



# March Highlights

- Mecca Bingo are working with Race Online 2012 and UK online centres to take the internet to the people in their Bingo halls, providing Digital Champs, training, Go ON marketing materials and more through their local clubs (See Section 2)
- The National Association of Local Councils (NALC) joined Race Online 2012 this month. Their reach to 9,000 Councils and 80,000 local councilors will help enormously to spread the Go ON message (Section 4)
- The makers of Finerday.com have developed Go ON Adopt a Care Home, a volunteering platform linking school-age Digital Champs with non-liners. They aim to share the joys of internet with 3,000 care homes and sheltered housing schemes across the UK, across 150,000+ residents and their friends and family (Section 9)

## ➤ Did you know?

7% Growth in broadband subscribers in 2010\*

2/3 UK households with fixed broadband\*

7% GDP generated by the internet industry. This is just 2% less than the finance industry\*\*

34% British people accessing the internet by mobile at least once a week, 7% more than last year.\*\*\*

£212k Amount added to social enterprises bottom line with effective use of social media\*\*\*\*

48 New Race Online 2012 partners in March 2011

\*Enders analysis

\*\*Radio 4

\*\*\*YouGov- 2011 Mobile Internet Attitudes Report

\*\*\*\*O2 survey & RBS SE100 Index of social enterprises

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# 1. Government and Cabinet Office – Embedding Our Agenda

This month our agenda has reached the corners of Europe with Martha giving an ‘e-speech’ to the e-Government conference in Athens and Graham Walker attending the Women in Science, Innovation and Technology in the Digital Age conference in Buderpest. Closer to home, the Government Digital Service was launched by the Cabinet Office and Scotland launched their Strategy for Digital Inclusion

## ➤ Scotland's Digital Future



This March, the Scottish Government launched its strategy for putting its [Digital Ambition for Scotland](#) into action.

[Scotland's Digital Future: A Strategy](#) puts digital at the heart of Scotland's future, proposing a co-ordinated and comprehensive approach to ensuring that Scotland is positioned to take full advantage of the opportunities offered by the digital age.

The strategy summaries what is already being done and what further actions the government proposes to take, in the four key areas of public service delivery; the digital economy; digital participation and broadband connectivity.

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“The digital age offers many opportunities for all of Scotland to grow and prosper. The Scottish Government's Digital Strategy makes clear our commitment to do all we can to take advantage of emerging technologies for the benefit of the whole country.”

Fiona Hyslop, Culture Minister

## ➤ e-Government



Britain and Greece have been particularly innovative in their commitment to e-Government. Using their experiences as a platform for global discussions, the e-Government conference brought together ministers for local and e-Government, Chief Information Officers, comms experts, journalists, bloggers, civil society groups and business leaders to explore e-Government as a positive tool for democracy and accountability.

In true ‘Digital Champion’ style, Martha's speech was delivered via [video link](#).

## ➤ Government Digital Service



Following Ministerial approval of the recommendations in MLF's recent review of Directgov ([Directgov 2010 and Beyond – Revolution not Evolution](#)) the new Government Digital Service has been formed through the merging of Directgov and the Cabinet Office Digital Delivery and Digital Engagement teams.

It will be the centre for digital government in the UK, building and championing a ‘digital culture’ that puts the user first and delivers the best, low cost public services possible.

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The search has begun for a new Executive Director for Digital to head up the GDS and provide the cross-government leadership for digital that MLF recommended. The successful candidate should be in place in the summer.

## 2. Commercial Partnerships

This March we continued with the Digital Champion drive. New partners O2 signed up to provide O2 Gurus and to give young people help to get local communities online; Mecca are creating and equipping digital champions throughout their clubs; and Talk Talk held an internal Digital Champions road show.

### ➤ O2 Think Big



Through their Think Big initiative, O2 has committed to give the young people of Britain the support and tools they need to kick-start projects to get people online in their local community.

To complement this activity, O2 have provided support in their stores nationwide and on YouTube, enlisting over 350 O2 Gurus who will champion Race Online 2012's initiative and go the extra mile to help people get online for the first time. O2 believes that by working together, we can help young people to get some of the UK's 9 million off-liners online.

(Recommendations 1.2, 7.1)

### ➤ Trusted places



On the 24th March, Mecca Bingo officially announced that they were becoming a partner of the Race Online 2012 initiative. They will create a network of Digital Champions in their 103 clubs, equip their champions with marketing materials featuring 'Go ON' and work with hardware and connectivity partners to create solutions.

To launch this partnership, Bingo Dagenham was the first club to trail the initiative - offering training session for customers, run by a UK Online Centre trainer. MLF helped 70 year old Brian Scott, from Romford (who was among the first to take one of the lessons) to apply for Olympic tickets online. Read more about the launch. (Recommendation 1.2)

### ➤ Talk Talk road show



Talk Talk embarked on their internal Digital Champions Road Show visiting Warrington, Irlam and Preston.

Talk Talk colleagues signed up to share their skills and passion for their industry in their local communities; this could be their grans, a local school or charity or patients in a hospital ward. They committed to doing their best to inspire people to get on line for the first time, point them to free internet training, or run their own sessions, or supporting people with set up. Read more. (Recommendation 7.1)

"We're delighted to make our commitment to Race Online 2012. Our Think Big programme is all about helping young people achieve their potential and we hope that we can give them the support they need to create a new generation of Digital Champions right across the country"

Glenn Manoff

"Our bingo clubs really are at the centre of the local communities so they offer a perfect environment for these types of sessions"

Mark V Jones, Managing Director, Mecca Bingo

"As a partner to the Race Online 2012 campaign we have publically stated our ambition to get 100,000 more people online. We have an obligation to help people who might not normally get access to the internet either because they can't afford it or are scared of it."

Dido Harding, TalkTalk CEO

### 3. Public Sector Partnerships

There is now a Digital Champion in every Jobcentre in the UK, signposting jobseekers to where they can get IT training and support locally and improve their job prospects. The partnership between Jobcentres and UK online centres has led to a marked increase in the number of jobseekers referred to the support available in UK online centres. [Read](#) the promise in action. (Reccomendation 7.1)

#### ➤ NALC supports Race Online 2012



Over 15 million people live in communities served by local councils.

Local Community, neighbourhood, parish, village and town councils are statutory bodies that work at a grass roots level with communities to provide services that meet local needs. They serve rural communities, towns and small cities.

[NALC](#) has made a promise to support Race Online 2012 by promoting and encouraging its members to become Digital Champions and supporting the spread of the [Go ON badge](#) and messaging throughout its local, county and national networks.

NALC will also encourage its members to sign-up as Race Online 2012 partners. (Recommendation 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

#### ➤ Council Connect



[Brighton & Hove City Council](#) launched Council Connect this month. This is a great example of local partnerships working together on the ground to deliver real benefits.

Brighton & Hove City Council are lending laptops and mobile dongles, courtesy of Three mobile, to extend access to PCs and connectivity to council tenants and other local priority groups.

Chief Executive, John Barradell, said: "Our City is one of the UK's leading digital hubs but not all our residents have access or are able to get on line. Council Connect is a new initiative to help change that. An increasing number of residents will be able to easily access our services online through the support of our trained volunteers" (Recommendation 1.1, 1.2)

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.

#### ➤ 4,500 trained Champs



Throughout March over 4500 people working in the Post Office's Crown branches took part in dedicated training sessions to help them become digital champions.

They will now be spreading the word to customers in nearly 400 branches right across the UK and will be encouraging them to visit their local training centres.

Area Manager, Shaun Swinburn said, "The response from my area was very positive. The counter colleagues recognised this as another great way for the Post Office to support the community. It may be a short conversation, but it could be life changing for someone who has not had access to the internet before." [Read more.](#)

(Recommendation 7.1)

"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

The [Survive and Thrive casebook](#) has been well received throughout March and will also be the focus of an interview with MLF, which will be published in the Third Sector magazine in April (Recommendation 3.3). Also this month, the Scouts signed up with a fantastic pledge to start helping people to get online in their local communities and Age UK ran myfriends online week, helping older people to Go ON and discover the social side of the net.

 myfriends online week

 40,000 Digital Champs

 Working Together Award



myfriends online week is [Age UK's](#) annual digital inclusion campaign to help combat loneliness and isolation in later life.

This year, more than 3,500 older people were helped by the hundreds of volunteers to learn how to keep in touch with friends and family using the internet and more than double the number of organisations took part in comparison to 2009.

IT training events took place across the UK, helping older people to develop the skills and confidence to connect with family and friends and meet new people through online social technologies.

See section 6 for some of the great myfriends online week press and click [here](#) for the Promise in Action (Recommendation 2.1)

The [Scout Association](#) have pledged to encourage 40,000 Explorer Scouts (14 to 18 year olds) to become Digital Champions.

These Digital Champs will work to make a positive impact on their local communities by volunteering to helping people get online for the first time.

Activities could include getting involved locally with initiatives such as [Adopt a Care Home](#) (See section 8) (Recommendation 1.2)

This March, we attended the launch of AbilityNet's [Technology4Good Awards](#) that recognise charities, businesses, schools, government and the public that use technology to create social benefits.

The [Race Online 2012 Award](#) will recognise a project where partners have collaborated to support people with disabilities to get online. It is open to organisations from any sector who can show how communication and collaboration has delivered a positive impact on people's lives through technology.

Entries should be submitted before 5pm on 13 May; the winners will be announced at a ceremony on 7 June.

"I was amazed to discover that 9 million people in this country have never been online. I'm really looking forward to helping people make the most of technology so they can find information that makes their life easier. I'm sure I'm going to learn something too"

Erin Billington, 17, Explorer Scout, Leicestershire

"I As the leading experts in e-accessibility for people with disabilities, we are acutely aware of the empowering influence of digital technology."

Nigel Lewis, Chief Executive, AbilityNet

## 5. Driving Awareness – PR and Media

Please see March's PR and Media cuttings by clicking [here](#). Highlights include a two page spread in the Marketing Magazine, press around Age UK's myfriendsonline week, and a feature in Evening Standard about the training being provided with new partners Mecca Bingo.

### 'Martha's mission'



Marketing Magazine supported 'Martha's Mission' with its two page spread in March outlining all the fantastic partner activity, with a focus on the creative and collaborative partnerships. Read it [here](#).

MLF talks about how the media has played an important part in recruiting our partners and with 'Financial Times and the BBC to Trinity Mirror's Group's regional papers, generated millions of pounds worth of advertising media value in 2010.'

Organisations referenced include 23red with its pro bono support to produce the 'Go ON' badge and messaging, Engine with its invaluable contribution of demographic data, Sky, BT, Microsoft, TalkTalk, Big Lottery Fund, the Post Office, Age UK, BBC, Three and Liverpool City Council.

### myfriends online PR



Age UK's myfriends online week (Section 5) has generated some great national coverage this month.

Articles featured on BBC Online, Daily Mirror Online, Yours magazine and in the Mature Times. An interview with David Mortimer, Head of Digital Inclusion at Age UK was featured on Sky News radio which will be syndicated to around 300 radio stations.

<http://www.bbc.co.uk/news/technology-12813311>

<http://www.mirror.co.uk/news/columnists/phillips/2011/03/19/age-uk-launches-my-friends-online-campaign-115875-22999613/>

<http://www.maturetimes.co.uk/node/12315>

(Recommendation 2.2)

### Bingo!



The Evening Standard featured a great article around the launch at Mecca Bingo in Dagenham (Section 3) with its first in club training session for customers, run by a UK Online Centre trainer. Read it [here](#) (Recommendation 2.2)

## 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.

### ➤ Give and Gain Day



This month we attended the launch of Business in the Community's Give and Gain Day; the UK's only mass day of action dedicated to getting thousands of employee volunteers out into their local communities.

Last year, almost 3,000 employees from 75 businesses joined forces to help 115 community organisations and schools in London. As this year's voluntary projects are focussed on careers and employability, Race Online 2012 is urging people to use the day as a kick off to their digital champion activity.

BT, also a Race Online 2012 partner, is a major corporate supporter of this BiTC initiative; the company will be encouraging staff to use its Get IT Together website and tools to support others to use the internet on the day.

### ➤ BRC Conference



Technological innovation, the internet and social networks enable greater information sharing and increase consumer choice. Perhaps this is why multichannel shoppers spend 15%-30% more than single channel shoppers according to IDC.

At the event, Leigh Smyth outlined the Race Online 2012 agenda, and presented this as a market opportunity to retailers.

The conference also focused on how important e-commerce through mobile phone technology is to retailers now.

### ➤ Retail Week Conference



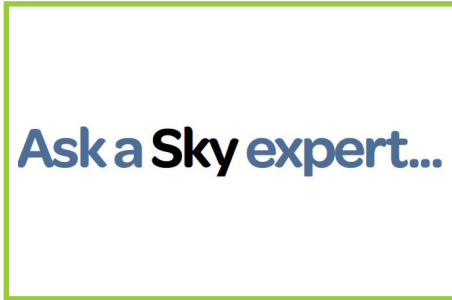
Also this March, MLF was on a panel talking about the future of digital and its impact on the retail industry at the Retail Week Conference. Inspiring ideas and a blueprint for the next 20 years were discussed.

Joining her on the panel was Peter Fitzgerald, Director of Retail, Technology and Business Markets from Google; Rory Sutherland, Executive Creative Director and Vice-Chairman, of Ogilvy One London and Vice Chairman of Ogilvy Group UK; and David Parfekt, UK Country Sales Manager Facebook.

## 7. Driving Awareness – Offline/ Online Communications

Our offline and offline communications are intrinsic to the syndication of our messages and those of our partners. Promises in action are still hot on our agenda, particularly as we will be auditing partner progress on promises over the coming months – submit yours now to help us celebrate and syndicate all the great work you're doing.

### Sky Digital Champions



At least 1.4 million of Sky's customers don't have a broadband connection at all, despite it being relatively simple and cheap to add a broadband connection onto a Sky TV subscription.

The April edition of Sky magazine will feature the freephone number that people can ring if they want to find a local and low-cost Internet course. The same 'Ask the Expert Article' also highlighted the role that Digital Champions can play in supporting their friends and family to get online. Sky is pursuing a number of initiatives to present the benefits of the internet to Sky's customers and wider community. Read Sky's Promise in Action.

"We will use our relationship with one in three UK homes, our great value broadband service, and the commitment and passion of our employees to help support more UK homes embrace the internet."

Delia Bushell, Director of Broadband and Telephony, Sky

### Go ONLine Get a Lifeline



With over 6 million members, unions have huge potential reach into communities.

Unionlearn has use the Go ON badge to create a brilliant new campaign Go ONLine Get a Lifeline The campaign aims to ensure that no one is redeployed, made redundant or offered early retirement without IT skills.

There are over 400 Trade Union Learning Centres offering people opportunities to brush up on their skills at work; some are open to their local communities too. Centres include the Brighton Pavilion, a Sikh Temple and even a bus depot. Read Unionlearn's Promise in Action.

"Getting online is actually 'Getting a Lifeline' in today's society."

Tom Wilson, Director of Unionlearn

### Well-being debate



We think Internet access is essential but how does it affect well-being?

The Prime Minister has asked the Office for National Statistics to develop new measures for well-being, asking what matters most in people's lives. We believe this debate is vital as it gives serious consideration to the impact technology has on human happiness; we still lack data to inform a clear and balanced debate about its impact on well-being.

This month we asked you to make your contributions under the following themes: Digital services and happiness, Information society and happiness and Digital divide and happiness. The debate is here.

"(The well-being debate) will help bring about a re-appraisal of what matters, and in time, it will lead to government policy that is more focused not just on the bottom line, but on all those things that make life worthwhile."

Prime Minister David Cameron

## 8. Digital Champions

90% of people not online know someone who is; your Digital Champions can now join the growing network of Digital Champs through [helppassiton.co.uk](http://helppassiton.co.uk) for the latest offers and info. (Recommendation 6.4)

### ➤ Champ Welcome Pack



Making it even easier for you to motivate the Digital Champions in your organisation, we've designed a pack of marketing materials stuffed with tools to help you create your own Digital Champion welcome pack.

The pack includes badges, t-shirts and internal marketing posters featuring real life Digital Champions - members of our inspiring Race Online 2012 Digital Champion panel.

All the artwork is available on our website and you can adapt or adopt it to produce your own - [take a look](#).

### ➤ Digital Champion's Day



Day 1 of this year's National Digital Inclusion Conference, [Go ON ND11](#) will be an action packed afternoon and evening of celebration bringing together 1000 Digital Champions to say thank you for their efforts getting colleagues, friends and family online. Tickets for Digital Champions and partners on [Day 1](#) are free!

But hurry, tickets are first come, first served and as very senior ministers will be attending, we need names in good time.

They can register by clicking [here](#), entering pio-dc-nd11. You'll need an email address to receive a ticket.

We're also continuing to recruit Champs who have brilliant stories to tell; if there are Champs in your organisation who'd like to get involved, they can read more [here](#). (Recommendation 6.4)

### ➤ Go ON Adopt



Utilising [Go ON messaging](#) and the brilliant skills of young [Digital Champions](#), the makers of [Finerday.com](#) have developed Go ON Adopt, a volunteering platform linking school-age Digital Champs with non-liners.

[Go ON Adopt a Care Home](#) aims to support over 3,000 care homes and sheltered housing schemes across the UK, helping to introduce the joys of the internet to their 150,000+ residents; including families and friends, this will connect over 1.5M people to the net.

Schools are invited to participate by finding a local care home or sheltered housing scheme on [www.go-onadopt.org](http://www.go-onadopt.org).

"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

## 9. Key Meetings

23red Jane Asscher  
 AbilityNet Nigel Lewis, Carrie Saint Freedman, Rory Field  
 Age UK David Mortimer  
 Allied Healthcare Group Sandy Young  
 Apple Claire Thwaites, Alan Bennett, Richard Teversham, Jim Knight, Trevor Marriott, Mike Munn  
 Atos Origin Anne Ware  
 BBC Martin Wilson, Alan Taylor, Mark Thompson, Karen Gregory, Sarah Sherwin, Saul Nasse  
 BBH Thomas Teichman  
 Beatbullying Sara Dyer  
 Birmingham Library at Home Service - development day for Home library service digital participation scheme  
 Bloomberg Sarah Shannon  
 BRC Annual Multi - Channel Retailing Conference 2011  
 Brighton and Hove City Council - launch of council connect service  
 British Gas Andy Burling  
 BT Peter Chalkley, Simon Milner  
 BT Tower event for local authorities, BT Tower  
 Cabinet Office Ian Watmore, Ivan Lewis, Francis Maude, Stephen Naylor  
 Capita Shona Nichols  
 Carer's UK Madelaine Starr  
 Carphone Warehouse Neil Old  
 Chelsea FC Foundation - Senior Supporters Club  
 Citizens Online John Fisher  
 Civic Agenda Robin Knowles, Rebecca Nicholls, Joanna Humphries  
 Civic Voice Tony Burton  
 Comet Bob Darke  
 Community Learning Champions national dissemination event  
 DCMS, Jeremy Hunt  
 Department for Business, Innovation & Skills Robert Sullivan  
 Devon Home Library Service - development day for Home library service digital participation scheme  
 Digital Lifeskills Stakeholder Group, BIS  
 Digital Optimist Ltd Brian Hoadley  
 Digital Unite Katharine Teed  
 DirectGov Chris Chant  
 DWP Iain Duncan Smith  
 Efficiency and Reform Board, Whitehall  
 Enders Analysis Ian Watt  
 Engine Alison Wright, Liz Haworth  
 Experian Gemma Carver  
 Facebook Rosa Birch  
 Financial Times Lionel Barber  
 Finerday Howard Bashford, Lilla Harris  
 Freud Communications Matthew Freud, Will Brown  
 Future libraries Programme Governance Board, DCMS, LGA Group and MLA  
 Get Ready for 2012, Engine  
 Google Laura Thompson, Sarah Hunter, Naomi Gummer  
 Housing Technology Magazine George Grant  
 Informal Adult Community Learning consultation roundtable, BIS  
 Institute for Government Jerrett Myers  
 Intel Tristan wilkinson  
 Intel/Lightapp Chris Kent  
 John Lewis Andy Leyton  
 LASA Liz Knightingale  
 Learndirect Sally Evans, Kirstie Donnelly  
 Lloyds David Fleming, Richard Cooper  
 M&S Susan Aubrey-Cound, Dave Hughs  
 Macmillan Katie Smith, Mike Hobday  
 Marketing Group of Great Britain Dinner, Chatham House, Claridges  
 McDonald's Helen McFarlane, Sue Husbands  
 Mecca Lesly Clifford, Mark Jones  
 Michelle Kelly leadgenconsulting  
 Microsoft Charles Eales, Sean Nicholson, Nicola Taylor, Clare Riley, Nickie Smith, Ashley Highfield, Nicola Hudson, Alex Weller  
 Ministerial Sub Committee, Cabinet Office  
 Misco Jas Dhillon  
 NDS Simon Parnall, Neil Eastwood  
 News International Juliet Kennard  
 NHS Choices Bob Gann, Nicola Gill  
 NHS Tower Hamlets Abigail Knight, Somen Banerjee  
 NIACE Alastair Clark  
 Nominet Annika Small  
 O2 Bertram Theo, Nick Wilkins  
 Ofcom Alison Preston  
 ONS Joanne Evans  
 Open University Martin Bean  
 Partners IT David Williams

Post Office Hayley Fowell, Sally Meecham, Penny Slatter  
Remploy Tim Matthews  
ResPublica/ Serco private policy mapping event -  
Implementing the Big Society in public services  
Retail Week Conference - 20 Year Anniversary, The  
Hilton London Metropole  
Richard Waite Esri UK  
Rural Broadband Partnership Lloyd Felton  
Scottish Government Digital Strategy launch  
Scouts Robert Halkyard  
Serco Sally Wilson  
Sky Liz Williams, Simon Milner, Alexa Weselby  
Sony Music Emma Pike  
SSAT Brenda Ainsley  
Starthere Sarah Hamilton-Fairley  
Stationers' Company Annual Lecture  
Surrey County Council Simon Pollock  
Swedish registry for access consultants Per Skedung  
Talk About Local William Perrin  
Talktalk Clementine Walker, Mark Schmid, Alex Birtles  
Tesco Womens Dinner, Lanesborough Hotel  
Third Sector Ben Cook  
Three Barbara Goldsborough  
Trinity Mirror Paul Hood  
UK Online Centres Anne Faulkner, Charlotte Wheat,  
Helen Milner, Kevin McLean, Abi Stevens  
Unison Union Learning Reps conference  
Walbrook Breakfast, Walbrook Club  
Wetherpoons Caroline Walters, Paula Beavis.  
Wilton Park Event, Athens, Greece  
Winkball Phillip Swire  
Women in Science, Innovation and Technology in the  
Digital Age conference, Budapest  
Women's Institute Charlotte Fiander  
You Gov Stephan Shakespeare