

June Highlights

- In partnership with Intel and Age UK, we published 'Getting ON' – our manifesto for older people in a Networked Nation (section 2)
- We've published Go ON Places, a strategy to support local places and digital champions to get active in their local areas (section 4)
- Fancy running a local campaign in your community? We've created a quick and easy guide to help you on your way. (section 5)
- Following the commitment to recruit 100,000 digital champions made by our partners in May, Race Online 2012 has gone one step further by publishing our ambition to recruit and activate thousands more digital champions by June 2012 (see section 6)

➤ Did you know?

42 - the average number of hours older people spend online every month*

678,500 - the number of people over 65 on Facebook (they're the fastest growing user group)*

86% - the percentage of children aged 12 - 15 for whom homework is the top activity

2 to 1 - the number of times mobile phones now outnumber toothbrushes in the world***

*Getting ON; a manifesto for older people in a networked nation

** Ofcom's media literacy tracker, 2 June 2011

*** [World Economic Forum](#)



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1. Embedding our agenda in Government and the Cabinet Office

This month, Graham Walker was invited to Australia to speak at CeBIT's e-Government Conference. Closer to home, MLF spoke at the Whitehall & Industry Group (WIG) and June's 'c'Ilr' magazine featured a Digital Democracy special.

➤ Australian Networked Nation



Did you know that 26% of Australians have never been online? Underpinned by huge government investment in broadband infrastructure, the Aussies are planning to be 'a world leading digital economy by 2020'.

Keen to prevent a digital divide, the government is utilising figures from our [PWC report](#) to support its [National Digital Economy Strategy](#) and invited Graham Walker, Race Online 2012's Government Director, to take a trip down under to speak at CeBIT's e-Gov conference.

Alongside an interest in our partnership approach and 'digital champion' model, they are using our experiences to help explore emerging trends, opportunities and challenges, to help them build an Australian networked nation.

"The Australians aim to provide 93% of their homes with access to 100Mb + by 2020 (The remainder of homes will have at least 12Mb connections by 2020). Their total estimated expenditure will be \$43 Billion.

➤ Whitehall & Industry Group (WIG)



At the Whitehall & Industry Group (WIG) event MLF engaged 100+ senior civil servants from across Whitehall and business in a high-level briefing environment; this gave MLF the chance to talk about driving efficiencies through online service delivery and our vision for the future transformation of public services and digital government.

MLF gave examples of how the Government is already driving efficiencies, including the transformation of DirectGov.

➤ Local Government Information Unit




With a circulation of 20,000 and targeted at councilors across the UK, it was great to see [June's 'c'Ilr' magazine feature a Digital Democracy special](#).

MLF provided a leading article about the opportunities and issues that will present themselves as councils go forward in a digital world.

The magazine also featured examples of councillors and officers from around the UK who are using digital innovations to enhance service delivery and achieve efficiencies through channel shift.

"Local councillors can play a vital role in ensuring all citizens gain digital skills, which are now as basic as reading, by providing leadership in thinking about the internet as a key part of its delivery of public services. We now live in an age where we all need to think 'Internet First'"

MLF, c'Ilr.



2. Getting ON

This June we published 'Getting ON'- a manifesto for older people in a networked nation'. Internet access is key to successful ageing, building links across generations and distance; yet, can you believe that 5.7 million older people in the UK have never been online?



Getting ON, Race Online 2012's latest manifesto, builds on our Manifesto for a networked nation, with recommendations for partners in all sectors to help the UK's older people get online. We have a vision of a UK where nobody retires off-line, where nobody is considered 'too old to use the Internet' and where access to the internet is supplied as a standard utility to all, old or young.

We want UK industry and Government to address older people's needs and embed accessible design at the heart of all products and services. Business can reap extra revenues from a larger online customer base – an estimated £610 million per year from broadband and £1.6 billion from initial hardware sales alone. Government can then plough some of the savings from digital delivery into the support and encouragement of older people to access these high quality digital channels, with assisted and intermediated access available when needed. Post Offices, local authority one-stop-shops, Libraries and UK online centres – all are trusted local places for that direct and assisted access.

There is great scope for innovative partnerships between business and the third sector to expand their reach and encourage fit-for-purpose services, ensuring that all older people can enjoy the benefits of new digital services that 30 million adults in the UK now use on a daily basis.

With Getting ON, Race Online 2012 is committing to challenging and working with partners in all sectors on the following recommendations:

1. Recognise and promote new business opportunities in an ageing society with a market of 5.7 million older people who are yet to go online.
2. Radically improve the quality of services for older people and give them the same high quality digital options as all other age groups
3. Radically improve the quality of services for older people and give them the same high quality digital options as all other age groups

Many thanks to Age UK and Intel for their help with this report.

Recommendation 9.3



3. Special initiatives – charities & housing associations

Race Online 2012 is focusing efforts on key organisations within those sectors that touch the largest number of off-line people, namely charities, social housing and large funding bodies. By working closely with key influencers in these areas we aim to drive the digital agenda where it will embed with most effect.

➤ A business case for the Social Housing



Race Online 2012 is working on a business case with registered social landlords (RSLs) including [Home Group](#) and [Peabody Trust](#), which collectively house more than 1M residents and industry bodies.

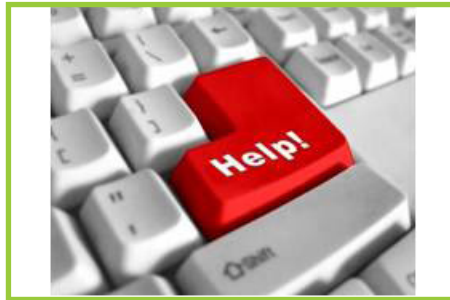
We aim to quantify the benefits of digital technology use to RSLs, their residents and UK plc; there is considerable demand for this business case, particularly from RSLs themselves, which are keen to drive this agenda within their organisations and government.

England's National Housing Federation (NHF) has invited Martha to speak about the business case at its September conference, while [Housing Technology magazine](#) is publishing a casebook of business cases in its September edition, to be mailed directly to all UK RSL CEOs.

Recommendation: 3.2

- 28% of those who are offline live in social housing
- in the UK 60% of people living in social housing are offline

➤ Technology resource for charities



Race Online 2012's conversations with key organisations in the charity and funding sectors reveal a strong desire for dramatically improved guidance, support and opportunities around best practice with digital technology.

We are progressing plans for a hub with [Charity Technology Trust](#) (CTT) and partners including potential supportive bodies such as [AIME](#) (Association for Interactive Media and Entertainment).

Richard Craig, CTT CEO, is particularly supportive and is looking to partner his organisation with fellow support organisations [LASA](#) and [i4Communities](#). With Race Online 2012, they are seeking endorsement from key organisations such as the [Big Lottery Fund](#).

Recommendation: 3.1

This month we also met with Housing Associations such as [Affinity Sutton](#), [Peabody Trust](#) and [Circle](#) to talk through integrating our work into the great stuff they do, including recruiting digital champs, signposting low cost hardware deals and opening up their 'hubs' to the wider public.

➤ Big Lottery Fund – digital by default



Race Online 2012 is working closely with [Big Lottery Fund](#) (BLF) CEO Peter Wanless, on how they can support UK charities with their digital technology uptake.

BLF are now looking at the opportunity to include technology within a review of their English funding programmes. They are appointing a lead digital champion and are keen to drive digital champion recruitment within UK charities and will work with Race Online 2012 to sharpen this offer and put it before more charities.

Race Online 2012 also continues to push, with the [Association of Charitable Foundations](#) (ACF), for a review and update of Full Cost Recovery guidance.

Recommendation 3.2, 3.3

"I find it extraordinary how far behind a digital by default world many charities and funders find themselves"

Peter Wanless



4. Go ON Places

Go ON Places is a cross sector mechanism to inspire 1M digital champs to get active in their communities. It transforms the 8.7M UK off-liners into individuals that digital champions can help to support in their local communities – it scales the UK wide challenge into a series of manageable local ones. Our role is to provide intensive support to two Go ON Places during 2011/12 and establish replicable models. [Read our Go ON Places strategy](#)

➤ Go ON Places strategy



Go ON Places is designed to support and inspire digital champions to get active wherever they live, work or play; each Go ON Place will be inspired by a national or local call to action and will act as a replication of the strength of our national cross-sector partnerships.

Go ON Places has two models. Go ON BIG Places co-ordinated by Local Authorities and embeds digital participation across key Local Authority strategies so that activity and support is sustainable.

Model two, Go ON Local, will inspire local digital champions to support their friends and neighbours who are offline, utilising local know how and responding to local need.

Recommendation 7.1

Great for Go ON Places, we have met with Freerunner broadband, which provides free WI-FI hotspots around the UK in public places. For a small fee, any business, library, care home or social housing scheme can have a free filtered wireless hotspot set up so their customers or members of the public can get online free of charge.

➤ Go ON Leeds



Following the success of Go ON Sheffield and Go ON Bridlington, our next big Go ON Place will be Go ON Leeds.

In the last week of September, people who live, work in or visit Leeds will get the chance to see how they could get more out of life in 2011 - by going online.

As well as activities taking place in local UK online centres, libraries, care homes and community centres from 26 September, special Go ON taster sessions will take place from 29-30 September across the city.

Visitors will be able to drop in and find out how the internet could help them in everyday life – from getting on at work to keeping in touch with family and friends, exploring interests to saving time and money.

Recommendation 7.4

Why Leeds? 21% of adults across the region have never used the internet; this includes the 136,951 Leeds adults estimated to have never accessed the internet. Wards such as Seacroft and Middleton are amongst the most digitally and socially excluded areas in the borough.

➤ Go ON Liverpool



Race Online 2012 is working with partners including [Mersey Travel](#), [unionlearn](#), [TalkTalk](#) and [Liverpool Vision](#) on a long-term campaign to support the regeneration of the City and its citizens by increasing the digital capability of the estimated 100,000 off-line people in the City.

Go ON Liverpool is aiming to improve people's life chances by working through the Race Online 2012 national partners to improve access to connectivity, support and affordable hardware. Go ON Liverpool will launch in November 2011 using the buzz created by [Go ON Give an hour](#) to enrol local digital champions to support the campaign.

Recommendation 7.4

Why Liverpool? Approximately 25 percent of Liverpool's population have never used the internet - nearly 100,000 people. The City Council recognises that developing digital skills will underpin economic regeneration and growth.



5. Go ON Whitland - Go ON local feature

Whitland is a fab example of the Go ON Local model. This month Caroline Stubbs from our team went to Carmarthenshire to met Sue Adams, who has set up an internet cafe and training centre in her pub! Sue has taken the internet to the people, helping her small local community to get online.



Inspired after listening to MLF on BBC Radio 2, Sue Adams decided to become a digital champion herself. She started by setting her mum up with Skype, and then helping Whitland, a small rural community, get connected to the internet at her pub, The Station House Hotel.

As a publican, Sue's always keeping up to date with her customers and friends; they talk, share their opinions, values, and fears. When Sue mentioned the idea of internet sessions at the pub, there was quite a bit of interest, so she gave it a go.

In between drinks and food, Sue and two of her friends were asked questions such as, 'Can you show me how to buy a double duvet on eBay?' Aeron Thomas, a Whitland bowling club veteran and Denny Richards, a keen angler, wanted to know how they could find out about their favourite sports online. Frank was a complete novice when it came to 'having a go', but he was interested to see the Racing Post online. Celia, his wife, was more interested in the news and things to do in the area, especially for when her husband is busy watching the horses!

Within this constituency 45.3% of households receive the lowest speed broadband, and Carmarthen West and South Pembrokeshire sits 39th out of 631 constituencies with the lowest provision of broadband and speed; so local connection points like the pub are vital.

To help Digital Champions run successful Go ON Places campaign in their community, [Race Online 2012](#) have published a short guide for handy hints, tips and examples which you can read here.

Recommendation 7.1



6. Recruiting and activating thousands of digital champs

In May, [14 Race Online 2012 partners committed to securing over 100,000 local digital champion volunteers to inspire and support family, friends and people in their communities to get online – the UK's largest ever cross sector volunteer force. This month, Race Online 2012 published \[our ambition to recruit and activate even more digital champs by June 2012.\]\(#\)](#)



A key strand of our campaign strategy over the next 12 months is our aim to recruit as many digital champions as possible by June 2012. These champions will be instrumental in inspiring people to try the internet, showing them how to use it and advising on how to get connected ([signposting low-cost hardware and connection deals](#)). We have completed a [marketing and communications plan with the support from the BBC and UK online centres](#) to ensure that all our partners are aware of our strategy and the key timings.

Resources and guidance for digital champions are available on the website www.go-on.co.uk/champions. This includes films and resources from the BBC, a local training postcode finder and a link to where you can donate equipment. We also plan to add a link to a digital champion qualification provided by learndirect and a map of Wi-Fi and computer access. We will use our PR platform to drive awareness of the digital champion initiative, encourage sign-ups, promote low-cost PC offers and promote Go ON Liverpool/ Go ON Leeds initiatives.

There will also be a big marketing push to recruit champions from mid-September to 4th November under the banner 'Go ON Give an hour'. You can [read more about our proposed Go ON Give an hour digital campaign concept here](#).



7. Driving awareness – online / offline comms

It's been six months since the Go ON badge was introduced to help consumers identify the activity being undertaken to help build a networked nation; we've pulled together some fantastic examples of how our partners are using Go ON assets to mobilise digital champions and sign-post support; examples below focus on Capita and unionlearn. We've also rationalised the brands and urls used to signpost support for the GO ON message.

Brand rationalisation



As a result of the growing digital champion network (it now has over 2,500 active subscribers!) and increasing equity in the Go ON badge, the decision was taken to rationalise the brands and urls used to signpost support. From July, www.helppassiton.co.uk will be redirected to www.go-on.co.uk/champions. It will be exactly the same site, but accessible via this link or the [Go-ON home page](http://www.go-on.co.uk).

This badge:



will be phased out; we're not creating a new logo and please continue to use the Go ON badge supporting digital champion recruitment messages - the digital champion character can also be used to encourage people to become digital champions.

[A new pack of web banners, e-signatures and tools to sign up champions is available to download here \(15.5MB\).](#)

Recommendation: 7.1

Capita says it's better online



Capita works with hundreds of public and private sector organisations to deliver better services through innovative use of technology. This makes services cheaper and more efficient for organisations to run, and also makes them easier and cheaper for people to use.

Capita wants to ensure that everyone can access these services so it is encouraging its 37,000 employees to become digital champions through the Click, Go ON initiative that uses tools and resources from Race Online 2012 partners such as the BBC and UK online www.itsbetteronline.co.uk

Capita will also be encouraging its businesses to use Go ON and appropriate call to actions in customer-facing communications.

Recommendation: 7.1

Get a lifeline with Unionlearn



MLF was a keynote speaker at the unionlearn national conference this June, the focus of which was the digital age.

A call to action went out to every unionlearn rep, union rep or trade union member to take the time to support at least one union member, colleague, relative or friend to get online. Unionlearn reps come from diverse backgrounds and reach those parts of the workforce that others aren't always able to reach.

Go ON and the digital champion avatar were used to support this call to action and there are now over 250 people signed up to the digital champion network via unionlearn. Unionlearn is backing Race Online 2012 as its key campaign over the next 18 months.

Recommendation: 7.1



8. Other great partner activity / promises in action

This new section of the Highlight report captures some of the great ‘promises in action’ that our partners have submitted; evidence of delivery against their promises. This month, BT is inspiring young digital champs with an award for helping older people get online, Men’s Health Forum promoted the benefits of men’s health info online and the T&W CVS show that no organisation is too big or small to help.

➤ BT digital champions



As part of its Get IT Together campaign and commitment to inspire 10,000 digital champs, BT has launched two UK wide digital champion campaigns: the Internet Rangers Awards and Community Connections scheme.

Community Connections last year donated a year’s free broadband to 150 community groups, helping them help others discover the wonders of the web.

The Internet Rangers Awards celebrate young people who are sharing their skills, enthusing and inspiring older people to go online; the winning school will receive a £4,000 cash prize and 1 lucky Ranger will win £200 in IT vouchers and a new iPad!

Recommendations 6.3, 7.1

“I’m pleased to be able to share what I have learnt with others and to give even more residents access to the world of IT”
Davinia, 88, digital champion Voluntary Action Rutland, Leicestershire

➤ Get a man online



80% of men used the net in the last 3 months and over 1/3 used it to search for health info. This year’s Men’s Health Week, run by Men’s Health Forum, kicked off with an exciting two year ambition: to get 50% of men using the net to access health information.

Alongside support from a host of partners and online activities, MHF also called on the NHS to develop health internet services for men that complement traditional services.

However, we mustn’t forget that there are still 3.6M off-line men in the UK (1.3M over 75); by working in partnership, accessing networks and incentivising interests, we can help them benefit from access to vital health tools online.

Recommendation 2.1

“New technologies provide an opportunity for men to access information about lifestyle and health problems. Going online will also make it likely that men will go on to use other services, when they need to, more appropriately and in a more informed way”
Peter Baker, Men’s Health Forum

➤ Social media surgeries



Telford and Wrekin Council for Voluntary Service (T&W CVS) is a big believer in being social.

It knows that whatever your IT skills, they can be galvanized to support you community through increased presence online. A Big Lottery funded BASIS project, it’s has been running social media surgeries - informal gatherings where internet beginners are helped by digital champions to utilise social networking sites – training local voluntary and community organisations in the art of social media.

The first session attracted 15 internet beginners, helped by 6 digital champs, many of whom were found on Twitter!

Recommendation 7.1

“Brilliant support from some very knowledgeable people... well worth it!”
T&W CVS social media surgery attendee Annette Cooper



9. Driving awareness – PR and media

Please see June's PR and Media cuttings by clicking [here](#). Highlights include a compelling debate on BBC Radio 4 between MLF and a net 'refusenick', a piece in the Independent online arguing for the importance of being online for education and another great monthly contribution to Reader's Digest.

➤ BBC Radio 4 - Getting older people online



On the 5th June, MLF appeared on BBC Radio 4 on the Patrick O'Connell show which reaches around 3.5m listeners.

MLF argued the case with academic and net 'refusenick' Bryon Kriddle as to why the internet is so powerful and can enrich people's lives.

Biddle raised the issue around safety amongst the older generation but MLF offered encouraging words: 'there are 1.7 million people in the UK who don't see anyone in one month so there are serious advantages to using the web: feeling less isolated and feeling more empowered to run their life'

Recommendation 2.2

➤ June's Readers Digest feature -shopping online



Continuing her monthly guest piece in Reader's Digest, this June MLF considered the importance of E-tail Therapy. MLF highlighted surveys which show that 82% of internet users use the web to save money, which supports the fact that on average we can all save up to £560 a year by shopping online.

The piece highlighted that the UK is now the second-biggest e-commerce market in the world, and considered how technology has changed our shopping habits, using eBay as a perfect example.

MLF went on to explore safely paying for goods online using PayPal, and the free-cycle network phenomenon 'Freecycle' which now has a network of more than seven million members in 85 countries.

➤ [The Independent feature - education online](#)



MLF wrote a piece for The Independent online, which focused on education: "Computers let you study in a friendly environment at your own pace, which is vital for people who had bad experiences with mainstream education", she said.

MLF uses The Open University as a fantastic example as, "if just a fraction of the OU's 2 million students, alumni and staff share their IT savvy with an off liner, we'll be making real strides towards tackling the problem."

Age UK formed the focus of another online article this month, which looked at the rise of silver surfers using social media, saying that they are not "just young people's pursuits."

Recommendation 2.2



9. Key meetings

02 Nick Wilkins
 Activate Panel Session - Guardian Activate Conference
 Age UK Andrew Walker
 AIME working group Toby Padgham
 All Party Disability Group, House of Lords
 Annual Scottish Library Conference
 Apple Mike Munn, Steve McKenzie
 Asda Jo Newbould
 Australian Government's eGovernment Forum - CeBIT Australia
 BBC Martin Wilson, Mark Thompson, Danielle Nagler, Alan Taylor, Karen Gregory
 Becta Niel Mclean
 Big Balls Films Richard Welsh, Thomas Thirlwall
 Big Lottery Fund Margaret Cooney, Peter Wanless
 BIS John Hayes
 British Gas Nicki Arthur, Simon Levoi, Rupesh Chandrani, Chris Morrison, Emma Copland, Andrew Burling
 British Screen Advisory Council Lord Carter
 Broadband Delivery UK Programme Board
 BT Simon Milner, Donna Young, Ian Livingston, Judith Moore
 Cabinet Office Francis Maude, Victoria Woodbine, Rohan Silva
 Camelot UK Lotteries Ltd Dianne Thompson
 Capita Shona Nichols, Natasha Dodds
 Channel 4 Nick Toon
 Charity Learning Consortium Martin Baker
 Circle Bina Omare
 Civic Agenda Robin Knowles
 Comet Carla Evans
 CSV Nicole Schmiedefeld
 CTT Richard Craig
 Digital Agenda Assembly
 Digital Leaders Seminar
 Digital Unite Judith Graham, Kathy Valdes
 DMI event
 Efficiency and Reform Board
 Engine Alastair McLeod, Simon Mutter, Alison Wright, Mark Davison, Liz Haworth, Sean McKnight
 Evening Standard Mark Prigg
 Everything Everywhere Kip Meek, Helen Davies
 Experian Patrick Gray
 First Light Leigh Thomas
 Google Interactivism Naomi Gummer
 HMRC Phil Pavitt
 Home Group Keith Woolley
 House of Lords for Women 4 Technology reception
 Housing Technology Magazine George Grant
 HP Ben Brown, Paul Hunter, Nick Wilson
 IDEO Christine Hendrickson
 Intel Tristan Wilkinson
 ISP Awards
 John Lewis Andy Street, Simon Russell, Sian Grieve, Andy Leyton
 Leeds County Council Ian Jones, Vic Stirling, Catherine Blanshard
 Liverpool Vision
 Lloyds Ashley Machin
 London Family Television Hannah Mehmet
 Men's Health Week Launch
 Microsoft Clare Riley, Bindi Karia
 MissionFish Nick Aldridge
 National Conference on Future of Library Services in the BIG Society
 NCVYS Leadership masterclass
 NHS Choices Nicola Gill
 Niace Susan Easton
 Nominet Laura Hutchinson
 ONS Derek Bird, Cecil Prescott, Matthew Smith
 Ott Box Geoff Todd
 Oxfam David McCullough
 Partners IT Dave Williams
 Peabody Trust Iain Shaw
 Policy Exchange Piotr Brzezinsk
 Post Office Penny Slater, Sally Meecham
 Radio 4 China Collins
 RED Seb Bishop, William Makower
 Sky Alexa Weselby
 Sleepio Peter Hames
 Social Housing Providers Digital Inclusion Strategy Group



Storybook Dads Sharon Berry

Talk Talk Alex Birtles

Technology4Good Awards

Tesco Katy Willis

The Women's Institute Charlotte Fiander

Three Jessica Thompkinson

Transform Clare Mckitrick

UK online centres Helen Milner, Charlotte Wheat, Sarah
Stabler

Union Learn Annual Conference

Uti Ekpiken Marks Clerk

We Click Media Daniel Rawles

WIG Briefing Event

XMA Ash Merchant, Simon Perret

