



# October Highlights

Wow! What a month it's been! A huge thank you to everyone who is taking part in the Go ON Give an Hour campaign! It was incredibly exciting to see over 30 national partners shouting about the same message at the same time. Please see Go ON Give an hour press release for all partner activity. This significant joint effort has resulted in 10,000 hours being pledged to help thousands of people to discover what's wonderful about the web for the very first time in just a few weeks, and it's just the start. Read further to find out what has been happening in this fun filled month:

- The BBC's Give an Hour campaign was promoted by TV and radio trails and was supported by editorial on national programmes, across all 40 local radio stations and across the three nations resulting in more than 60 hours of content. The BBC Give an Hour web pages are packed full of helpful guides and inspirational films from Stephen Fry and MLF training her dad! (section 4)
- Over 75 partners supported the initiative by carrying communications on high traffic parts of their sites (section 4)
- Thousands of employees from Three, Mecca Bingo, John Lewis, Job Centre Plus, Post Office and Wetherspoon's pubs were involved in organising taster sessions in their venues (section 4)
- UK online centres, libraries and Union Learn representatives promoted over 2,000 Go ON events for internet beginners (section 4)
- 1000+ people signed up as Digital Champs in Liverpool, more than any other city in the UK (section 2)

## ➤ Did you know?

- 3.5M** pounds worth of PR coverage (estimated value) has been generated for the Go ON Give an hour campaign
- 3,306,832** people were exposed to the Give an Hour message through a Stephen Fry tweet
- 10,000+** hours were given across 319 Three stores showing customers the benefits of the web
- 3,000** internet taster sessions were held for internet beginners
- 99** Mecca bingo clubs across the UK held internet taster sessions
- 370** Post Office Crown branches devoted a whole day to talking to customers about the benefits of being online

# Contents

1. Embedding our agenda within government	3
2. Go ON Places	4
3. Go ON it's Liverpool special	5
4. Recruiting and activating digital champions	6
5. Other great partner activity/promises in action	7
6. Cross collaboration	8
7. Special feature - Engine	9
8. Special initiatives	10
9. PR/Media – driving awareness	11
10. Key meetings	12

# 1. Embedding our agenda in Govt and the Cabinet Office

The Cabinet Office submitted its promise this month and continue to champion the campaign across Government. Other activity includes discussions around women in technology in Brussels, the creation of a 'Gdansk Roadmap for Digital Inclusion' and UK digital leaders get together to talk latest policy and vision from within Government

## ➤ Womens ICT Lunch, Brussels



On 4 October MLF visited Brussels to meet with Neelie Kroes, who is Vice President of the Commission and responsible for the entire European digital agenda. Neelie had called together a large group of MEPs to talk about technology in Europe with a special focus on how to encourage more women to enter the sector.

It was agreed that education (at any age) is fundamental in changing opinions about technology and that the tech sector is not helped by the language used - often focusing on programming skills when the talent needed is much broader. MLF said 'I was very pleased that it was proposed each member state should appoint its own digital champion to focus on issues in the sector - perhaps digital champions will be one export from the UK Government that the EU embraces!'

Recommendation 1:1

## ➤ Innovation for Digital Inclusion conference



Graham Walker, Government Director for UK Digital Champion, was invited to give a key note speech at the "Innovation for Digital Inclusion" conference in Gdansk, as part of the Polish Presidency of the European Union.

In October a 'Gdansk Roadmap for Digital Inclusion' was drafted by the participants in order to indicate to the European Commission the priority actions to be taken in the immediate future.

Neelie Kroes highlighted the important social and economic benefits of 'Every European Digital' and identified the UK Digital Champion as a role model for other European member states.

Recommendation 1:1

## ➤ Digital Leaders event



The inaugural event in the Digital Leaders 2011-12 programme, Innovation in Digital Delivery, took place on 13 October at BIS and House of Commons. The event and the following reception at the House of Lords was chaired by Graham Walker.

The day sought to inspire and empower leaders with the tools and knowledge for embedding innovative digital solutions into their organisations including the first public speech by Mike Bracken, HMG Executive Director for Digital in the Cabinet Office. He briefed digital leaders on the latest policy and vision from within Government, looking in strategic terms at why innovation is vital to success to the Government's policy of 'digital by default' service delivery.

Recommendation 1:1

## 2. Go ON Places

Creative cross collaboration and sustainability is best exemplified through the Go ON Places initiatives that are currently taking place up and down the country. Go ONline Doncaster and Go ON Leeds are still going strong. Check out the Places facebook pages to get involved and find out more.

### ➤ Go ON Sheffield



From 24 October to 6 November, Go ON Sheffield took place across the city. With 95,000 people in Sheffield who have never been online, the campaign aims to help them take those first crucial steps with computers and the internet.

Hundreds of Digital Champions all over the city came together to help out at specially-organised drop-in sessions co-ordinated by UK online centres, and Heeley Development Trust in venues ranging from schools to Post Offices, Wetherspoon's pubs to the Sheffield Town Hall. Sheffield United even got involved, hosting a special event at Bramall Lane

Helen Milner, Managing Director of UK online centres, responsible for Go ON Sheffield, said: "There are thousands of adults in Sheffield who have never used the internet before and Go ON Sheffield is about helping these people to take their first steps online."

Recommendation 7:1, 7.2

### ➤ Go ON London



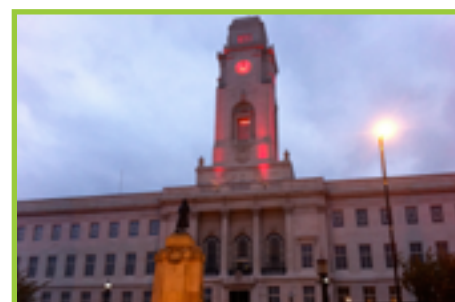
MLF met with and received firm backing from Newham and Hackney Mayors to gain support for a 2012 host-borough wide Go On initiative, replicating the Go ON it's Liverpool model

Hackney is still the most deprived borough in London and Newham is second most deprived council area in England 25% of households are living in poverty with employment at 55.3%, the lowest in the country.

It was agreed that Boris Johnson will write to all host borough mayors and leaders requesting their support for this initiative looking to rapidly increase the digital skills of residents to unlock opportunities for entrepreneurship, education, skills especially among hardest-to-reach groups and link with the social legacy of the Games. This is supported by Emer Coleman, Director of Digital Projects for the Greater London Authority

Recommendation 7:4

### ➤ Other Go ON places



Currently 38,472 citizens of Barnsley are not enjoying the benefits of being online (ONS 2010). The Go ON Barnsley initiative which kicked off on Monday 31 October aims to unlock the interests of the offline community, encouraging them to explore their interests online for the first time.

With over 100 events taking place in November the iconic tower of the newly cleaned Barnsley town hall will be illuminated red from dusk throughout the month to highlight the month-long Go ON Barnsley campaign. "During November the red light visible for miles around will act as a reminder that you can use the internet for anything from finding a new job or starting a business to shopping for groceries and keeping in touch with family and friends." Campaign executive officer, Martin Cantor

Recommendation 7:1, 7.2

### 3. Go ON it's Liverpool

The Go ON it's Liverpool campaign kicked off with the Go ON Give an Hour weekend on the 29-30 October with a range of free IT taster events across the city from 31 October – 4 November. A whole host of local and national partners are backing the drive in Liverpool to reduce the digital divide by 25% across the City by July 2012.

#### ➤ Liverpool recruits 1,000+ digital champs



Liverpool has recruited over 1,000 digital champions.

A coalition of local partners in Liverpool used the Give an Hour weekend to launch their Go ON it's Liverpool campaign, using all their channels hitting the streets to generate sky high momentum. In total some 1,000 digital champions were recruited who will now help some of the 100,000 people in the city who are offline. TalkTalk have also offered 1,000 digitally excluded families in Liverpool a year's free internet access by working with local partners.

The adult learning bus, Notre Dame School Arts Bus and Liverpool Lime Street train station proved to be a really successful recruitment location with one champ hearing the team were going to be recruiting digital champions there on twitter and was looking out for where he could sign-up to the campaign!

Recommendation 7:1, 7.2, 7.4, 8.1

#### ➤ Merseytravel helps recruit champs



Merseytravel are playing a key role in broadening the Go ON it's Liverpool campaign.

Chief Executive Neil Scales has played a strong leadership role across the city by not only pledging to ensure all his employees are supported to gain digital skills but by also backing a digital recruitment campaign amongst the city's taxi drivers.

Local cabbie Eddie Herbert is helping to get this campaign off the ground by demonstrating to other cabbies how being online can be good for business. Eddie is using the Liverpool App with his customers to demonstrate how much more they can find out about local tourist attractions and places to eat online.

Recommendation 7:1

#### ➤ MLF visits Liverpool to lend her support



MLF's visit to Liverpool kicked off to a great start with a welcome committee of Mersey Rail digital champions there to meet her off the train.

After visiting Merseytravel MLF headed over to Liverpool Innovation Park who were hosting a launch event for local business leaders put on by the Liverpool Chamber of Commerce. The Liverpool Chamber has been fantastic at recruiting digital champions amongst the business community.

Toxteth library was next on the itinerary where MLF met local businesses benefiting from the Google juice bar. Go On it's Liverpool have joined forces with Google to make the very most of their 'Getting Liverpool Business Online' campaign.

Recommendation 7:1

## 4. Recruiting and activating digital champions

In October, it is fair to say that the awareness of our campaign has soared. With all the BBC TV and radio coverage encouraging people to 'give an hour' it is hardly surprising. Not to mention 75 other partners supporting the initiative in various other ways. Read on to find out what partners have been doing

### ➤ BBC online content



The BBC has produced a showcase of short films presented by well-known TV faces to provide an introduction to the internet and inspiration for ways to give an hour and show someone the benefits of being online.

Themed around passions and interests the new films cover topics from sport to cooking, and how to stay in touch with family and friends, to managing your money and health. You can see Fiona Bruce's encounter with 90-year-old Barbara where she is shown how to plant a gooseberry bush and where to find the favourite TV programmes she has missed, online. The BBC 'Give an hour' site also includes encouraging 'Digital Champion' stories from the Post Office, Unionlearn and Capita. Furthermore, Stephen Fry took part in a BBC produced online trailer, alongside Gabby Logan, Christopher Eccleston and other celebrities describing how they would give an hour and calling on us all to do the same

Recommendation 2:2

### ➤ Give an Hour events



Events for internet beginners kicked off with the BBC's 'mass-logon' in the new media centre in Salford. And, well over 2,000 employees from Three, Mecca Bingo, John Lewis, Job Centre Plus, Post Office and Wetherspoon's pubs were involved in organising taster sessions in their venues, and gratefully received support from UK Online centres' community capacity builders, Citizens Online and Age UK-funded organisations.

UK online centres, libraries and Union Learn representatives also promoted over 2,000 Go ON events for internet beginners scheduled for November. Event holders drew on BBC and UK online centre learning resources, including short films, printable guides and the free online course, Go ON Make Online Easy.

Recommendation 7.1, 7.2

### ➤ Go ON Give an hour partner activity



With social media an integral part of the campaign we had a bumper month with Scouts, Sky, Three and Yell using the Give an Hour message to reach a combined 100k+ 'fans'.

On Twitter, partners used the #GoON #GiveAnHour hash tags and a 'Twibbon' to highlight the campaign: even Stephen Fry, Sarah Brown and Bear Grylls joined in with tweets.

We were delighted to see 75 partners supporting the campaign by carrying communications on high traffic parts of their sites. On Friday 28 October TalkTalk placed the pledge widget on their homepage achieving 929 views in one day. Other top referring sites included Google, BBC and DirectGov.

Please see the annex for partner examples.

Recommendation 2.2

## 5. Other great partner activity/promises in action

We are always keen for new partners to sign up and support Race Online 2012 and this month has seen a real boost in signups especially amongst local councils. The Cabinet Office has now submitted its promise and we now have over 1307 in total. Keep them coming!

### ➤ Guinness Northern Counties



After hearing MLF speak at the National Housing Federation conference in September, Guinness Northern Counties were inspired to join the campaign.

As a registered housing provider they work in some of the most deprived areas of the country and many of their customers are the most disadvantaged. Across the country the Partnership owns over 50,000 homes and employs nearly 2000 staff delivering services to more than 100,000 customers working over 150 local authority areas.

Guinness Northern Counties promise to highlight the education and community benefits and to use existing activities in order help promote access and take up.

Recommendation 7.1

### ➤ The National Lottery



The National Lottery has been transforming lives for the better since 1994 and is delighted to support Race Online 2012's inspirational 'Go ON' campaign.

They will be promoting the initiative on The National Lottery website and using e-newsletters to encourage the millions of players to give an hour of their time to help someone they know enjoy the benefits of going online.

On top of this promise the BBC's talent Linda Robson plugged 'Give an hour' on 26 October live National Lottery show

Recommendation 2.1

### ➤ Cabinet Office promise



Cabinet Office will support the Race Online 2012 campaign by providing funding for the work of the Digital Champion and championing the campaign across Government, including promoting the campaign via Directgov.

Through the Government Digital Service, Cabinet Office will implement the Digital Champion's recommendations for the development of digital public services, including embedding a digital culture throughout Government.

Cabinet Office will also encourage its staff to sign up as digital champions and to utilise their five annual volunteering days to help others realise the benefits of being online

Recommendation 1.4

## 6. Cross-partner collaboration

The Go ON Give an hour campaign and Go ON Places initiatives have kick started some great relationships this month. Read on to find out more

### ➤ Citizens Online and Mecca Bingo



Race Online 2012 introduced Citizens Online to Mecca Bingo as part of the Go ON Give an hour campaign to support with taster sessions on 31 October across 4 Glasgow clubs including the Forge, the UK's largest club.

The great news is that the two organisations are planning to work together in the future and hope to arrange fortnightly follow up taster sessions in various locations, with the backing of Mark V Jones, Mecca Bingo Managing Director.

This kind of outreach is a fantastic example of 'trusted faces in trusted places' activity where participants feel comfortable learning in familiar surroundings

Recommendation 7.1

### ➤ Working together in Sheffield



With their Head Office in Sheffield, Plusnet supported the campaign by giving away 50 free broadband packages as part of Go ON Sheffield.

Plusnet and Sheffield City Council staff also volunteered as digital champions at a host of specially organised drop-in sessions co-ordinated by Heeley Development Trust.

Jamie Ford, Managing Director of Plusnet said, "Using the Internet for the very first time can be incredibly overwhelming. There is so much information to take-in and so many options to choose from, it is hard to know where to start if you have not been lucky enough to experience the Internet through your working life or during education."

Recommendation 7.1, 8.1

### ➤ Other collaboration highlights



As part of Go ON Give an hour Post Office crown branches in Dartford, Boston, Grimsby, Barnsley and Leeds St Johns and Markets joined forces with local UK online centres to offer free taster sessions.

UK online centres also supported JD Whetherspoon pubs to run a series of first time online taster session in 14 locations nationwide

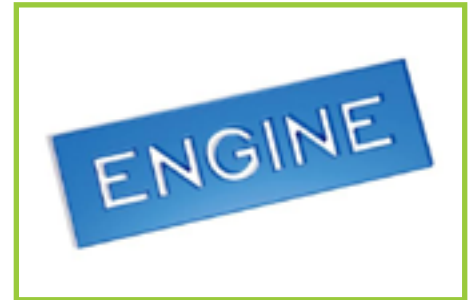
Over 6 John Lewis stores organised activities in October and will continue through November for both customers and retired John Lewis partners. Peterborough and Blue Water are working with local partners including UK online centres to put in place weekly sessions for internet beginners. Other sites are using their extra hour to hold promotional events.

Recommendation 7.1

## 7. Special feature – Engine

We'd like to say a big thank you to Engine, who have been instrumental in developing the strategy and creative for the 'Go On – Give an Hour' campaign. Their creativity, data, insight and - above all - their innovative, highly collaborative engagement strategy has been instrumental in our drive to make the UK a truly networked nation.

### ➤ Engine



Engine's fantastic, behaviour changing campaign has been a process of co-creation with our key partners including the BBC and UK Online centres, with support from WeClickMedia and Ocean Media Group. Their work has included; strategic creative direction and the design of internet advertising, online widgets, posters and a 30 meter wide media wall in Liverpool, along with a social media strategy that tied it all together.

This integrated approach enabled us to package up a communications toolkit packed with easy to implement assets and tools, which was key to achieving take-up and consistent messaging across all partners and channels.

"At Engine we were brilliantly placed to help with this campaign as we could take a truly channel agnostic approach to the brief. We wanted to

get people to recognise both within organisations and in the wider community that they could become a digital champion - someone who supports their family, friends, colleagues or customers to get on to the internet and start gaining all the benefits which that can bring. It is so shocking that in the UK today there are 8.7 million people who don't use the web. Our campaign shines a light on how every one of us can make a difference" Debbie Klein, CEO, Engine.

Crucially, Engine's experience in helping organisations to create change enabled us to create a truly national conversation. To date, we had focused on working through partnerships with businesses, government and voluntary organizations.

Engine enabled us to equip our partners with the messages and

tools to take their engagement with customers, employees and other stakeholders far further. Engine's use of insight, targeted strategy, multi-disciplined nature, and knowledge of the digital and social media sector meant working with them was an absolute pleasure.

Their pro-bono support was a superb addition to Race Online 2012.

Engine would be happy to share their insights from their work on the 'Go On - Give an Hour' campaign and discuss what they can do for you.

Please get in touch with Mark at – [mark.davison@theenginegroup.com](mailto:mark.davison@theenginegroup.com)

---

"Our campaign shines a light on how every one of us can make a difference."  
Debbie Klein, CEO, Engine

## 8. Special initiatives

Race Online 2012 and the UK's leading housing associations look forward to the release of the Digital by Default 2012 report in November and progress is being made amongst accessibility partners to improve the eAccessibility Forum

### ➤ Social Housing



The content for the Digital by Default 2012 report, stating the business case for a digital UK social housing sector, has been delivered to Race Online 2012's publishing partners at Housing Technology magazine, and will be released on 28 November, with a launch event planned at the Houses Of Parliament.

Race Online 2012 has worked with 15 leading housing associations, including Affinity Sutton, Circle, Peabody, Home Group, Taff Housing, Poplar Harca and Hyde, between them representing 1 million residents, and sector bodies to compile this powerful business case together and make clear the huge social and economic benefits of increasing digital capability among tenants and landlords.

This is a priority for the Digital Champion as around half of the 8.4m UK adults who have never been online live in social housing.



In England, 44% of social housing households have an annual income of less than £10,000, while 21% of over 65 year olds and 44% of single parents live in social housing.

Our research also shows that housing providers massively overestimate the cost of moving to digital services, and many are unaware of the huge benefits.

Race Online 2012 are working to convene a roundtable between housing providers and Grant Shapps, Minister of State for Housing and Planning, to follow up on this business case.

Recommendation 8.5

### ➤ Accessibility



Race Online 2012, in consultation with partners in accessibility, has made key recommendations to DCMS on improving the eAccessibility Forum.

These include working in tandem with the One Voice coalition, establishing a headline quantitative goal for the forum, increasing session length and avoiding 'show and tell' sessions, as this not always the best use of time and can often be technically difficult to carry off.

The Forum celebrated its first birthday in October and Race Online 2012 looks forward to more of our recommendations being implemented for the next session, including a hub website for Forum members to engage with around the action plan.

Recommendation 8.3, 9.1

## 9. Driving awareness - PR/Media and events

Please see October's PR and Media cuttings by clicking [here](#). Go ON Give an hour and Go ON it's Liverpool created considerable noise nationally and regionally, generating over £3 million worth of PR. You couldn't have missed it if you tried!

### ➤ National print



Trinity Mirror really pulled out the stops this month with its Go ON Give an hour 8 page pull out in the Daily Mirror.

Race Online 2012 brought together partners Three, Sky, Post Office and Age UK to create a Go ON Give an Hour colourful and informative guide. The mini newspaper includes information on how to look for the right broadband, loads of mythbusters, rich local case studies, celeb stories, fun smartphone apps for mums on the go, signposting on where to recycle your old PC or laptop and how to apply for an online saver account.

Everything you need to know – all in one place!

Recommendation 2.2

### ➤ Mid Market Magazines



Media partners Hearst Magazines UK and IPC caught the 'Give an hour' bug and really pushed out the message across their online (netdoctor and allaboutyou) and print platforms (Best, Real People, Prima Baby) and even ran an internal competition for its 1000 staff members to become Digital Champions in return for a Lucky Voice ticket!

IPC did similar things through Woman's Weekly and Amateur Gardening, while Yours magazine created a great pre-promotional piece including an interview with Age UK's ambassador June Whitfield

Recommendation 2.2

### ➤ Regional print support



Regional papers covered Go ON Give an hour and Go ON it's Liverpool in a big way this month highlighting some of our partners' great work.

Titles included: Liverpool Echo, Liverpool Daily Post, Nottingham Post, Birmingham Mail, Newcastle Chronicle, Retford Times, Wirral Globe and The Brighton Argus.

Wales showed considerable interest covering it across its 3 major titles - the Western Mail, South Wales Echo and Wales On Sunday – combined circulation of 87,000. Go ON Wales!

Recommendation 2.2

## 10. Key meetings

Argos Amy Whidburn, Chris Wermann  
BBC Daily Politics show  
BBC Martin Wilson  
British Gas Andrew Burlingham  
BT Daniel Ballin  
Cabinet Office Greg Clark, Nick Welsh, Mike Bracken, Sally Collier, Ed Vaizey  
Camelot Dianne Thompson, Richard Hickson  
Capgemini Emily Marsh, Andrew Lennox, Kiran Marsh  
Childnet International Will Gardner  
Comet Andrea Knowles  
Conrad Roeber  
Cornwall Council Kevin Lavery  
Department for Culture, Media and Sport Robert Sullivan  
e skills Alex Woods  
eAccessibility Forum Jane Humphreys  
Freerunner Chris Kent  
Go ON it's Liverpool national partners meeting, Liverpool Embassy  
Hackney Council Mayor Jules Pipes  
Home Group Keith Woolley  
Home Retail Group Amy Whidburn, Chris Wermann  
ICT and Women Conference in Brussels Neelie Kroes  
IFF Research Helen Milner  
Innovation for Digital Inclusion Conference, Poland  
J D Wetherspoon Caroline Walters  
Leeds City Council Ian Jones  
LGIU event  
Libraries Elizabeth Elford  
Livity Sam Conniff  
Lloyds TSB Emma Greenwood  
M&S Paul Willgoss  
Mecca Bingo Steve Cole  
Microsoft Charles Eales, Rob Sinclair  
Money Supermarket Nicola Parry  
mysociety Tom Steinberg  
National Audit Office Sally Howes  
NCVO Trustee Conference Martin Lewis  
NESTA Philip Colligan  
Networked Neighbourhood Event, Portcullis House  
Newham Council Mayor Sir Robin Wales  
O2 Ann Mc Cracken Simon Miller  
Oxford internet survey launch 2011  
Paul Hamlyn Foundation  
Peabody Estate Ian Shaw, Karen Crawshaw  
Post Office Sarah Walton  
Queen Elizabeth's Girls School  
Raspberry Pi  
Reception to celebrate women's contribution to UK business, No.10  
Riverstone Europe LLP Lord Browne of Madingley  
Royal Norwegian Embassy Ms Rigmor Aasrud  
Scouts Donor Reception  
Spirit of London Awards  
TalkTalk Alexandra Birtles, Sally Hearn  
Trinity Mirror plc  
Troubled Families Unit Joe Tuke  
UK online centres Kevin McLean, Charlotte Wheat, Sarah Stabler, Helen Milner  
UnionLearn Joe Fearnough  
WIRED Event 2011