



# May Highlights

- Race Online 2012 announced that it is pulling together the BIGGEST EVER cross-sector volunteer force: 100,000 volunteers to help get millions more get online by the Olympics (section 4)
- Our partners Microsoft, Remploy and XMA launched national low cost recycled hardware offers, creating a huge leap forward in helping to ensure cost is no longer a barrier for people wanting to go online (section 3)
- The ND11 Digital Champions celebration event was held with 1000+ Digital Champs. Speeches were made by the PM, Cabinet Office Ministers (section 2) heads of industry (section 3) and Rena from Ipswich, who proved you are never too old to Skype, at 102 years old! (section 4)
- An estimated PR value of £3 million was generated in May, with features across the BBC, ITV, The Sun and Telegraph (section 8)
- BBC went live with their First Click Friends campaign (section 5)

## ➤ Did you know?

17.5% of adults in the UK have never used the internet (8.71 million)

82% are aged 55+

48% are disabled adults

58% are female

25% are widowed/ surviving civil partner

The regions with the biggest % of adults who have never used the internet are:

Northern Ireland – 28.6%, Merseyside – 23.8%, North East – 22%, South West Scotland – 22.2%

\*ONS Data: Internet Access Quarterly Update Q1, 2011

A big thank you to ONS for their pledge to provide regular stats with a more representative sample size. These latest stats give us much more information than we have ever had before, with breakdowns available by age, sex, disability, region and legal marital status



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# 1. Embedding Our Agenda in Government and the Cabinet Office

The Cabinet Office appointed Mike Bracken as its new Executive Director of Digital, a new role created in response to MLF's review of DirectGov last year. Bracken is charged with overseeing and improving all government's online presence, extending the number of public services available online and putting the consumer at the heart of Government's digital offer.

## PM addresses digital champs



The PM gave a [video address](#) at this year's [National Digital Conference](#) ([Go ON ND11](#)) on the 11th May.

Minister for the Cabinet Office Francis Maude, Secretary of State for Culture Media & Sport Jeremy Hunt and the Minister for Civil Society Nick Hurd all delivered speeches backing our vision for a UK and Government, fearless in how it uses digital.

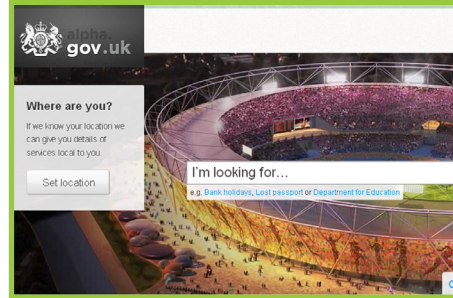
Jeremy Hunt, announced the Government target to connect 90% of each LA to superfast broadband by 2015, and underscored how the future of UK's creative industries rested on digital.

The internet is a 'vast new global trade route', he said, that we must embrace for future economic growth. According to Nesta, Next Generation Access is estimated to create 600,000 jobs.

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"The UK can be a beacon of what's possible," said MLF, arguing that the UK's economic environment was a real impetus for departments and businesses to think default digital. MLF cited the default-digital design of Universal Credit as the first sign of this big shift in Government.

## Permanent Secretaries accept 'default digital'



MLF met with the Permanent Secretaries of all 16 Government departments on 4 May, who all approved the recommendations in her review of DirectGov in full.

The group agreed to make future public service delivery 'default digital', and agreed to support [alpha.gov.uk](#), the prototype single UK Government website which is currently being shaped on the basis of user feedback.

Alphagov aims to simplify user experience to make Directgov the 'customer champion with teeth'. Its development is a key part of the radical improvement to Government internet services.

The site has been built over three months by a small team led by Tom Loosemore in the Government Digital Service in the Cabinet Office. [Read the blog here.](#)

## Getting ON



Race Online 2012's latest report, [Getting ON](#), supported by Age UK, builds on our [Manifesto for a Networked Nation](#) with specific recommendations for partners in all sectors to ensure all older people can enjoy the benefits of the digital services that 30 million adults in the UK now enjoy daily.

5.7million over 65 year-olds have never used the web, but growing old is the best time to use the Internet, thanks to its ability to manage mobility difficulties, health problems and loneliness.

More details of recommendations in the report to follow next month.

Recommendation 9.3

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"One specific goal [in my [Manifesto for a Networked Nation](#)] was that no-one should retire without web skills. This demographic remains a key concern for us, because we know that older people have as much if not more to gain from access to the Internet as the rest of society."

MLF



## 2. Embedding our work in the Charity Sector

Race Online 2012 were delighted at being referenced in the new Giving White paper. 10 Registered Social Landlords pledged to develop a tool to promote digital by default in the social housing sector and Peter Wanless of the Big Lottery Fund urged charities to think digital by default at the ND11 event.

### ➤ The Giving White Paper



The [Government's white paper on Giving](#) is a clear signal that digital capability will help charities to deliver more for less. It increases charities' operational efficiency and effectiveness, thereby allowing them more resources to spend on end users, giving them resources and skills to seize the opportunities for giving time and money.

Too many charities either underuse technology or lack the skills to use it effectively. This leaves some charities operating at a severe disadvantage, and will impede their ability to function even more in the future as the rest of society moves online.

The White paper recommends making charities aware of the numerous and underused sources of advice and support available, such as free advice and software, to high-quality refurbished hardware deals from Race Online 2012's partners.

Recommendations 3.1 and 3.2

### ➤ CEO urges charities to think digital by default



Peter Wanless, Chief Executive of the Big Lottery Fund, speaking at the ND11 event, recommended the resources provided by Race Online 2012 partners such as [iT4Communities](#) (for training), [Charity Technology Trust](#) (for software) and [Microsoft](#) and [Remploy](#) (for kit and connectivity). However he also said he was amazed at how underused such resources currently are. [Read Peter's speech here](#)

In response the May meeting of the Intelligent Funders Forum, (chaired by Race Online 2012 partners Big Lottery Fund and Association of Charitable Foundations) included a discussion of charities' use of technology and invited an update on Full Cost Recovery.

Recommendations 3.1 and 3.2

"I find it extraordinary how far behind a digital by default world many charities and funders find themselves. Too many charities make poor use of what is available: unwilling, unaware or unable to exploit it to best effect."

Peter Wanless, Big Lottery Fund

### ➤ Building stronger business cases



Attempts to follow our [Survive & Thrive casebook](#) with another, this time focusing exclusively on Registered Social Landlords' (RSLs) excellent use of digital technology, revealed a dearth of compelling stories.

Race Online 2012 has subsequently called on RSLs to pledge to pull together business cases that support their efforts to capitalise on the efficiencies of digital technology within their businesses, while also helping residents to get online and enjoy the personal benefits therein.

Ten RSLs, housing more than one million tenants between them, have already signed the pledge and Race Online 2012 and will be pooling their findings as a vital tool to promote a digital by default approach within the social housing sector, where 2.4 million of those not yet online live.

Recommendation 8.5



### 3. Race Online 2012 partners lower cost barriers

Coinciding with our digital champ announcement, we revealed the national launch of hardware schemes from a number of our partners, providing refurbished PC's from as little as £92. We hope this will allow people who can't afford to purchase a new computer to take their first steps online. All the schemes provide intuitive quick start guides, 30 days telephone support and are ready to start out of the box. They also have a selection of assistive technology software to help people with learning difficulties, visual impairments, dyslexia, and cognitive issues.

➤ Microsoft from £95



Microsoft's Get Online @ Home scheme offers a £95\* refurbished PC with Windows 7. Mobile connectivity can also be purchased for an additional £10 for 1GB (1 Month)

Get Online @ Home is run in partnership with a number of organisations including BT, UK Online Centres, Post Office, Three, Euro PC, Remploy, and Partners IT.

The £95 PC offer is available to anybody who receives income related benefits and if no benefits are claimed, the PC can be purchased for £165.

Recommendation 8.1

"We know from our work... that nearly 1 in 6 people in the UK still do not have access to a computer or the internet in their home. Until now, one of the key barriers has been cost but the Get Online@Home package launching today provides a great opportunity for people to get access to the internet in a simple, affordable way."

Gordon Frazer, UK MD Microsoft

➤ eCycle from £92



Remploy have a wide range of refurbished PC's from £95 with an Open Source operating system (Ubuntu), £95 with XP and up to £137 with Windows 7.

Remploy also have the option of connectivity for an additional £10 for 1GB (1Month).

Recommendation 8.1

One of the main factors that will help with the success with these schemes is a constant supply of old devices that can be refurbished and directed through the schemes without donations we will not have the appropriate supply for the demand. If you are interested in donating to our schemes more information can be found here.

➤ PC with XP from £120



XMA is offering a wide range of hardware options including a £120 refurbished PC with XP, a refurbished Laptop with XP for £159 and a brand new Toshiba Laptop for £325.

XMA are also providing a selection of Assistive Technology hardware, including keyboards for visual impairments and ergonomic mice.

"The cost of purchasing a computer can be a barrier for many people getting online... together we are striving to reduce the cost of computers and supply those less confident with more software and information guides than ever to help them get online and realise the benefits of the internet."

Ash Merchant, Director of Government and Social Affairs at XMA



## 4. Digital Champions celebration event

Over 1,000 local digital champions attended the [Go ON ND11](#) celebration on the 11th May, as [Race Online 212 announced 100,000 volunteers](#) to help get millions more online by the Olympics. From Age UK, to the Women's Institute, learndirect to the Home Library Service, a massive thanks to all our partners across the sectors who are working to make this a reality. [Read all the fantastic Digital Champions pledges here](#)

### ➤ Go ON ND11



In line with our announcement, we thought it timely to celebrate, inspire and encourage existing digital champions with a champ celebration at Go ON ND11.

The event featured lively and passionate contributions from a variety of speakers including MLF, Mark Thompson, Director General of the BBC and Paula Vennells, Post Office MD. Each highlighted their commitment to getting the last 8.7M online and talked through the latest resources available.

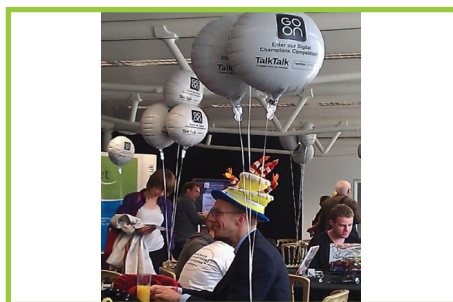
Our host, TV and Radio presenter Gloria Hunniford, also shared her recent experience getting online, Stacey Solomon provided a live performance and Mecca hosted a rock and roll bingo session.

Recommendation 7.1

"Like a lot of people, up until now it has been my choice not to use a computer, but to communicate even more with my grandchildren, I know I need to get up to speed!"

Gloria Hunniford, Go ON ND11 host

### ➤ TalkTalk & UK online breakout workshop



During the day, digital champions broke out into workshop sessions which were designed to inform and collect feedback from digital champions on topical issues.

[TalkTalk](#) and [UK online centres](#) joined forces to present a themed treasure hunt workshop for digital champions. Champs were asked to think of a website that would engage first time users and to jargon bust words like 'browser', 'inbox', and 'email'

TalkTalk also showcased their brand new HomeSafe system, which is the first network level security service in the UK and is free for TalkTalk customers. Many champs said that online safety and security was a concern for off-liners and they were pleased to see companies looking for innovative new ways to help keep people safer online.

[Watch digital champ Sarah Bird explaining to a non user how to get onto the internet for the first time here](#)

### ➤ Skype session with 102 year old Rena!



Rena Daniels, aged 102 from Ipswich, demonstrated that you're never too old to give technology a try when she took to the stage at ND11 via Skype's Group conferencing system.

This was only Rena's second attempt at using the internet! She was keen to try it as it was an inexpensive way to keep in contact with her 89 year old brother, to learn new skills and to keep her brain agile.

Rena was one of three Skype participants who spoke to the audience as part of a live Skype session to share stories about the benefits that the internet has brought to their lives.

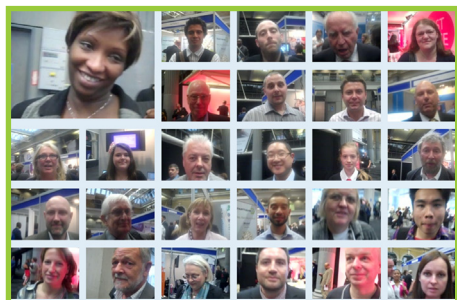
Rena was taught via the help of CSV Media Centre in Ipswich, with support from a UK Online trainer and guidance on the kit from a Skype engineer.



## 5. Digital Champions celebration event

Over 49,000 people watched the Winkball Digital Champion mega wall as it unfolded on the day of the event. The BBC launched its fabulous new site '[First Click Friends](#)' and the [www.helppassiton.co.uk](http://www.helppassiton.co.uk) site went from strength to strength. Recommendation 7.1

### Winkball capture the action on their megawall



Thank you to the [Winkball](#) team in West London and their roving reporters across the UK for their free support this month.

Armed with flip-cameras and donned in their blue and yellow blazers, reporters captured a champ's eye view on the Go ON ND11 celebration. [If you were lucky enough to be filmed, see if you can spot yourself here.](#)

Some champs told their story on how they got others online before the event. [You can watch these inspiring stories here](#)

Thank you to Maxine MacKenzie, formerly of DirectGov for lending her support and marketing expertise in the lead up to the event too.

### First Click Friends goes live



[BBC research](#) suggests that nearly a third of the UK have already helped someone get online or shown someone websites to build their confidence and close to half the UK population say they are likely to help in this way.

To mobilise many more people who use the internet to help others get online, the BBC launched a media literacy initiative – [First Click Friends](#) this month.

As well as creating the website, the BBC has produced inspiring films from celebrity First Click Friends such as Countryfile's Julia Bradbury, Bill Oddie, Jennie Bond and Carol Klein that demonstrate how they use the internet to pursue their interests, hobbies or make their lives easier.

"Providing the skills to get people online is just the first step – we want them to be able to take advantage of the wealth of resources the BBC and its many partners have to continue their learning journeys."

Saul Nassé Controller of Learning

### Join the digital champions network



Thanks to partners' comms, print, online coverage and digital champ TV appearances there has been a hive of activity on the digital champ social media sites.

Over 1000 people 'liked' the [digital champions Facebook page](#), with lots of tools, tips and stories being shared regularly. We've also added a calendar of events so champs can decide on activities they'd like to get behind over the next year. [Sign up to our Digital Champion page here.](#)

Subscriptions to the network via [www.helppassiton.co.uk/sign-up](http://www.helppassiton.co.uk/sign-up) have increased by over 350%! Great for just one month. [If you're not signed up already, sign up here.](#)

Some partners have asked how they can measure the impact of their comms on sign ups; [Laura](#) of Race Online 2012 will be happy to discuss.

"Being online is absolutely vital to me. It allows me to stay in touch with my family, my friends, my loved ones, even my work colleagues while I am travelling."

Julia Bradbury



## 6. New partners sign ups

This month, M&S signed up with a fantastic promise to support staff and customers who are offline. New partner sign ups, no matter how big or small, are all important to reach the 8.7 million who aren't online; with this in mind, we're featuring some of our smaller partners who signed up in May. [You can read all 1,182 partner pledges here.](#)

### ➤ Marks & Spenser sign up



Partnering with Race Online 2012 will see M&S will provide its 75,000 staff the opportunity to use their volunteer day to help charities focused on supporting individuals, such as the elderly with online training.

M&S has also promised to adopt [Go ON benefits messaging](#) on its public sites and syndicate benefits messaging across its assets. It will engage with Shareholders on the issue of digital inclusion, and support key Race Online 2012 events throughout the course of the campaign.

Recommendation 1.2

"M&S fully supports the goals of the Race Online 2012's initiative and will be working to engage and support our staff and customers to take advantage of the benefits that the web can offer"

M&S spokesperson

### ➤ Training for disabled people



[Barry Bennett Ltd](#) provides equipment and training to help people with disabilities and other special needs to access the internet. By working to identify the barriers that prevent people from being able to use a computer, it works to provide those solutions to get them online.

Barry Bennett has made a Race Online 2012 promise to provide training to disabled people and will donate equipment to community groups. It will provide internet access facilities and training to its employees. It will also spread the word and bring other partners into the process of breaking down the barriers that prevent people from accessing IT and the Internet. Thanks Barry Bennett!

Recommendation 1.2

### ➤ Welsh organisations get involved



[Learn About \(Wales\) Ltd.](#) a training centre based in Risca, is providing training for young people and adults who are long term unemployed or classed as NEET. It runs schools programmes for years 10 and 11 as an alternative curriculum provision and a 6th form Welsh Bacallaureate course.

Learn About (Wales) has recently started a course for the older people in the community, introducing them to the internet and encouraging them to use it.

[Newport Housing Trust](#) has promised to inspire digital champions through tenants it has previously trained in it's over 60s IT Project.

Once tenants are trained, there's a computer club for members of previous projects to meet, share websites, solve PC/Internet problems and try new sites such as Facebook & YouTube. These tenants will also be encouraged to become digital champions.



## 7. Other partner activity and events

Three have been working with Race Online 2012 to help show mums how to make the most of mobile internet. Digital Unite also led their week-long campaign, Spring Online with Silver Surfers' day, 16-20 May and NIACE launched Digital Day as part of Adult Learners' Week.

### ➤ Three's Midnight Mums



Half of all UK mums (48 per cent) admit to going online in the depths of the night just to get everything done, according to research by Three.

Three is working with celebrity mum Denise Van Outen and reaching out through NCT members, to help show mums the benefits of smartphones and having internet on the go - as the research indicated that mums can save 135 hours a year by having the internet while out and about.

Three is also launching a nationwide competition to find the UK's Busiest Mum and are offering all-you-can-eat data on both The One Plan and Pay As You Go packages.

#### Recommendation 2.1

"I love the internet and often tweet or go online late at night when I get some down time. With the help of some amazing apps I now have instant access to my email, bank accounts, news and travel updates at my fingertips."

Celebrity mum of one Denise Van Outen

### ➤ Spring Online with Digital Unite



Spring Online with Silver Surfers Day, led by Digital Unite in partnership with Race Online 2012 partners, was the most successful campaign since its inception 10 years ago.

2,500 events took place in venues as varied as day centres, hospitals, paper mills, pubs and village halls helped nearly 50,000 older people take their first steps online.

One lady was helped to email her grandson in Afghanistan and was amazed when he emailed her back straight away.

"We are over the moon with the level of participation by our event holders this year and the huge number of older people who have been helped to get online as a result. Digital Unite will continue to champion older people's access to and use of digital technology."

Emma Solomon, MD, Digital Unite

### ➤ "Go ON learn something online"



NIACE launched Digital Day on May 20th as an integral part of Adult Learners' Week (16-20 May 2011). This was in response to a new survey that has found that that adults with internet access were more than twice as likely to be involved in learning than those without.

46% of the adults surveyed who had internet access said that they had learnt something new in the last 3 years compared with only 14% of adults without internet access.

The survey also found that the internet is now the clear source of information and advice for adults about adult learning opportunities.

"The impact of the internet and digital technologies increases every year and so of course does the level of exclusion of the 9 million without access. Digital skills are now skills for independent life and strategies to extend access to them are central to the work of NIACE."

Alan Tuckett CEO



## 8. Driving Awareness – PR and Media

With a huge output of activity this month across all media platforms including broadcast, print and online, Race Online 2012 has generated an estimated PR value of £3 million. For the full spread of press, please see [May's PR and Media cuttings here](#).

### ➤ ITV & BBC coverage



ITV covered our cross-sector volunteer force announcement across 9 regions incorporating inspiring digital champion case studies from our cross sector partners, (including the Post Office, Learn Direct and Age UK). [All the ITV regional coverage can be viewed on our YouTube channel.](#)

BBC Breakfast News also covered the announcement. [Watch MLF and Scout Digital Champion Jonathan speaking on BBC Breakfast News](#) about the 100,000 strong Digital Champion network, new hardware deals and why everyone should help pass IT on.

In addition to the above national broadcast, regional radio broadcast the story across 15 regions including Scotland and Ireland.

Recommendation 2.2

### ➤ The Sun



With its circulation of approximately 3 million, The Sun backed our announcement with a MLF editorial piece 'Under Martha's orders... and they're off', including a call to action urging people to sign up as digital champions.

In the piece, MLF uses the royal wedding to explain how we 'have a chance to get as close as we can to a 100 per cent connected Britain', using the Queen as the perfect example of someone who, at the age of 85, has been inspired by her two grandsons to buy an iPad; the article illustrated the power a friend or family member can make on inspiring a non-liner to use the web

The piece also appeared on [thesun.co.uk](#) with a reach of 21,179,046. [Read The Sun article here.](#)

Recommendation 2.2

### ➤ The Telegraph



The Telegraph has a circulation of over 600,000, and [Matt Warman](#) introduced readers to 'the Ultimate Silver Surfer' Peter Oakley, 83, who rose to fame using YouTube as a platform to communicate with the younger generation. The piece also featured on the Telegraph online.

Peter says: 'I thought having a computer and the internet would enable me to have a life' and hails the Race Online 2012's low cost hardware deals as 'positive developments', with a personal message telling his peers to log on.

John Lewis, Age UK, BT, Scouts and Mecca Bingo were also mentioned as few of the 1,100 partners that have signed up and contributed to Race Online 2012's network of 100,000 Digital Champion volunteers.

Recommendation 2.2

"Fear really, and embarrassment, is what's stopping people of my age. My peers feel they're left behind, that they can't possibly understand iPads and iPhones, and would feel too embarrassed about their inadequacies to take the plunge. I believe it's within families that we can make breakthroughs – encouraging older people's relatives to help."

Peter Oakley



## 9. Key Meetings

Age UK David Mortimer  
Andrews Aldridge Mark Davison, Liz Haworth, Alastair Mcleod  
Annual SSAT Community Networks Conference, Liverpool  
B1 Connect Chris Kent, Josh Cooper  
Barclays Dave Fleming  
BBC Martin Wilson, Daniel Wilson, Sarah Sarkhel, Martin Barber, Alan Taylor, Kirsty Henthorn, Karen Gregory  
BDUK Robert Sullivan, Robert Ling, Simon Towler  
Big Lottery Fund Peter Wanless  
British Gas Nicki Arthur  
Broadband Delivery Programme Board.  
Cabinet Office Nat Wei, Ian Watmore, Jeremy Hunt, Francis Maude  
Citizens Online Gail Bradbrook  
Civic Agenda Robin Knowles, Patrick Whife, Rebecca Nicholls  
Department for Work and Pensions Mike Moore  
Detica Andrew Rolf, Keely Flint, Rhys Davies, Aish Campbell  
Digital Unite Katherine Teed  
Directgov Margaret Hughs  
Efficiency & Reform in the Public Sector, The Grand Connaught Rooms, London  
eG8 Summit  
e-learning foundation Lord Willis  
Engine Alison Wight, Simon Mutter  
Google Naomi Gummer  
Google zeitgeist  
John Lewis Andy Layton  
John Lewis Partnership Conference  
Liverpool City Council Max Steinberg and senior local councilors  
Locality Steve Clare Sarah Eustace  
Microsoft Clare Riley  
NHS Connecting for Health Marlene Winfield David Rabjohns  
Niace Alastair Clark  
Nominet Laura Hutchinson  
Ofcom Alison Preston  
Permanent Secretary meeting, Whitehall  
Post Office Sally Meecham  
Scottish Government Digital Strategy team Wendy Wilkinson, Richard Wilkins, Clare Hollowell  
Skype Logistics Team  
Social and Local Natalie Richards  
Society of Chief Librarians Annual Seminar  
talktalk Matt Bird  
Three Jessica Tompkinson  
Three, Midnight Mums  
UK online centres Helen Milner, Charlotte Wheat, Kevin Mclean  
Union Learn Joe Fearnough  
Zubed David Houghton

