

Race Online 2012

Strategic priorities

January-June 2012

1. Support partners to reduce the 8.4m by raising awareness

Objective

- Impact on target of min 750,000 new users* by 2012 is accelerated
(as shown by quarter on quarter ONS Q1 & Q2 releases)

* from May 11 baseline of 8.7m

1. Support partners to reduce the 8.4m

	Syndicated messages	Digital champions	Go ON Places/Get Local	Rewards and incentives
Manifesto recs	1.1, 1.2, 1.3, 2.1, 2.2	7.1,7.2,7.4	7.1, 7.2, 7.4	6.2
Outcomes	Partners adopt consistent campaign key messages; PR value of £10m; top 50 partners have adopted Go ON messaging to link and amplify partner initiatives	500,000 champs signed up by June 2012 (including 100,000 champs from top partners); Digital Unite champ model and qualification embedded in key partners' strategies	Go ON Places adopted and embedded within key & relevant partner strategies	Rewards and incentives programme in-place - increases in number of champs recruited/activated
Activities	<ul style="list-style-type: none"> • Deliver event, PR and comms support to partner campaigns (refreshing Give an Hour messages where relevant), eg: <ul style="list-style-type: none"> - Safer Internet Day - UKo new online you - ND2012 - Diamond surfers - Olympic digital team • (See our comms planner for more details) (TM/CW) • Audit Go ON/Give an Hour adoption amongst top partners (CW) 	<ul style="list-style-type: none"> • Presentation of a business case for the digital champion model in support of the new Digital Unite champ qualification (BC/TM) • Develop and implement a strategy to increase champ recruitment amongst top partners (LS/CW) 	<ul style="list-style-type: none"> • Support strategic partners (incl BDUK/UKo) to roll out Go ON Places model with PR, toolkits and resources and by celebrating success (NI) • Embed Places strategy and ownership in Olympic host boroughs (AD) • Go On Places support materials available (NI/EW) 	<ul style="list-style-type: none"> • Gather insight into appropriate champ rewards and process (CW) • Work with key partners to introduce a new reward system to encourage and incentivise digital champions (CW/LS)

2. Strategic channels/routes to market

Objective

- Support partners to develop and implement specific strategies for specific target audiences

2. Strategic channels/routes to market

	Social housing	Hard to reach	Accessibility
Manifesto recs	8.5	8.1, 8.3, 8.4, 9.1, 9.3	9.2
Outcomes	One of the proposed options for sustainable support to social housing residents is adopted; digital strategies embedded in the top 20 housing providers	Hard to reach groups and support solutions prioritised according to need	The impact of disability on adoption of internet usage is understood and communicated to key partners; common approach to accessibility agreed with one voice and e-accessibility forum
Activities	<ul style="list-style-type: none"> • present options for sustainable support to residents to the Minister, in partnership with strategy group/CLG (BC) • provide a strategic framework and offer of support to top 20 housing providers (BC) 	<ul style="list-style-type: none"> • Scope hard to reach groups and potential support solutions (AD) • Put in place solutions where viable (AD) 	<ul style="list-style-type: none"> • Develop a position and recommendations based on ONS release of figures on accessibility /adoption (GW) • Attend e-accessibility forum meetings (LS)