

Race Online 2012 – Pass IT On Programme Overview

Summary

Background

The Government appointed Martha Lane Fox as independent Champion for Digital Inclusion in June 2009. Race Online 2012 – www.raceonline2012.org.uk – is a national challenge to bring partners in all sectors together to help as many new people as possible get online by the Olympic year.

Ten million adults in the UK have never used the internet. Four million of those who have never used the internet are also socially excluded. Of this 4 million:

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

These people are missing out on the everyday benefits of being online that most of us now take for granted. Access to the internet means access to services, jobs, information and entertainment, social networking with friends and family, and savings for the average family of around £560 per year. If everyone in the UK was online, the potential benefit to the UK economy would be around £22bn. (The Economic Benefits of Digital Inclusion, PwC 2009). Working together to bridge the digital divide brings benefits for all.

Involving volunteers - purpose and principles

Research shows that offline adults are best engaged when a peer or trusted intermediary introduces them to the benefits of the internet and helps them take their first steps online. This paper describes how volunteers can help others through this initial stage. **Our vision is for volunteers throughout the UK to help one million socially excluded people experience the benefits of being online by 2012.**

Reaching this challenging target relies on achieving three objectives:

- Generating demand amongst people who have never used the internet
- Inspiring volunteers to help people get online
- Ensuring that volunteer resources are effectively targeted at people who need help.

This paper sets out how we will achieve these objectives. Our strategy for doing so is based on three principles:

- To use existing national and local infrastructure and materials, recognising that Race Online 2012 is not a delivery organisation.
- To deliver a simple core offer that appeals both to prospective volunteers and to the people who don't yet experience the benefits of being online, with a unified way of assessing success
- To capitalise on the strengths of all the involved partner organisations to generate both supply and demand

The core offer

At the heart of the volunteer programme is the core offer of a 'taster session' to people wanting to get online, which includes:

- Information on the benefits and cost savings of getting online
- Registration on Online Basics (on the myguide platform)
- Two hours face to face support from a family member, friend or a local volunteer, to help the person start enjoying the benefits.
- Information on the locations where the 'taster session' is available. This could be at home or at a friend or neighbour's house, or at a public location in their local community, for example an Age UK club, local school, UK online centre, cafe or pub.
- A 'voucher pack' for successful completion of a taster session.

Assessment of progress

The Race Online 2012 website raceonline2012.org will show a counter capturing each online registration to myguide. This will provide an indication of the scale of the success of the programme and the level of interest it has generated. If voucher packs are used this will also provide a helpful indicator of participation.

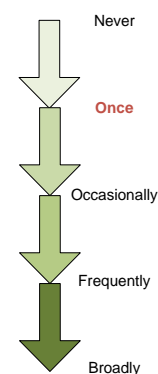
We will use ONS and Ofcom statistics to monitor access and use of the internet by our target groups over time.

Timing

The volunteering programme will start in April/May 2010 and continue until the end of 2012, with the aspiration that the legacy will live on and that volunteers will continue to contribute.

Continuing the journey

We will encourage our volunteers and the people newly online to celebrate their success, by encouraging them to leave their name on a virtual wall, and to send in success stories. They will also be encouraged to continue their online journey by exploring further the benefits and savings that the Internet provides.



How it will work

Who can be a volunteer?

Anybody who is comfortable online can be a volunteer.

- **Informal volunteers** are people who know someone who is not online and want to pass on to them the benefits and savings of being online: they are typically family, friends or neighbours.
- **Formal volunteers** are people who also want to pass on the benefits of being online, but don't personally know anyone who has never used the Internet: they are typically local people who want to help out in their community. They need to be matched with a local organisation which in turn has contact with people who don't currently use the Internet.

What resources do volunteers need?

All the resources will be made freely available on the central Pass IT On website for anyone to use. There will be no registration on the Race Online 2012 site, although there will be an opportunity on the Pass IT On site to sign up for regular information about the campaign.

Volunteer Resources are to help individual volunteers feel confident that they can help. These include:

- Stories of why passing on the benefits of being online is easy, satisfying and fun
- Hints and tips on how barriers can be overcome, including downloadable leaflets and videos showing success stories
- Simple self-serve training in how to use the "Get Online Resources" described below.

Get Online Resources are tools that people trying out the Internet use, while a volunteer is providing face to face support. These include:

- An engagement game which takes people through some simple activities that inform them (in an entertaining way) of the benefits of being online, and offers a myguide registration as an output.
- Online Basics on the existing myguide platform, with the essential registration component.

Ensuring supply of volunteers

In addition to working with broadcasters, we will use the significant corporate, social and media networks and resources of the Digital Participation Consortium and the Digital inclusion taskforce to recruit an army of **informal volunteers** to 'Pass IT on' to a family member, friend or neighbour.

In addition, we will partner with organisations which have contact with people who are likely to know someone who is not online, e.g.

- Charities with access to a large number of volunteers, such as Age Concern (80,000), CSV (30,000)
- Jobcentre Plus, FE Colleges, Universities to get our young 'digital natives' to volunteer to help older adults

There is also an opportunity to partner with corporate volunteering programmes, such as those run by BT and Microsoft, to build a supply of formal volunteers.

Generating demand amongst people who are not online

We will ask our Race Online 2012 partners in all sectors to build demand from each of our target groups, for example:

- **For families with children** – schools, SureStart centres, HMRC benefits teams, Asda, Home Access Programme, etc
- **For unemployed/low income adults** – Jobcentre Plus, Digital Participation Consortium, Citizens Advice, Wetherspoons
- **For older people** – Digital Participation Consortium, Age UK, HMRC Pensions Agency, residential housing landlords, Saga

We will also ask Race Online 2012 partners to market the core offer of support available to those who need help to get online.

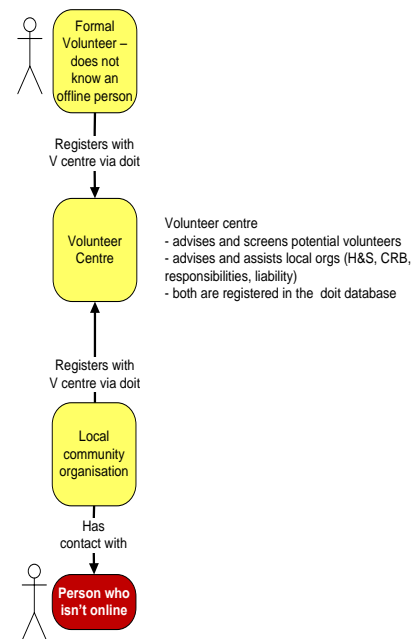
We will work with government agencies to increase awareness amongst service providers about the core offer, so that when support workers encounter people who are not using the Internet, they will be able to signpost them to the resources and locations where the core offer is available.

How does the matching for formal volunteers work?

Some variations for matching are:

- Formal volunteers register for a specific 'Get online' event like Silver Surfers Day, or a weekly/monthly scheduled visit to locations such as care homes.
- Formal volunteers work with the local organisation to set up their own local events, to bring in local people who are interested in finding out about the benefits and savings of being online.
- Formal volunteers are matched with their local UK online centre, public library or other local organisation. They mutually arrange when the volunteer will attend and what they will do.

How formal volunteer matching works



Since formal volunteers do not already know anyone to whom they could pass on the benefits of getting online, they need to be matched with local organisations which have contact with people who aren't yet online. There is a simple existing infrastructure in England for this matching which can be used to good effect: local organisations register the opportunities for volunteers in the central www.do-it.org.uk database; formal volunteers can then search for such opportunities in their local area. The network of Volunteer Centres acts in between to provide information and advice to both sides.

Other infrastructures exist in the Nations and the potential for joining them together is being explored through the National hubs for Digital Participation (led by Ofcom).

What roles are required to make this happen?

The delivery model relies upon a clear vision, a simple core offer, and the support of a number of core partners at national, regional, and local level. One of the keys to successful delivery will be the quality of regional and local leadership to ensure that the digitally excluded in all areas have access to the core offer at a local public location and that outreach is available for specific groups, such as older people in residential homes.

Key roles include:

- Race Online 2012/Ofcom teams to share programme definition, programme management, and key stakeholder engagement at national level.
- LOCOG and Olympic Sponsors to make inter-generational 'Pass IT on' a key part of the Olympic legacy and part of the official Inspire 2012 campaign.
- BIS/DCSF to define Online Basics 'taster' session and ensure infrastructure is robust enough to meet increased demands
- Digital UK/UK online centre teams to share regional co-ordination, communicate with LAs and other partners, produce standard collateral, and support other public outreach locations.
- Local authorities to promote and join up local provision to ensure balance of supply of, and demand for, taster sessions
- Digital Participation Consortium to encourage members (especially from the media and broadcasting sector) to support the 'Pass IT on' campaign, including signposting to a telephone helpline and website, and leveraging regional partnerships forged with Digital UK.
- Schools, Jobcentre Plus, Pensions Service, and others to market the programme and generate demand by signposting digitally excluded adults to the help that is available.

ENDS