat at Mumsnet Towers. [Read Martha's chat with Mumsnetters here](#)

Recommendation 7.1

"Like many Mumsnet users, I've used the web to save money, share advice on products and parenting skills, and make friendships. It's a personal passion to get more people online so they can benefit from all the great things the internet has to offer." Justine Roberts, CEO and founder of Mumsnet

➤ Post Office call to action



Alongside the commemorative Royal Wedding stamps, the [Post Office](#) included a call to action to join the digital champion network in its April e-newsletter.

600, 000 subscribers found out how they could inspire friends and family to get more out of life online, join the Facebook group, as well as where to find a free or low-cost computer.

Recommendation 7.1

➤ Tweets of the month @ Raceonline 2012



Surrey launches broadband survey with aim of 100% coverage by 2013 <http://t.co/tofApA6> via @thinkbroadband

1 in 5 couples who married last year met online. Great blog 'Meet the right person online, not a con person' from @getsafeonline

RT @marthalanefox: RT @guardiantech: Young people 'would rather live without TV than mobiles or net' <http://bit.ly/fgKoea>

Royal wedding to be streamed on YouTube, as well as presence on Twitter, Facebook and Flickr <http://t.co/xpKlfij> via @guardian

1st village cricket match steamed over web - live from Lancs 2day: RT @johnpopham @WrayCricket Field for #twicket <http://tinyurl.com/4yax9oq>

RT @smcitizens Why is Grandma Using Facebook and Uncle Joe Using Twitter? 10 surprising social media stats <http://bit.ly/gvqi8a>

7. Digital Champions

Highlights this April have included 21,000 Digital Champs from John Lewis, 10,000 from Women's Institute and the promise of champions in every library in the UK. The BBC has also produced a handy Digital Champ guide; Race Online 2012 has been working closely with partners who have pledged fantastic numbers of Digital Champions ahead of our May announcement. Recommendation 7.1

➤ 21,000 JLP Champs



John Lewis Partnership has given internet training to its selling staff and as a result helped 250,000 customers through an online order in one of its shops in 2010. That's why it will be making 21,000 shop-floor Partners in its 32 branches Digital Champions. It will roll out training in basic internet skills, and how to apply those skills to their day-to-day jobs.

John Lewis Partners will also have free access to the internet at work. As well as advice on digital equipment, its Partners will encourage customers to go online to shop.

➤ 5,000 Library Champs



The Society of Chief Librarians has pledged to support 500,000 people to get online by the end of 2012 through the public library network – the biggest race online pledge to date. There are 4,500 public libraries in the UK plus 34,000 PCs available to the public that offer over 66 million hours of community internet access a year (90% free access).

Public libraries have 5000 active Digital Champion volunteers who support local people to get online. Library staff are trained to support people to get online and help people access a wide range of online information and public services. Kent Library Service alone has a network of 1,200 computer buddies who volunteer throughout their libraries.

➤ 'Help someone online' guide



The BBC have produced a downloadable guide to becoming a digital champion 'Help someone online, first click at a time.'

The guide has been developed in conjunction with UK online centres and Race Online 2012.

It includes a call to action for people to sign up to the digital champion network as well as to use the online courses available on www.go-on.co.uk when helping internet beginners.

"I'm delighted to welcome the launch of Go ON Adopt. Connecting schools, young people, businesses and volunteers will help create a sustainable, Big Society initiative which will reduce isolation for older people and improve their quality of life."

Ed Vaizey MP

8. Key Meetings

Institute of Ideas Claire Fox
Amazon Brian McBride
Ambassador for Philanthropy Dame Stephanie Shirley
Barclays Sean Gilcrist
BBC Martin Wilson, Alan Taylor
Big Lottery Fund Peter Wanless
Brussels event
Cabinet Office Ian Watmore, Francis Maude
Carphone Warehouse Neil Old
Charities Consortium IT Sarah Winmill
Charity Technology Trust Richard Craig
Civil service volunteering John Knights
CLG Cathy Francis
Comic Relief Marcus East
Community Foundations Network Stephen Hammersley
Digital Optimist Ltd Brian Hoadley
DirectGov Tom Loosemoore
EMEA Dan'l Hewitt
Enders analysis Ian Watt
Engine Alison Wright, Mark Davison, Simon Mutter
Gransnet Geraldine Bedell
Guardian interview
HMRC Gary Jones
IT4Communities/AbilityNet Ann Stafford
ITU Live series of webinars - Graham Walker
LloydsTSB Ashley Machin, Nicola Elliot
Microsoft Clare Riley, Steve Beswick, Sean Nicholson, Charles Eales
Mission Fish Nick Aldridge
Mumsnet Web Conference, Deane House Studios
New Philanthropy Capital Martin Brookes
Nominet Trust Annika Small
Post Office Sally Meecham, Paula Vennells
Ravensbourne College Professor Robin Baker OBE
Remploy Tim Matthews
RiseTV interview
Shape the Future Opportunity with A4E
Socitm Third Sector David Clayden
Talktalk Mark Schmid, Clementine Walker
The Times Stefanie Marsh
Zeitgeist Young Minds - judging