



# August Highlights

- BBC confirmed the scale of their support for the Give an Hour campaign, including dedicated TV and radio trails across 9 TV regions and 42 regional radio stations (Section 3)
- Top 20 partners confirmed their support for Give an Hour (Section 3)
- Go ON Big Places are mobilising in Leeds and Liverpool, with the collaboration of committed cross-sector partnerships (Section 2)
- 15 Housing Associations provided evidence to help us build the business case for digital by default (Section 5)

## Did you know?

- 77%** of households have Internet access , up 4% year on year
- 45%** of individuals connected to the web via a mobile phone in the previous 12 months, and 6m of them did so for the first time
- 4.9m** number of wireless hotspot users , almost double in the last 12 months
- 44%** of Internet users interact with public authorities online

\*ONS 2011 Households and Individuals statistical bulletin [http://www.ons.gov.uk/ons/dcp171778\\_227158.pdf](http://www.ons.gov.uk/ons/dcp171778_227158.pdf)



## Contents

1. ONS Internet Access Update	3
2. Go ON Places	4
3. Go ON Give an hour - recruiting & activating digital champions	5
4. Cross-partner collaboration	6
5. Strategy team	7
6. PR/Media and events - driving awareness	8
7. Key meetings	9

## 1. ONS Internet Access Update

The August releases of ONS data provide more insights into who is still offline and why, and reinforces the rationale for the drive to recruit 1 million Digital Champions.



Latest ONS stats, released at the end of August, show that more than 8 million people have still never used the internet<sup>1</sup>.

As part of their promise to Race Online 2012, the Office of National Statistics is now producing quarterly data on internet users and non-users through its Labour Force survey, with a much larger sample size and more detailed demographic data than the annual Household and Individuals Survey that has previously been used to measure internet use.

Because this data is so new, it is still experimental, and we can expect it to produce more robust data by the fourth quarter (end of February 2012).

However we can start to draw some interesting insights from the demographic data. For example, the majority of each age group now uses the Internet, apart from 75+ year olds, despite

them having the most to gain by getting connected as mobility, health and loneliness are more likely to affect their quality of life.

Race Online 2012 partners continue to work to help older people get online, like Finerday and their Go ON Adopt a Care Home programme. Technology partners are also installing accessibility software as standard, and we're working with the government's eAccessibility Forum to give older people the same high quality digital options as all other age groups.

The annual Households and Individuals survey data shows that 77% of households have Internet access, a 4% increase on 12 months ago, and 93% of those connections are broadband. Importantly, the data shows that motivation is the toughest nut to crack when helping people get online for the first time, not cost or skill as is often assumed. The proportion of

respondents giving "Don't need it" as their reason for not being online rose from 39% to 50% in the last 12 months, while all other reasons remained proportionately similar.

These findings support Race Online 2012's drive to recruit digital champions from amongst its partner network and beyond, which is specifically intended to tackle this barrier. A key part of the champion's role is to help people get online by using the web to explore the things that interest them and motivate them.

<sup>1</sup> ONS estimate between 8.4m and 8.7m people have never used the internet. The full summaries and data tables for both surveys can be downloaded here: Internet Access Quarterly Update; Internet Access – Households and Individuals



## 2. Go ON Places

Go ON Places is making great progress on three fronts: two Go ON Big Places, in Leeds and Liverpool, are gearing up for launch and we are already planning to make the learning, tools available to other Local Authorities.

### Go ON Places and BDUK



The Go ON Places model tackles both supply and demand through its four strands: digital infrastructure, local spaces where people can get support, digital champions and marketing/PR.

Race Online and BDUK have agreed to work together to establish Go ON Places as a roadmap for Local Authorities integrating a demand generation programme into their plans to access the £530m central government investment in broadband infrastructure over the next four years.

We have started work on creating this roadmap, which we will develop with learnings from Liverpool, Leeds and other local Go ON Places. In the short term, we are creating a communications toolkit, which will be ready in early October.

Recommendation 7.4

### Go ON Leeds gets ready for launch



For the Go ON Leeds team, August was all about planning for September's action packed week of free training events is planned for 26th-30th September.

Leeds City Council, Post Office, Mecca Bingo, O2, BT, Asda, Comet, Libraries, UK online centres, Finerday's Go ON Adopt A Care Home, Home Group, Wetherspoon's, Department of Work and Pensions, Jobcentre Plus, Citizens Online, Unionlearn and Learndirect are all backing the campaign to harness digital skills to support enterprise, regeneration and entrepreneurialism in the city.

Events will range from short, fun, free and informal drop-in taster sessions hosted in UK Online centres and libraries and across the city to more structured, long-term learning programmes.

Recommendation 7.1

### Supporting economic recovery in Liverpool



Go ON Liverpool is now Go ON it's Liverpool, to represent its role as an integrated strand of Liverpool Vision's it's Liverpool campaign. A cross-sector partnership have developed a holistic approach to tackling the digital divide in the City - actively recruiting digital champions in the workplace; in local businesses and in the community to provide a new joined-up model of digital inclusion.

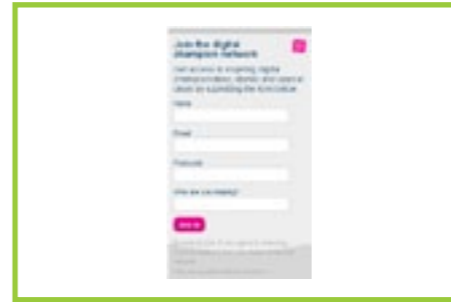
Go ON it's Liverpool will launch to coincide with the Give an Hour campaign in October, providing an initial burst of awareness which will be sustained by a fantastic network of partners, including the Chamber of Commerce, Business in the Community, Unionlearn, Liverpool Libraries, Mersey Travel and many others, who have pledged to reach out and recruit digital champions.

Recommendation 7.1

## 3. Go ON Give an hour – recruiting & activating digital champions

BBC confirmed that they will be getting behind Give an Hour in a huge way with dedicated TV and radio trails for their 9 TV regions with and 42 regional radio stations as well as using their talent, programming and learning resources including 8 inspirational films and accompanying guides and a schools resource pack. Inspiring digital champ stories will also be featured in TV and radio programming making Give an Hour simply inescapable!

### Digital champion widget



There's now a handy widget where visitors to partners' websites can sign up as a digital champion without leaving their pages.

This not only makes it easy for potential champs to sign up, but gives partner organisations access to a downloadable CSV file of champs who've signed up through their site and opted to share their details.

By signing up, partners' champs will become part of the national digital champ network and receive a monthly newsletter with inspiration, encouragement, resources and exclusive offers.

If you'd like to help champions with info and offers, please contact [laura@raceonline2012.org](mailto:laura@raceonline2012.org).

Find out about the widget's other features and how to get the embed code here.

Recommendation 7.1

### Go ON, Give an Hour logo



The Go ON, Give an Hour logo is available for partners to use in their communications from the 1st October.

Please take the time to download the logo pack (1MB) or forward to relevant people in your organisation. (Please note, the download is provided by dropbox.com, so if you're having problems downloading, please contact your IT department.)

Other comms assets, including suggested day by day communications, key messages, social media handles, banners, draft press release etc will be available in the Go ON Give an Hour comms pack, which will be sent to all partners and available on our website from 23 September; details of what it will contain are available now on the Give an Hour info page on our site.

Recommendation 7.1

### Partner activity



Lots of our partners started putting in place their plans for Give an Hour. UK online centres and BBC First Click centres will be running free, hour-long, internet taster sessions across the UK and Wetherspoon's, Post Offices and Mecca Bingo, Scouts, Unionlearn, Age UK and John Lewis are also planning to activate their champs in the workplace, community venues and instores. Other partners are supporting by developing inspiring things for digital champions to do in their hour, for example: NHS Choices are providing new resources to help champions use their "life-check" tool and Orange are creating a new 'dosomegood' app so that people can share their internet inspirations.

Please let us know what you'll be doing so we can shout about you too.

Recommendation 7.1



## 4. Cross-partner collaboration

More and more Race Online 2012 partners are collaborating to make the sum of their promises greater than their parts. We were delighted this month to see Microsoft and Three collaborating with Birmingham Home Library service to take the wonders of the web to 10 of their borrowers in their homes.

### Birmingham Home Library service



Home library services are highly valued by 100,000 people in the UK, most of whom are over 80.

While already offering a valuable service to anyone unable to access their local library due to mobility issues, Birmingham Libraries 'Library service at Home' is helping its borrowers benefit from the web. A couple of members of the Race Online 2012 team took a trip to Birmingham to find out more.

With free hardware from Microsoft and dongles from Three, the Birmingham LSAT pilot (one of two - the other's in Devon) provides each learner with a computer and dongle for a year, and ten 1:1 sessions in their homes from library staff.

So far, Birmingham LSAT champs have supported 50 borrowers and according to digital champ Rob, "it's been fantastic".

For borrower Charlie, 78, who originally felt he'd never be able to afford a computer, he now sees it as "a great expense" and has decided to splash out once his year's up.

Julie is one of a number of Library Service at Home staff who's turned her hand (and her mouse) to internet training. "I did think that we'd just be introducing people to the internet", she said, "but one of my gentleman, who's just had his 80th birthday, bought his car via Tesco Direct and one of my ladies has gone round the world using Google Earth. To give that to people of 80, it's amazing".

It's the relationship between library staff and learners that seems to be the magic ingredient which makes this pilot a success.

This is why Home library services and other home visiting services could play a valuable role in making Go ON Places inclusive, and making sure no one is excluded from a networked nation.

Recommendation 9.3

"Undoubtedly one of the best ideas offered to us. Let our fingers do the walking instead of our legs, which do not work as well now."  
Chris and Brian, internet beginners

## 5. Strategy team

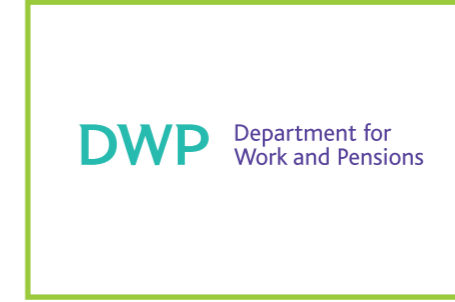
The Race Online strategy team have been working with Charity and Housing Sectors to advocate for the leadership and support they need to get the best from digital technologies.



The past year has seen Central Government really embrace 'digital by default', with the Department of Work and Pensions in the lead with the design of Universal Credit. However, studies show that nobody is better placed to support socially excluded groups to both get online and then go on to gain the many benefits of web access than charities and social landlords – 'trusted faces and trusted places'.

Neither sector will be able to play such a vital role while their digital capability remains so shockingly low, so we are making a concerted push for change here. Both sectors need better leadership, educational programmes, rationalized tools and a compelling reason to act in a time of unprecedented funding cuts.

While this is our biggest challenge as a team we are delighted to have the support of the Office for Civil Society



and their strategic partners, ACEVO, NCVO, BLF and Locality in this drive.

We believe there are ways we can make progress quickly by asking partners to use their channels to show charities why they should and how they can build their digital capability: driving our digital champions recruitment drive within their organizations so they can draw down low-cost kit and low or no-cost software tools from CTT and iT4Communities.

This Autumn we will step this work up a gear, with a structured session held jointly with the OCS in October, MLF addressing the NCVO, pushing for the development of better tools to support charities' use of technology and a commissioned piece putting a number around the resources and funds squandered by charities failing to put technology at the heart of their services.



We are also compiling vital and much-needed data for the social housing sector to properly size the money it is currently wasting because it is yet to seize efficiency and productivity gains represented by channel-shift. Fifteen of the UK's leading Housing Associations have provided evidence to help us build the business case for digital by default. Housing Technology magazine will run a stand-alone supplement featuring articles and data from this survey – due out in November, which will be circulated to every UK housing association CEO.

Please contact [annie@raceonline2012.org](mailto:annie@raceonline2012.org) and [ben@raceonline2012.org](mailto:ben@raceonline2012.org) for more info.

Recommendation 3.2



## 6. PR/Media and events – driving awareness

Please see August's PR and Media cuttings by clicking [here](#) and general roundup below. With Go ON Give an hour only around the corner Race Online 2012 has developed some great relationships with Hearst Magazines UK, IPC and Bauer Media who be running features in the lead up the campaign. An example of what these could look like is perfectly demonstrated by Woman's Weekly.



### Woman's Weekly

- MLF - UK Digital Champion and a range of local Digital Champions feature on two page spread in Woman's Weekly this month with an article called 'Why It's Time To get Online!'
- Diane Kenwood, Editor, for Woman's Weekly introduces Martha to the readers saying 'I'm a passionate believer that the Internet and the possibilities it offers for communication, education and information is the greatest and most life-enhancing development of, certainly, my life'

### Choice

- With its circulation of 85,000 and its demographic being 55-64 year olds 'The changing way we shop' article looked at how older people can benefit hugely from being online
- Margaret Goodwin, 2011 Age UK Internet Champion of the Year talks about how it has enhanced her life

### Radio 4 – World At One

- Speaking to Martha Kearney, MLF discussed how, with 17.5 million of us now surfing the net via a smart-phone (up from 8.5 million in 2009), internet enabled devices are making it much easier to reduce the skills barrier to going online. However, with 8.73 million people never having accessed the net, motivation remains "one of the hardest nuts to crack."

### The Sunday Telegraph

- The Senior Living Supplement featured 'Logging on for life' to inspire the older generation to get connected and realise all the benefits it has to offer
- 105 year old Margaret Melvin talks about how she learnt to use the web at her local Mecca Bingo Hall and an Explorer Scouts group talk about how they have helped residents at a local care home through the Go ON Adopt Care Home initiative

### Readers Digest

- Reader's Digest continue to show its support this month. 'Picture This!' – looks at the clever ways in which people can store their photos online
- Records show a 9% increase in UK circulation. The company reports that the upturn is a direct result of giving it a more modern feel and helped by the introduction of new regular features from MLF and other key figures

### Recommendation 2.2

## 7. Key meetings

AbilityNet / One Voice coalition Nigel Lewis  
 AIME (The Association for Interactive Media and Entertainment) Toby Padgham  
 Apple Mike Munn  
 ASDA Joanne Newbould  
 BBC Leeds Andy Evans  
 BBC Martin Barber  
 BBC Martin Wilson, Alan Taylor  
 BDUK Robert Ling  
 BT Donna Young  
 Capita Natasha Dodds  
 Civic Agenda Robin Knowles  
 Comet Carla Evans  
 Computers On Wheels Richard  
 Consumer Forum for Communications Claire Milne  
 CTT Richard Craig  
 Digital Unite Judith Graham  
 Digital Unite Kathy Valdes, Emma Solomon  
 Elderly Accommodation Counsel (EAC) John Galvin  
 Engine Simon Mutter, Claire Wellman  
 Everything Everywhere Helen Davies  
 Finerday Howard Bashford  
 Freerunner Chris Kent  
 Freuds Will Brown  
 Go ON Leeds Steering Group Emma Tobin, Ann McCracken, Ian Jones  
 Good Housekeeping Andreina Cordani  
 Hearst Magazines Rebecca Miskin, Jane Wynyard  
 Home Group Debbie Morris- Gray  
 Hyde Housing Anne Heyward  
 Land Securities Catherine Thomas  
 LCC steering group  
 Learndirect Sally Evans  
 Leed County Council Jason Tutin, Bev Rice, Ian Jones  
 Leeds DBC in Lawnswood Raj Das  
 Leeds Housing Federation Sue Jennings  
 Lerandirect Sally Evans  
 Libraries Elizabeth Elford, Mark Taylor  
 Library at Home Service, Birmingham Library Service  
 Liverpool Social Housing Forum  
 Local Government Group – Siobhan Coughlan  
 LS14 Trust Nicola Greenan  
 Mecca Bingo Gavin Moulson  
 Mecca South East Region Managers meeting  
 ONS Derek Bird, Cecil Prescott, Mark Williams  
 Open University Julie Gowen  
 PocketApp Paul Swaddle  
 Post Office Sally Meecham, Sarah Walton  
 Remploy John Busby  
 Right Move Places Marianina Manning  
 Sky Alexa Weselby  
 Talk Talk Julia Oakes, Alex Birtles  
 Tesco Katy Willis  
 Unionlearn Barry Francis  
 UK online centres Charlotte Wheat, Helen Milner, Ann Faulkner, Kevin McClean  
 Wetherspoons Paula Beavis, Caroline Walters  
 Youthnet Emma Thomas