



# February Highlights

- We published 'Survive & Thrive – a casebook of charity sustainability through technology', which illustrates great examples of UK charities enhancing efficiency, effectiveness and sustainability through technology (Section 5)
- Key new partners the Local Government Association (LGA) and Specialist Schools and Academies Trust (SSAT) will be supporting communities to secure the Networked Nation through LAs and schools (Section 4)
- The 2011 Housing Technology Conference took place in Nottingham, bringing together key organisations from the social housing sector (Section 7)
- We Are What We Do launched Internet Buttons, a new online tool for Digital Champions - making it straightforward, fun and accessible for new on-liners to set up a personalised and relevant page of buttons which click through to their favourite sites (Section 9)

## 1. Government and Cabinet Office – Embedding Our Agenda

This month's Government highlights identify that the inspiration, encouragement and support offered by Race Online partners needs to go hand-in-hand with the roll out of faster and more reliable connectivity.

### ➤ Yorkshire Connectivity



The Broadband North Yorkshire conference, organised by Julian Smith MP Member of Parliament for Skipton and Ripon took place on 19 February. Over 200 people from local businesses, community organisations and charities discussed how to make the most of the superfast internet revolution.

The Broadband North Yorkshire Campaign is backed by every MP in North Yorkshire. Natasha Innocent from Race Online 2012 spoke of the need to roll out the support offered by our partners, along with the high speed broadband, so those offline in rural areas currently unable to access the benefits of the internet because of a lack of connectivity don't continue to miss out on superfast broadband due to lack of skills or confidence.

"Every week we see in our postbag and hear in our surgeries the frustrations you feel by not having access to all the benefits of the web. We are determined to have dealt with this issue by the end of this parliament".

Julian Smith, MP

### ➤ PDCS Volunteers



Pensions Minister Steve Webb went to Worksop Library to meet people taking their first steps online as part of the BBC's First Click campaign. The minister met with older learners getting online and volunteering Pension, Disability and Carers Service (PDCS) staff, who are volunteering as Digital Champions as part of the PCDS's promise to Race Online 2012.

"In this technological age, we must do all we can to ensure everyone can take advantage of the opportunities the internet offers, so no one misses out on important services," said Steve Webb MP. "These courses are a great way of giving people a first taste of the internet and how it can open up a whole new world"

### ➤ Online Forms Solution



Directgov, which receives up to 30 million visits a month, has announced that content management systems provider Jadu and IT consulting company Steria, will help deliver a strategic online forms solution. This will help it to achieve a greater degree of inclusion and increase the accessibility of Government services for disabled users using assistive technologies, as well as those on handheld and mobile devices - one of the key benefits for taking a web standards approach.

Directgov is working with a number of government departments to use the solution, which has been previously used in the government sector and by large local authorities such as Edinburgh City Council and Manchester City Council as well as organisations such as The Alzheimer's Society.

"The benefits are already being felt and the solution is working very well for Directgov. We also have further implementation plans for the forms, which we are pursuing with several departments"

Tony Singleton, Directgov Chief Operating Officer

## 2. Commercial Partnerships

Commercial partnerships have been focusing on the delivery of strategic partner promises and the recruitment of their digital champions. This activity has been supported by the final recruitment of strategic partners: Sophos, Virgin Media, Next, eBay, Wetherpoons, British Gas and PepsiCo.

### ➤ 69,000 Digital Champs



Our partner John Lewis has been working with Race Online 2012 to develop and build its digital promise. The John Lewis brand has been designed to communicate peace of mind with 'warm, friendly intelligence'.

By equipping their 69,000 partners with our new white label tools (Section 9), training and literature, John Lewis will continue to strengthen their identity and provide an exemplary level of service to their customers. By building training and support into the core of their partner job descriptions, John Lewis aims to create 69,000 Digital Champions nationwide. (Recommendation 7.1)

"We pride ourselves on providing expert product knowledge which our customers can trust. That's why we will have a Digital Champion in each of our shops - a member of our senior leadership team who is an advocate of our digital aspirations. As well as advice on digital equipment, our Partners will highlight available courses in web and computer skills to customers. Our Digital Champions will also help Partners understand how customers use the web, and how we can help people to use technology to shop"

Spokesperson for John Lewis

### ➤ Colleague Training



Shop Direct have pledged to support Race Online 2012 by providing all employees of the Shop Direct Group the opportunity to get online. Shop Direct's brand portfolio includes, Additions Direct, Choice; K&Co; Littlewoods; Very; Littlewoods Ireland and Isme and they aim to support 5,950 staff UK wide.

Shop Direct will give these employees access to the technology, connectivity and training that will help them make the most of the online world. Race Online 2012 will work closely with Shop direct to hook into their infrastructure to help create a digital motivate network.(Recommendation 1.2)

### ➤ Senior Supporters



Chelsea Football Foundation fully supports the aims of Race Online 2012.

Their award-winning Senior Supporters Group at Stamford Bridge provides opportunities for senior Chelsea fans aged 70 plus to get up to speed with IT skills.

The Foundation also pledges to set up a new IT support group at the Chelsea FC training ground at Elmbridge and aims to inspire 200 learners to get online over the course of next season. (Recommendation 2.1)

"Inspiring older fans to go online to pursue their passion for Chelsea Football Club is a great way of encouraging them to build their IT Skills"

Suzi Raymond, Education Manager, Chelsea Football Club Foundation

### 3. Public Sector Partnerships

Key strategic Public Sector partners this month have been the Local Government Association (LGA) and Specialist Schools and Academies Trust (SSAT). They will help build sustainable support within communities that will secure a Networked Nation through LAs and Schools.

#### ➤ LG Group Partnership



We are delighted that the LG Group has joined Race Online 2012 as a partner this month. They are a very significant partner in helping to build sustainable and strategic support for the 9 million offline.

The support of the LG Group will be invaluable in highlighting good practice in individual Local Authorities and inspiring others to learn from their success.

The LG Group will also promote the need for a joined-up approach within Local Authorities and encourage them to embed digital inclusion within their wider online and IT strategies. (Recommendations 1.1 & 1.2)

“I acknowledge the importance of supporting your work to get more people online to realise the personal benefits that using the internet provide“

Councillor Chris White, Chair LG Group Culture, Tourism and Sport Programme Board Chelsea Football Club Foundation

#### ➤ Schools Sign Up



Schools will play an important role in helping achieving a Networked Nation, so we are delighted that the Specialist Schools and Academies Trust (SSAT) have joined Race Online as a partner this month.

The SSAT will encourage the 3653 secondary schools, 457 special schools and 600 primary schools, who are members of the Trust, to recruit digital champions amongst their staff, students and parents to support families, friends and the wider community to take their first steps online. The SSAT will additionally encourage members to include IT tasters as part of their intergenerational, family and community learning programmes. (Recommendations 1.1, 1.2 & 4.1)

Martha will provide the keynote speech at the SSAT Annual Community Conference in May 2011. A fantastic opportunity to speak directly to schools from all over the country and inspire them to sign up to the campaign and what they can to offer support and access to resources to those offline in their community.

#### ➤ Bristol CC's Recycled PC's



Bristol City Council operates a refurbished PC scheme because it believes that being digitally included not only increases local residents skills but supports economic growth and stimulates innovation in public services.

Through its Connecting Bristol, its digital partnership, it collaborates with organisations across the City to engage local people and increase their digital skills. The computer reuse scheme makes redundant Council PCs available for community use. Eligible applicants receive a refurbished PC with telephone support and help to get connected to the internet - all for £35. Over 500 applications have been made to the scheme with well over 100 from residents who had never gone online before.

“At a time when council budgets are tight we have to be creative in order to continue to make a difference. The refurbished PC scheme is a great example of the council doing better with less“

Stephen Hilton, Programme Leader at Connecting Bristol

## 4. Charity Partnerships

February has been a key month for Race Online 2012's work with the charity sector. As well as signing up partners like DEC, Breakthrough Breast Cancer and the Charity Commission, our Survive & Thrive Casebook launched. This casebook showcases great examples of UK charities enhancing efficiency, effectiveness and sustainability through technology.

### Survive & Thrive



'Survive & Thrive – a casebook of charity sustainability through technology' was launched on February 18th. It's a compelling resource for anyone doubting the importance to charities of understanding and engaging with the power of the internet:

Survive & Thrive cuts to the non-fluffy facts around charity's digital work and the real and tangible benefits it yields for charity stakeholders – both budget holders and the people they support. It recommends putting technology at the heart of charity organisations to maximise resources, raise money, communicate more powerfully to a wider audience, and deliver services to end users more efficiently. Thirteen case studies present the vitality of technology tools that are enabling charities to better engender the changes they wish to see and more effectively support the people they exist for.

The casebook has high level branded endorsement from leading sector organisations including the Charity Commission, NCVO, the Big Lottery Fund, ACEVO, NAVCA and New Philanthropy Capital. Respected charity sector publication, Third Sector, launched Survive & Thrive online with a news story and opinion piece from MLF, both trailed on their homepage. Further support will come via an upcoming interview with MLF. Race Online 2012 partners iT4C, NAVCA, Lasa and CTT have committed to distributing Survive & Thrive through their channels to around 10,000 targeted individuals working in the UK charity sector. (Recommendation 3.3)

## 5. Driving Awareness – PR and Media

Please see January's PR and Media cuttings by clicking [here](#). Great press highlights include articles in the News of the World and Observer Magazine. Several of our partners have also been receiving coverage promoting UK Safer Internet Day.

### ➤ Partner Coverage



Following the Financial Times article last month, the News of the World printed an article showcasing the £98 computer scheme. Once the pilot is rolled out nationally they will update readers with full details including how to get involved. (Recommendation 8.1)

Also this month The Observer magazine provided great coverage with its 2 page spread of MLF focusing on the impact the internet has around the topic 'great environmental and ethical challenges in history'

We Are What We Do were featured in the Metro looking at the launch of its new tool 'Internet buttons' designed to target the 65+ group with an aim to get 1 million people online by 2012. (Section 10)

### ➤ Safer Internet Day



A wide range of partners including O2, Google, BT alongside many schools promoted Safer Internet Day on the 8th February, raising awareness around internet safety, particularly online gaming.

Microsoft held a symposium at its office for 15-18 year olds, helping them to think creatively around this area. The BBC also launched its [CBBC interactive drama](#).

As MLF says, 'it is vital that new users are educated to use technology both safely and responsibly. Safer Internet Day is a great platform to shout about this message' (You can see what other organisations and schools did [here](#).)

### ➤ Donate to Age UK



There have been 27 regional pieces of coverage for [Age UK](#) since the beginning of the [Go ON: Give Someone Their First Time Online campaign](#).

As six million people aged 65+ have never been online, Age UK is calling on everyone to donate old computers to their nearest Age UK shop and a Microsoft Authorised Refurbisher will wipe all personal data to International standards and install up to date software.

Age UK are also promoting [myfriends online week](#), 21-27 March 2011. Their annual digital inclusion campaign helps to reduce loneliness and isolation in later life; by supporting older people to make new friends and stay connected to old friends and family through the internet. More details to follow in our March Highlight Report.

## 6. Driving Awareness – Events

Events enable us to present the case for supporting 9 million people to enjoy the benefits of being online – particularly to organisations in vertical markets that are key to delivering ROL2012's strategy.

### Housing Technology



Social Housing is a key ground for helping socially excluded people to reap the benefits of being online; 2.5m of the 9m UK people who have never been online live in social housing.

This month, the 2011 Housing Technology conference took place in Nottingham, attracting more than 200 delegates from the social housing sector. Leigh Smyth, Race Online 2012 Managing Director, spoke about the key role housing associations can play in supporting their residents to use technology and improve their lives.

Watch this video from conference and executive forum - it includes some great interviews with RCT Homes, Race Online 2012, Circle Anglia, Gentoo Group, among others.

### NABF



The National Advertisers Benevolent Fund hosted an evening with MLF this month.

MLF shared her early experiences of the internet and our vision for a digital future with interviewer Rory Cellan-Jones, the BBC's technology correspondent and the audience of advertising professionals.

See Brand Republic for the full story.

### Nominet Awards



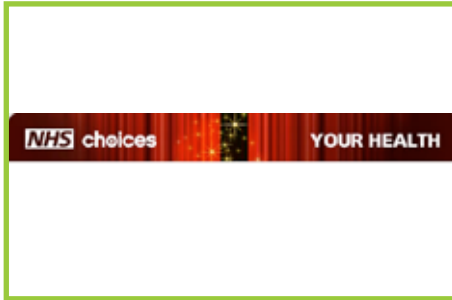
On Tuesday 8 February the UK Internet Governance Forum (IGF) launched its annual Nominet Internet Awards 2011 to celebrate great UK internet projects by recognising achievement and innovation.

Hon Ed Vaizey, Minister for Culture, Communications and Creative Industries and MLF gave keynote speeches (Watch MLF's speech.)

## 7. Driving Awareness – Offline/ Online Communications

Our offline and offline communications are intrinsic to the syndication of our messages and those of our partners. We're shortly looking to celebrate all the amazing outcomes of your promises and are gathering as much information as possible about how you've been putting them into action. Please [tell us about them now.](#)

### ↗ e-Zine to 115,000



This month, [NHS Choices](#) encouraged their 115,000 e-zine subscribers to become Digital Champions by displaying the Pass IT on banner and a link to the [www.helppassiton.co.uk](http://www.helppassiton.co.uk) site.

There are also plans afoot to make passing IT on a key part of their spring online campaign so that everyone can benefit from online health information.

Sign-up to Choice's newsletter [here.](#)

### ↗ Ofcom Media Literacy



Race Online 2012 will be contributing to Ofcom's monthly [Media Literacy e-bulletin.](#) February's article featured details of our exciting new partnership with The Open University; the issue also highlighted many of the great things you got up to celebrate Safer Internet Day 2011. [Subscribe](#) to receive this great e-zine every month.

If you're one of our partners and would like to contribute an article, syndicating it across Ofcom's audience, please contact [emily@raceonline2012.org](mailto:emily@raceonline2012.org)

### ↗ Top Tweets:

**1 Feb**

RT @marthalanefox: Just done a live web chat in DWP with their Digital Champions who are part of their promise. Thank you!

**8 Feb**

Catholic church gives blessing to iPhone app that helps guide worshippers through confession <http://ow.ly/3SqwH>

**9 Feb**

Thanks to the BBC for all their #SID2011 promotion yesterday - get your kids to watch this <http://ow.ly/3T21m> or press the CBBC Red Button

**10 Feb**

Great to be at the Housing Technology conference in Nottingham. Can't even get into the Coastal talk - so popular! #housingtech

**16 Feb**

Men + women aged between 40 + 69 most likely to use online dating websites to find love, according to research <http://ow.ly/3Xlo4>

**21 Feb**

RT @marthalanefox: time for charities to think internet first - today we launch our survive + thrive handbook <http://bit.ly/golZ12>

**25 Feb**

RT @beatbullying: Good morning! And good luck to all the new @cybermentors

## 8. Digital Champions

Our Digital Champion network has continued to grow this month and we're also creating a series of white-label posters that our partners can use to promote Digital Champion activity. (Recommendation 7.1)

### ➤ Champ Shoot



Digital Champions are helping us to raise awareness of how the Internet can change lives in some interesting ways. Six champions, Frederick, Avis, Vivian, Mil, Lloyd and Chris feature in a series of white-label posters that our partners can use to promote Digital Champion activity.

Thanks to Paul Snoxell, Creative Director at Engine, who lent us his home for the photo-shoot, we got some great shots of the Champions. The artwork for the posters and other Digital Champion promotional material will be available on our website from next month.

### ➤ Internet Buttons



We Are What We Do, the social organisation behind Historypin and the I'm Not A Plastic Bag campaign, has launched Internet Buttons, a new online tool for Digital Champions.

Making it straightforward, fun and accessible for new on-liners, Internet Buttons lets you set up a personalised, accessible and relevant page of buttons which click through to your favourite sites or services. Internet Buttons is already being promoted through the UK online centre network and to Digital Champs through [www.helppassiton.co.uk](http://www.helppassiton.co.uk).

As part of your Digital Champion mission, why not do a good thing today and create a personalised Internet Buttons page for a non-liner you know?

### ➤ Panel Invitation



Our second Digital Champion feedback session took place at the BBC this month. Informing the next steps for the First Click campaign Digital Champions from Tesco/ Usdaw, Age UK, UK online centres and Libraries contributed their ideas. The particular focus was on fostering peer to peer learning.

**With** our strategy focusing ever more upon building a UK wide network of Champs, we'd love our partners to encourage their staff and customers to join the Digital Champion Facebook group and to join our dynamic Champ panel. Their stories and experience are intrinsic to the development of the products, tools and services created by our partners.

If you can recommend Champs from your organisation, or would fit the bill yourself, let us know.



"Internet Buttons are an excellent way of making the web more fun and accessible for new users. They are simple, intuitive and a fantastic tool for onliners who want to pass on their skills"

MLF

## 9. Key Meetings

4IP Tom Loosemore  
 A4e Mark Lovell  
 Age UK David Mortimer  
 Apex Communications James Drewer  
 Association of Colleges Evan Williams  
 BBC Martin Wilson, Alan Taylor  
 BCS Ian Ryder, Kate Edwin-Scott  
 Big Society Lord Wei  
 BIS Andy Harries  
 BT Simon Milner, Liz Williams  
 Cabinet Office Chris Chant  
 Cable and Wireless Tracey O'Brien  
 Camden Council Theo Blackwell  
 Capita Shona Nichols  
 CCCS Delroy Corinaldi  
 Chapter Media Zack Davies, Keith Greenhalgh  
 CHIME Chris Satterthwaite  
 Civic Agenda Robin Knowles, Rebecca Nicholls, Joanna Humphries  
 CLG Cathy Francis  
 CO Katharine Davidson, Chris Chant, Francis Maude  
 Datawind Warren Hudson  
 Digital Birmingham Heike Schuster  
 Digital Leaders - February Steering Group Meeting  
 DirectGov Maxine McKenzie  
 Duke of Edinburgh Louise Taylor  
 DWP Andrew Neil  
 Efficiency and Reform Board, Whitehall  
 Employers' Forum on Disability "Breaking down the communications barriers"  
 Engine Alison Wright  
 Freud Will Brown  
 Freud/KFC Adrian Warr  
 Gandlake event, Park Plaza Victoria  
 Get Connected William Hoyle  
 Give & Gain Day Launch Event, BT Tower  
 Giving for Good - Big Society Network Event  
 Google Matt Brittin  
 Hildebrand Joshua Cooper  
 Housing Technology 2011 conference  
 Institute for Public Policy Research James Purnell  
 ITN Paul Naha-Biswas, Benjamin Cohen, Matt Foster  
 Jobcentre Plus Darra Singh, David Chapman and Sue Moore  
 John Lewis Andrew Leyton  
 Joseph Rowntree Foundation Anne Richardson  
 Launch rural broadband North Yorkshire, Ripon  
 Learn Direct Sarah Jones, Kirstie Donnelly  
 Lloyds TSB Anne Trolland, Richard Cooper, David Fleming  
 LOCOG Alex Balfour  
 London 2012 Olympics Alex Balfour  
 Macmillan Katie Smith  
 McDonalds Steve Heywood  
 Media Trust Mark Dodd, Gavin Sheppard, Jessica Medling, Isabel Evans  
 Micro-P Simon Woodman  
 Microsoft Claire Riley, Nickie Smit, Charles Eales, Sean Nicholson, Nicola Taylor  
 Moneysupermarket Nicola Parry  
 NABS Event  
 Nesta Helen Goulden, Alice Casey, Jon Kingsbury  
 Nominet Awards, Central Hall, Westminster.  
 O2 Martin Bold, Greg Walsh, Oli White  
 Ofcom Collette Bowe  
 ONS Joanne Evans, Derek Bird  
 Partners IT Jason Smith, David Williams  
 Pension, Disability and Carers Service Nicky Marsh  
 PepsCO Richard Evans  
 Policy Unplugged Steve Moore  
 Post Office Sally Meecham, Kevin Seller  
 Primus Nigel Eastwood  
 Quiller Consultants George Bridges  
 ResPublica Asheem Singh  
 RIM Martin LeJunne, Liz Kanter  
 Rt Hon Cheryl Gillian MP, Secretary of State for Wales  
 Samsung Jason Ambrose  
 School Governors One Stop Shop Steve Acklam  
 Scouts Association Robert Halkyard  
 Shop Direct Group Mark Newton-Jones  
 Sophos Fiona Halkerston  
 TalkTalk Alexandra Birtles  
 The Mirror Peter Willis, Paul Hood  
 The Scout Association Robert Halkyard  
 Three Jessica Tompkinson, Julie Minns  
 Toshiba Len Daniels, Ken Chan  
 Transforming Contact Centres conference  
 Trinity Mirror Paul Hood, Peter Willis  
 UK Online Centres Helen Milner  
 Universities UK Ian Morton Senior  
 vInspired Terry Ryall