

Strategy
&
2010 Plan

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This paper sets out a high-level strategy for the Champion for Digital Inclusion and the Digital Inclusion Task Force. It also includes our key actions for 2010



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1.0 Introduction

1.1 PURPOSE

Our ethos is to make all plans and budgets public and to share all reports so we are transparent and accountable for all our work and to encourage feedback and collaboration.

This paper sets out a high-level strategy for the Champion for Digital Inclusion and the Digital Inclusion Task Force. It also includes our key actions for 2010.

1.2 BACKGROUND

In June 2009, Lord Carter set out the Champion for Digital Inclusion and her Task Force's remit in an open letter. This remit includes:

1. Acting as a voice for the socially and digitally excluded by:
 - Highlighting existing and emerging inequalities
 - Raising awareness of digital exclusion
2. Challenging and supporting government and partners in the private and third sectors to work together effectively to help disadvantaged groups benefit from all types of new technologies
3. Working with partners to ensure higher levels of awareness among disadvantaged individuals of the role technology can play in enhancing their lives and improving their life chances
4. Bringing together the right people in order to maximise cross-sector efforts and action to deliver this agenda, and to compel, inspire and direct activity
5. Actively engaging with excluded people in order to understand and reflect their needs

1.3 SET UP PHASE ACTIVITY

SET-UP ACTIVITIES (JULY – DECEMBER) HAVE INCLUDED:

- The launch of 'Race Online 2012' as the brand for this national challenge (Remit areas - 1,2,3,4)
- The build of the campaign website: www.raceonline2012.org.uk (Remit areas – 1,2)
- The publication and circulation to all MPs of the research report, "The Economic Case for Digital Inclusion" (Remit areas – 1,3)
- Drawing on this report, making the business case for more investment in UK online centre network. The Prime Minister announced £30million in additional funding for the network in order to get 1 million new people online over three years. (Remit area 2)
- Media: 14 x national newspapers, 5 x national radio, 3 x national TV, 1 x international radio, 1 x international TV, 1 x online interview, 4 x regional newspaper, 1 x regional radio 3 x trade and consumer magazines, 10 x online articles (Remit areas 1,3)
- 18 project visits and 55 events by Champion and Race Online 2012 team (Remit areas 3,4,5)
- Developed proposal for Peoples' Task Force (Remit area 5)
- Close coordination with Home Access, myguide, Online Basics and UK online centre teams to explore how Race Online 2012 might help spread integrated messages on national core products and services to local delivery partners (Remit area 3)
- The development of cross-sector partnerships, such as Intel, Comet and Age UK, UK online and BT, Google/Home Access & Home Access/dotcommunity.org. (Remit areas 2, 3 and 4)
- Secured the BBC's support for Get Online 2010 (Remit areas 3, 4)
- Requested specific support from The Prince's Trust and London Organising Committee of the Olympic Games. (Remit area 4)
- Drafted TV documentary proposal (Remit area 1)

2.0 FUTURE ROLE OF THE CHAMPION

Lord Carter asked the Champion and the Task Force to be a **‘critical friend to government’**: to review existing and planned activities to ensure they are coherent and have impact, and to provide Ministers with regular reports. The Champion and Task Force previously agreed an initial one-page vision which suggested that key roles should be: raising awareness, supporting and challenging government and building the opportunities for access, training and skills.

Building on this vision, we propose three main areas of future focus for the Champion and the Task Force. These will act as the framework for our 2010 action plan.



2.1.0 TARGET GROUPS

Our target group is the 4 million adults identified in the report, *The Economic Case for Digital Inclusion, 2009* who are socially and digitally excluded. Of these 4 million adults:

- 39% are over 65
- 38% are unemployed
- 19% are families with children

We will focus on activities that will deliver specific social and economic benefits to these three core target groups.

As part of our focus on these three core groups, we will explore the specific barriers to benefits of being online for those who are over-represented in our target groups, eg lone parents in families with children, or people with disabilities within the unemployed group.

2.2.1 CRITICAL FRIEND TO GOVERNMENT, INDUSTRY AND THIRD SECTOR PARTNERS

Our remit letter from Lord Carter asked the Champion and the Task Force to be a critical friend to government. This is an important role as Government has a key role to play on digital inclusion; but industry and the third sector play important roles too. So we propose to be a critical friend to partners in these sectors as well as to government.

With industry, topics we might explore include:

- What more industry could do to support face-to-face provision of training and skills
- How to develop pathways from community access to personal and/or home access
- Increasing accessibility of goods and services

With the third sector, topics we might explore include:

- How best to exploit the peer-to-peer relationships that organisations in this sector have with our target groups
- What current activities aimed at our target groups might be scaled up or joined up
- Whether there is scope for volunteers to provide some form of virtual internet communication technological support to smaller local charities

There is already existing work under way in central and local government (often working with and/or alongside those in other sectors) to promote and deliver digital inclusion to currently excluded groups. **National and local activity currently falls into one of two categories:**

1. *Horizontal programmes that aim to help anyone who is digitally excluded, such as:*
 - Training and skills through UK online centres, myguide and Online Basics
 - Accessibility legislation and guidance

2. *Vertical programmes that are focused on, and tailored to the needs of, specific target groups, such as:*
 - The Home Access Programme for families with children of school age
 - Internet communications technology training programmes for jobseekers funded by Jobcentre Plus
 - Sheltered-housing access programme led by Department of Work and Pensions for older people living in residential settings
 - The educational quango BECTA's work to reduce the costs of assistive technologies for learners and their families

The Champion's role will be to assess whether the scale of horizontal and vertical provision is sufficient for all those who are currently socially and digitally excluded, and whether enough tailored support is available to those who need it. Where we find significant gaps or insufficient collaboration we will make recommendations to Ministers

Working with central and local government we propose to:

- Consider how partners in all sectors can best leverage the opportunities of the Home Access Programme and the new £30million investment in the UK online centre network to support as many people in our three target groups as possible.
- Identify those online government services that have the potential to deliver the greatest benefits both to our target groups and to government itself in terms of improving quality and making cost savings.
- Review government efforts to ensure compliance with its own accessibility guidelines and to simplify services.
- Lead on the digital inclusion strand of the National Plan for Digital Participation (being brought together by Ofcom).
- Build on our first report, which presented the 'Economic Case for Digital Inclusion', by commissioning further work on the costs and benefits of specific interventions to support unemployed adults and socially-excluded older people (and within these two groups to address those with disabilities).

2.2.2 RAISING AWARENESS: RACE ONLINE 2012

Research shows that a large proportion of MPs, local councillors and policymakers have a low level of awareness of the importance of digital inclusion. There are signs that mainstream policymakers in areas such as education, health, employment and active ageing are beginning to understand its potential benefits. But not enough progress has been made to suggest that the challenge of getting 4 million socially excluded adults online by 2012 will be met. Since the Office for National Statistics' research shows that about 61% of those who have never used the internet see no benefit in doing so, there is therefore a strong case for the Champion and the Task Force to make raising awareness a key strand of our programme of activity.

Race Online 2012 will be a **'business-to-business'** campaign to both raise awareness among policymakers in all sectors and to support current and potential delivery partners. We propose that the Champion and Task Force should aim to use the Race Online 2012 challenge both as rallying cry and to add value to campaigning and delivery. Race Online 2012 should be both a challenge to partners, intermediaries and potential volunteers and a range of policy toolkit, marketing and networking support materials. The target groups for Race Online 2012 are MPs, councillors, central government departments and agencies, local authority CEOs and executive teams, schools, colleges, Jobcentre Plus, charities and volunteer organisations, commercial organizations and the media.

In 2010 we will aim to build Race Online 2012 by:

1. Recruiting up to 10,000 partners to join Race Online 2012 from all sectors so we can create significant momentum towards reducing the 4 million by 2012. (We aim to do this by encouraging core Race Online 2012 partners to "pass it on" to their partners and those new partners to pass to their partners and so on.)
2. Supporting partners to highlight their projects and support their events.
3. Giving partners relevant and useful materials so we can syndicate the messages and partners can drive the agenda.
4. Targeting that at least 20% (5000) of the Race Online 2012 partner businesses have some continuing activity to reduce digital inclusion.

2.2.3 ENSURING SUFFICIENT FACE-TO-FACE SUPPORT

Research shows that excluded adults are best engaged when a peer or trusted intermediary introduces them to the benefits of the internet and helps them take the first steps online. The Champion and Task Force will work with some core national and local partners to ensure improved quality, and sufficient scale, of local internet access, training and skills opportunities for all 4 million digitally and socially excluded people.

This work will include:

- Working with UK online and other partners to ensure that the Prime Minister's announcement of £30m of additional funding for UK online centres reaches the frontline as quickly as possible, and to support UK online centres and myguide to get 1 million new people online over three years.
- Using existing infrastructure to launch a national 'pass it on' volunteering and mentoring programme as part of the build up and legacy to the 2012 Olympics.
- Working with the Department of Communities and Local Government and specialist partners such as DC10Plus and DigiTeam to encourage all local authorities to be as good at driving digital inclusion locally as the best are currently
- Working with partners to increase support for local charities' internet communications technology capability and capacity
- Championing pragmatic developments in goods and services that increase the accessibility of internet services and ensuring these developments are replicated, scaled and/or marketed effectively.

2.3 METHODOLOGY AND PRIORITIES

Even with a clear focus on these three priority areas, the Champion for Digital Inclusion, the Race Online Team and the Task Force will need to prioritise activity. We propose that the activities that we agree to take on as part of our programme of work should be those that:

Exploit the strengths of the Champion, the Race Online 2012 team and Task Force members to both raise awareness of the benefits of digital inclusion and to be a creative force for new ideas and partnerships.

WE WILL ADD VALUE TO OUR PARTNERS BY:

- Providing ***thought leadership*** on digital inclusion for socially excluded groups
- Providing support for **digital inclusion policy and programme development**
- **Lobbying for digital inclusion for socially excluded groups** to be a core component of future public policy in education, employability, health, and active ageing
- Supporting **business cases** for digital inclusion programmes and projects that focus on the 4 million
- **Joining up existing and new programmes** around the needs of socially excluded groups
- Bringing in **new partners** and build new partnerships
- Providing **PR, marketing and communications support**

WE WILL NOT:

- Unnecessarily **duplicate the work of others** (eg, work on broadband 'not-spots')
- **Deliver** programmes aimed at end users
- **Provide funding** for projects or product endorsements
- **Invest heavily in Race Online 2012 website** content (but will provide a platform for others to produce content they wish to share)
- **Demand excessive time of partners** for meetings, steering groups etc
- **Take the credit** for other peoples' and/or organisations hard work.....without at least crediting them too!

2.4 MAXIMISING KEY RELATIONSHIPS

We are working in a crowded landscape. The Champion and the Race Online 2012 team will do their utmost to:

- Empower **Task Force** members by providing them with opportunities to develop and steer strategy and to take personal and/or shared ownership of agreed projects
- Contribute to the **Digital Britain Programme Board** and the Partner Contact Group
- Share our draft plans with **Ofcom** colleagues working on the National Plan for Digital Participation and agree practical joint working arrangements
- Keep colleagues in the **Department of Business Innovation and Skills** and **Department of Culture Media and Sport** colleagues informed of progress and work with them to challenge and support officials in other central government departments and agencies
- Work constructively with **Department of Communities and Local Government, Digiteam, and DC10Plus** to agree a coherent and integrated strategy for engaging, challenging and supporting **Local Government CEOs**.
- Support and challenge **DirectGov** and **NHS Choices** to play their part in developing and delivering services targeted at delivering benefits to socially excluded groups
- Highlight **good practice in organizations in all sectors and give credit** to those who deserve it
- Work constructively with **industry groups** and partner with **key industry players** where our goals align
- Provide useful tools, resources and information to **charities** and other **third sector organisations**
- Publish all plans and budgets and be **transparent in ALL activity**.

3.0 OUR STRATEGY & 2010 PLAN

Proposed Mission

To create life-enhancing opportunities for the 4 million socially excluded adults who have never been online.

3.1 KEY TARGETS

- By June 2010, for www.raceonline2012.org.uk to be the intelligent hub for partner activity on digital inclusion with all central and local government partners and at least 100 charity partners to be registered as supporters and contributors.
- By end of 2010, to sign up at least 80% of MPs, councils, and local authority as supporters of the Race Online 2012 challenge
- Race Online 2012 campaign objectives are to challenge central and local government, and partners in the private and charity sectors to work together to ensure that:
 - All low-income families with children who want it will have home access to the internet by 2012
 - All unemployed adults who want it will have personal access to the internet, an email account, and the ICT skills to find vacancies and apply for jobs online by 2012
 - Internet use by those over 65 is at least 50% by 2011, 60% by 2012, and that older people at risk of social exclusion can benefit from the internet as part of mainstream health and social care provision.

3.2 BASELINES

- **61% of adults who have never been online have “no interest or consider it not useful” (ONS, 2009)**
- **Only 60% of MPs, 55% of councillors and 55% of business leaders believe the internet could help to level the playing field and bridge class divides.**
- **Our target group are the 4 million adults that are both socially and digitally excluded and who have never used the internet:**

39% are over 65

38% are unemployed

19% are in families with children

(PwC, 2009)

- **14% of households with children are digitally excluded**
- **52% of unemployed adults have never used the internet**
- **64% of adults over 65 have never used the internet**

(PwC, 2009)

3.3 MEASURING PROGRESS

- To track progress against our targets our key measures will be:
 - Number and value of Race Online 2012 partnerships by sector
 - Percentage of MPs, councillors, and local authority CEOs signed up to the Race Online 2012 pledge
 - Percentage of families with school-age children who have used the internet
 - Percentage of low-income adults (bottom 20% by income) who have used the internet
 - Percentage of over 65's who have used the internet
 - Percentage of adults who have never used the internet and who have no interest in doing so in the future

- With the co-operation of partners (ie, to collect information) we would also like to monitor:
 - Percentage of active jobseekers with a personal email address
 - Percentage of jobseekers who find a job online
 - Percentage of electronic contacts and transactions with government by low income adults and older people
 - Percentage of school applications completed online
 - Percentage of parents able to access school learning platforms to monitor their children's progress in real time

3.4 2010 PLAN.

Our detailed high-level plan for 2010 includes the following key actions:

Programme

- Complete detailed schedule for 2010 with full risk analysis and mitigations
- Complete recruitment of Peoples' Task Force and meet for advice on a quarterly basis
- Introduce new
 - Taskforce period review report starting in January.
 - Board meetings for Digital Inclusion Directorate on a quarterly basis.

Critical Friend to Government, Industry and the Third Sector.

- Complete nine regional events with LA CEOs and produce LA action plan
- Commission further thought-leadership on cost effective interventions
- Collate and learn from international best of class digital inclusion case studies
- Prepare and publish annual report
- Develop digital inclusion strand of National Participation Plan
- Review digital public services that would bring most benefits to our target groups and biggest cost savings to government
- Encourage industry to recognise the untapped demand for universal access

Raising Awareness using Race Online 2012

- Create a new set of digital partnership products (see Annex A) including a new partner homepage and a mechanism for partners to commit to a 'Digital Promise'
- Continue to develop into an intelligent hub, with celebrity and VIP endorsements and content to generate optimum visits and partnership deals to reduce the 4 million.
- Drive a partnership campaign, the business-to-business equivalent of UK online centre's 'Pass IT on', and drive mass-media coverage for the release of the annual report.
- Secure significant Race Online 2012 and partner support to help drive partnership events such as Get Online and Silver Surfers week

- Continue to shine a light on regional project visits and to generate local media coverage
- Attend key events, award ceremonies, conferences and request partnership at the highest level such as Local Government Association and SOLACE events.

Ensuring Sufficient Face-to-Face Support

- Support UK online and myguide to get 335,000 new people online by end of March 2011
- Work with Ofcom to complete volunteer strategy, then test and launch through partners
- Make application for Race Online 2012 Million 'Pass IT on' programme to be part of 'Inspire 2012', and part of the legacy of the Olympics

END