

September Highlights



Go ON Leeds' big week took place from 26th September to 1st October, with our fantastic network of partners taking the message out far and wide into the community. See this month's special report.

- The Go ON Give an Hour communications toolkit was produced and distributed to over 1000 Race Online partners, enabling them to promote the campaign through a range of online and offline channels
- We published a new toolkit for charities to help them create digital champion volunteering opportunities in their organisations
- We put a clever volunteering widget on the champs website that will enable people who want to give more than an hour to call up digital champion volunteering opportunities near them - thanks to Do-it
- And a lowlight was our amazing Office Manager El Lambert leaving us for Australia – thanks El for helping our small team run so smoothly, and always with a smile!

➤ Did you know?

- 70%** of 75+ year olds have never used the internet, compared to 38% of 65-74 year olds, despite them having much to gain by getting connected through saving money and staying in touch
- 6,500+** people in later life were introduced to the benefits of digital technologies during Age UK's itea and biscuits week
- 750** events took place around the UK
- 400** organisations hosted events - from local Age UKs and libraries, to Housing Associations, internet cafes and schools
- 13,000+** copies of Age UK information and advice booklets on how to make the most of the internet and internet security were distributed

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1. Embedding our agenda within government

This month saw strong support from central government for two of our strategic focus areas; improving charity technical capacity and e-accessibility.

➤ OCS supports tech tools for charities



Our work to encourage a step-change in the digital capability of the charity sector continues, with the Minister for Civil Society Nick Hurd agreeing we embed efforts to rationalize and radically improve the tools for smaller charities into existing OCS programmes.

Our partnership with Big Lottery Fund is developing, with chief executive Peter Wanless saying BIG had 'a deep strategic interest' in working with RO2012 so it could massively amplify their work to build a stronger civil society.

We will press for this to be an explicit focus for BIG's work under the review of its policy directions, which closes in November.

Recommendation 3.3

➤ e-accessibility forum recommendations adopted



The Government's e-Accessibility Forum brings Government together with industry and the voluntary sector to explore issues of e-accessibility, and to develop and share best practice across all sectors.

Race Online 2012 has been working with the Forum organisers and attendees to make suggestions as to how it can be strengthened and made more action focused. The Forum will be working closely with the One Voice coalition, allowing more direct implementation of actions from within the sector. A website and online forum will also be launched to engage members with issues in advance of the 2 hour quarterly meeting.

Race Online 2012 has also suggested a clearer target for the Forum to work toward, such as number of people offline because of e-inaccessibility. Members include the devolved administrations, Government, industry and third sector groups. The forum is open to members who are willing to provide financial or in-kind support to move the e-accessibility

agenda forward. The forum reports to the Minister for Culture, Communications and Creative Industries and supports the work of the UK Digital Champion and Race Online 2012.

The forum aims to:

- make sure disabled people in the UK have equivalent access to ICT networks, services and equipment in line with new EU legislation
- support business in exploiting expertise in e-accessibility in the EU and globally
- produce and implement an eAccessibility Action Plan that addresses the issues of people with particular needs so that they can partake fully in UK digital economy

The forum's e-Accessibility action plan is designed to help government, businesses and organisations improve how they engage with customers who have special needs. This benefits consumers with disabilities by improving their access to online services and digital equipment, as well as creating new opportunities for business.

The action plan also sets out to ensure accessibility, affordability and equal participation for disabled users in the digital economy remains a priority.

Recommendation 9.2

2. Go ON Places

All the hard work of UKonline Centres and their Community Capacity Builders, together with Race Online 2012 partners is paying off with an active community of cross sector partners now creating and sustaining Go On Places. There's a special on Leeds' big week on the following pages, and other news from Places here

➤ Removing cost as a barrier



We have worked with Freerunner to develop a specific low cost Wi-Fi solution for social housing providers.

It can serve up to 20 houses at a cost of around £240 for installation and £1 per week per dwelling/home and is now ready for trial.

Customers get online via an easy to use landing page and go through a simple process of creating their own account. The landing page is branded to the venue/SHP so customers can instantly recognise that they are using the correct WiFi connection and it can also be used for sponsorship so the connection could pay for itself.

A pilot is due to begin in Liverpool in October.

Recommendation 8.1

➤ Liverpool



All of Liverpool's 90 city Councillors have supported a motion formally backing Go ON it's Liverpool and the Give an Hour campaign.

Elected members were asked to sign up as digital champions and promote the campaign to get Liverpool residents online.

Go On it's Liverpool launches in October to coincide with the Go On Give an Hour campaign. The Council will work in partnership with Liverpool Vision, Race Online 2012, RSLs, the Health Service, Fire and Rescue and others to support the campaign and the message will be spread via the council website, council newsletters, promotional materials in council offices and in public spaces.

Recommendation 7.1

➤ Places tools



Go ON Places Facebook pages are now live to engage digital champions, generate and sustain momentum and unify messages from cross sector partners.

- Go ON Leeds
- Go ON it's Liverpool
- Go ON Barnsley
- Go ON Doncaster
- Go ON Middleton
- Go On Sheffield

A comms toolkit has been produced for other Local Authorities with all the Go ON Places assets that have been created - this will be supported by more resources to help Local Authorities develop a Go On Places strategy and plan, to be published in October.

Recommendation 7.4

"Liverpool has plans to participate fully in this – we aim to reduce the number of digitally excluded people in our city by 25,000 by next March."
Councillor Laura Robertson-Collins, who put forward the motion.

3. Go ON Leeds special

A week of Go ON Leeds activities, interviews and programmes set out to increase and raise awareness of digital participation projects in and around the city in a drive to inspire 35,000 new Leeds on-liners and 4,000 digital champions by June 2012.

➤ Go ON Leeds week



Working with UKonline Centres and national and local partners, Leeds digital champions went to areas which higher than average offline communities tend to frequent and informally had a chat or showed traders, bingo goers or lads on their lunch how the internet could enhance their lives -The Market Stall, Mecca Bingo, Wetherpoon's, and the Post Office were places of great interest and engagement.

We sent a team of young budding film producers from Studio 12 to document the events, speak to people and find out what really makes them engage with the internet.

See the PR and media section for details of all the great coverage achieved.

Recommendation 7.2

➤ Events



Community events were held throughout the week in these 'trusted places' to reach internet beginners, thanks to UKOnline and our network of community and corporate partners.

- Post Office (Market Branch and St John's Centre)
- HitBase St Lukes
- OPAL
- Leeds Kirkgate Market
- Taleem Training Centre
- Mecca Bingo Mayfair
- Compton Road Library
- Stick or Twist - Wetherspoon
- Leeds Federated
- Asda Owlcotes Shopping Centre

Freerunner also installed Wi-Fi into Leeds Central Library café, which will be free for a 6 month period to help people take their first steps online.

Recommendation 7.2

"I've just helped a local market stall holder Moman to use eBay for the first time. It's really important for her business as she can get hold of Threading Chairs for a fraction of the price that they are new. She keeps popping to our stall to learn more in between customers."

➤ Legacy In Leeds



Race Online 2012, BT, UKOnline and Leeds City Council met to discuss how to sustain momentum and the Council has committed to work with BT and Citizens Online to recruit a digital champion.

Go ON Leeds identity, logo, social media presence and blogs have been established with a commitment to promote these on collateral to citizens via the Go ON Leeds partnership network's comms channels, including Local Authority communications.

And the fantastic range of working relationships with community organisations and cross sector employers will be strengthened by through support of future digital campaigns including Go ON Give an Hour and Leeds Digital Festival October 2011 Post.

Recommendation 7.4

4. Activating & recruiting digital champions

In September we prepared to launch the Go ON Give an Hour campaign - the biggest, consumer-focused campaign to date devoted to inspiring, encouraging and supporting the UK to become a truly networked nation!

➤ Digital champion widget



With the support of UKOnline centres, BBC and our pro bono agencies Engine and WeClickMedia we produced the communications toolkit for the Go ON Give an Hour campaign, including includes the logo, key messages, pledge widgets and web banners. The kit can be obtained from www.raceonline2012.org/giveanhour as well as 'Countdown to Give an Hour' communications planner - essential reading for partners taking part in the campaign. We sent the toolkit to all 1000+ of our partners to enable them to promote the campaign to their customers and staff through a range of online and offline channels

Recommendation 2.1

➤ Partner network recruitment



1286 partners have now submitted their promises and most of our top 30 partners have confirmed strategic and campaign plans. To grow their own champ networks many, including BT and the Post Offices, embedded the digital champions widget on their sites to encourage their employees to sign-up directly from their site and more easily track sign-ups.

Capita lead the charge with 1,366 of its employees signed up, DirectGov has recruited 981 champions and Union Learn 409.

We also gave partners an update on who MLF is giving an hour to and asked the leaders of Race Online 2012 partners to take up the challenge themselves to raise awareness of Go ON Give an Hour amongst their staff and customers and encourage them to take part.

Recommendation 7.1

➤ Activating digital champions in charities



Many people will Give an Hour to help someone they know, but others will want to search for more formal volunteering opportunities and will look for local charities that need their help.

We secured a search widget from www.do-it.org that will enable digital champions to search directly for relevant opportunities and published a toolkit for charities to help them develop digital champion roles at raceonline2012.org/charity

This includes a Q&A about digital champion volunteering opportunities, a digital champion role description which you can tailor for your charity and stories from an Age UK digital champion volunteer and Healey Development Trust, a charity that uses digital champion volunteers.

Recommendation 7.1

"We've set up volunteering projects with women from Tower Hamlets and relied on the BBC and Give an Hour resources online. They're easy to download, print off and use and we refer people to the site"
Kyndra Hyttner, Capita

"For organisations like ours, I'd recommend making as many links as possible across the community to find digital champions"
James Richardson, Heeley Development Trust

5. Special initiatives

This month saw a big focus on both housing and charities in our drive to raise awareness of the benefits of thinking digital by default and drive action in these setups.

➤ Housing



MLF gave a keynote address to the annual conference of the National Housing Federation in Birmingham on 12 September, to drum up support of chief executives for the campaign and to pre-promote the business case for a digital by default housing sector, to be published in association with Housing Technology Magazine in November.

MLF argued for faster progress: saying that housing providers often overestimate the cost of action, and underestimate the benefits. When the chair, Lord Taylor, asked who in the audience would help the campaign, the whole audience raised their hands.

Recommendation 8.5

“There is enormous opportunity here for housing associations. The more we can engage with the social housing sector the more they can help us to deliver what I believe could be many millions more onto the internet.”
MLF

➤ Housing



We got strong support from the social housing sector for the Give an Hour campaign. Stephen Burns, Community Services Director at Peabody, attended our September Little Get Together for strategic partners and pledged to champion the campaign in his organisation and the G15 group of London housing associations. And Ben Carpenter presented the campaign to a group of leading housing associations at the Social Housing Providers’ Digital Inclusion Strategy Group.

Almost half (4.1m) of the total UK adults who have never used the internet live in social housing – and the potential benefits to UK plc of encouraging these people online amount, conservatively, to £3bn.

Recommendation 7.1

➤ Charities



MLF’s visit to the Digital Lounge in Leeds, one of community network Locality’s local groups, gained the centre valuable press and local political attention, and her column in Readers Digest focussed on digital giving.

Annie Dare, MLF’s special adviser, gave the introductory comments to the Association of Interactive and Media Entertainment’s London conference, where she highlighted the need to raise awareness, especially among small and medium-sized charities, about the support that is already out there such as IT4Communities and how to draw it down.

Recommendation 3.1

“We need to join this stuff up and make it as easy as possible for the charity CEO to know how they can draw down the support they need to do that good work.”
Annie Dare speaking at the AIME conference

6. Driving awareness

Our partners have been using their own campaigns and platforms to drive awareness within their organisations – just what we like to see.

➤ itea and biscuits



Partner Age UK's annual Itea and Biscuits events took place from 19th-25th September, with 750 events across the UK to help people in later life the opportunity to take their first steps online.

Their digital champions reached over 6,500 people during the week and also used the week to encourage all those who attended events to bring a friend to Give an Hour events, to reach those who might not take the first steps on their own but would if supported by a friend.

The campaign also helped to spread messages about the benefits of getting online for people in later life far and wide with over 90 pieces of media coverage.

Recommendation 7.1

➤ Scouts



The Scout Association used their AGM video to talk about how Explorer Scouts are volunteering through the Go ON Adopt programme in retirement homes to help older people learn to use Skype and other internet tools to combat isolation.

The Scouts are aiming to mobilise 80% of Explorer Scouts and are putting together a web resource for volunteers explaining how the activity fits in with their educational programme and giving them the resources to take part.

Recommendation 7.1

➤ Spreading the word



The team were invited to speak at a range of events to drive awareness of the agenda, including:

Leigh Smyth, MD spoke at the Capita Housing Conference 2011 about the need for housing providers to improve access to their tenants, and the benefits for them of doing so.

Watch a video of her interview at the event.

MLF was invited to Leeds City College to enthuse students to become Digital Champions.

Ben Carpenter took part the Insafe network of Safer Internet Centres' roundtable on how to make the most of this year's theme "Connecting generations - discover the digital world together".

Ben also spoke on at the Housing Quality Network's event on social media and digital exclusion.

Recommendation 7.1

7. Driving awareness - PR/Media and events

Please see September's PR and Media cuttings by clicking [here](#). Local initiative Go ON Leeds generated considerable amounts of media across regional print titles and BBC Radio. Other great articles this month include a feature in the Guardian, MLF's diary entry in the FT, Woman's Weekly tech tip and monthly Readers Digest feature.



Go ON Leeds

The Yorkshire Evening Post

'Bingo! Campaign is getting Leeds online' Neil Hudson captures everything that is going on in Leeds in the lead up to Go ON Leeds – with some fabulous photos of a Mecca Bingo Digital Champion and recent learner, information about low cost packages, free courses and a list of local events

The Yorkshire Post

O2 digital champion Ed Kitchen who has been blind since the age of 13 talks about how the internet has helped him find a job and shop online. As part of Go ON Leeds Ed says "I hope that people take the plunge and go online during the week. They shouldn't be frightened but embrace the technology and realise how much better their lives can be."

The Yorkshire Evening Post also covered the O2 Think Big initiative where MLF and local MP presented Digital Champion Jonathan Fellows with an award and grant so that he can build on his Seacroft Urban Online Art project.

BBC Leeds radio

BBC Leeds showed considerable support via a MLF interview on one of its mid-morning shows, a live broadcast from Aire View Care Home where residents are learning the benefits of the internet through the 'Finerday' and 'Go ON Adopt' initiative and young local presenter Johnathan l'Anson popped down to a 'Home Group' session aired on Friday evening drive time session . To hear these please see links below:

http://www.youtube.com/watch?v=29ESt5hw_rY

Recommendation 2.2

8. Key meetings

A4e Tom Godfrey
Adopt a Care Home
Association for Interactive Media and Entertainment (AIME) Empowering the Charitable Sector with Interactive Technology II conference
BBC Martin Wilson
BBC Regional Radio Broadcasting Leeds
Big Lottery Fund Peter Wanless
Big Society Bank Nick O'Donahoe
Broadband Delivery Programme Board Barbara Booth
BT Simon Milner and Tim O'Sullivan
Bubble Storm Tom Guy
Cabinet Office Antonia Romeo
Cabinet Office Nick Hurd
Camelot Group Richard Hickson
Capita Housing Conference
Civic Regeneration Rebecca Nicholls
Conrad Roeber
DCMS Jeremy Hunt
Department of Work and Pensions Alison Jessop
DLVA Ieuan Griffiths
Efficiency Reform Board
Google Naomi Gummer
Google, Vint Cerf
Government Digital Service Tony Singleton
The Great Good Debate, 23red
IBM Jan Gower
Jason Hogarth
JD Weatherspoons
John Lewis Andrew Layton
Leeds City College digital champions
Leeds City Council Tom Riordan
LS14 Trust Digital Lounge
Microsoft Charles Eales Clare Riley
National Housing Federation Conference
Participle Hilary Cottam
Post Office Paula Vennells
TUC Joe Fearnough
UK Online Kevin Mclean, Helen Milner
Universal Credit Programme Lara Smapson and Chris Jones
Virgin Unite, Pam Noakes
Peabody Trust, Iain Shaw
Chartered Institute of Housing, David Pipe
DCMS, Adrian Goodall
Social Housing Providers Digital Inclusion Strategy Group
Best, Jackie Hatton
BBC, Sarah Sherwin
Hearst Magazines UK, Robin Invest, Jane Wynyard
Yours, Jade Gilbert
BBC Leeds, Andy Evans