

**HM Government - Delivering Digital Inclusion – An Action  
Plan for Consultation**

**HM Government response to the consultation, including  
progress achieved since publication, and new initiatives**

**Published 16 November 2009**

# **HM Government - Delivering Digital Inclusion – An Action Plan for Consultation**

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## Introduction

On 24 October 2008, the Rt Hon Paul Murphy MP, Secretary of State for Wales and Minister for Digital Inclusion, launched the consultation document, '*Delivering Digital Inclusion – An Action Plan for Consultation*'<sup>1</sup> that defined digital inclusion as **“the best use of digital technology, either directly or indirectly to improve the lives and life chances of all citizens, particularly the most disadvantaged, and the places in which they live”**.

The Action Plan sought to provide a framework for achieving greater digital inclusion to tackle ongoing social exclusion. It set out both immediate actions and a number of proposals for consultation to help the 6 million people in the UK who are both socially and digitally excluded get online.

This report provides top line analysis of the responses to the 21 questions raised in the Action Plan, and the Government's response to the comments. It provides details of some of the Government's achievements and initiatives that have taken place since the publication of the Action Plan.

During the Action Plan's consultation period we started work on the Government's strategic framework for Digital Britain. It was clear that resolving issues around digital inclusion and people's broader digital participation in society would need to be brought into the framework. Hence, in the Digital Britain White Paper (published in June 2009) we said that all people need to have the capabilities and skills to flourish in the digital economy to fully participate in today's digital society. The report announced Martha Lane Fox as the Champion for Digital Inclusion and the establishment of an Expert Task Force to promote the interests of the 6 million people who both fall in the categories of social exclusion and do not use the internet. Martha sits alongside Stephen Timms, Minister for Digital Britain, on the Digital Britain Programme Board and she will help drive a coherent cross government digital inclusion agenda. The report also announced the creation of the Consortium for the promotion of Digital Participation. The Consortium will harness the work that is already being done by Government, industry and third sector organisations to get people online by bringing these organisations collectively to collaborate, create and maximise opportunities for digital participation and Inclusion.

The Consortium is tasked to drive digital participation, focusing on engaging the 15 million unconnected UK citizens by way, for example, of a social marketing programme to promote the benefits of being online and an outreach programme that targets the hard-to-reach to help them get online.

In setting up the Consortium in the context of Digital Britain, Government has put digital participation at the heart of its digital economy agenda. The Action Plan played a crucial role in pulling together all these disparate policy strands and provided a clear path for Government, industry and the third sector to travel along. We thank the Communities and Local Government (CLG) policy team and the Cross Government Digital Inclusion team for their time and effort to deliver the Action Plan, and to those organisations who responded to the consultation whose views have been invaluable in setting the agenda.

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<sup>1</sup> HM Government (2008) *Delivering Digital Inclusion - An Action Plan for Consultation*  
<http://www.communities.gov.uk/publications/communities/deliveringdigitalinclusion>

## **Who responded?**

In total, 99 responses were received during the consultation period. These came from a wide variety of stakeholders including industry, the public sector, the third sector and a number of individuals. In general, our proposals were widely welcomed. It should be noted that not all respondents commented on, or responded to each of the 21 questions raised. However, we are encouraged by the good response to the consultation exercise. The collated responses are published at

<http://www.communities.gov.uk/documents/communities/pdf/1211880.pdf>

The Welsh version is here:

<http://www.communities.gov.uk/publications/communities/digitalinclusionresponseswelsh>

## SUMMARY OF RESPONSES AND A LIST OF GOVERNMENT'S RESPONSES/ NEXT STEPS

The Action Plan was broken down into six chapters, each dealing with a specific theme. Details of the chapters' themes, the questions that were raised within each chapter and the Government's response are given below.

### Chapter One

This chapter provided an overview of the key issues for digital inclusion, which is defined as **“The best use of digital technology, either directly or indirectly to improve the lives and life chances of all citizens, particularly the most disadvantaged, and the places in which they live”**.

#### Question 1

How far do you agree with the definition of digital inclusion and the nature of the problem set out in Chapter One?

#### Summary of responses

The vast majority of stakeholders agreed with the definition of digital inclusion that was set out in the consultation. Stakeholders were particularly supportive of the emphasis the definition placed on the link between social and digital inclusion/exclusion. A small number of responses said the definition should highlight the economic benefits of digital inclusion for individuals and wider society because the economic case would be vital in ensuring that the digital inclusion agenda did not disappear from the political policy landscape.

#### Government's response

**We welcome the fact that the vast majority of those who responded to the consultation agreed with our definition of digital inclusion. The establishment of a common definition enables policies and initiatives to be developed within an agreed framework that will in turn be mutually supportive of each other. In the Digital Britain White Paper<sup>2</sup> we reiterated our view that people need to have the capabilities and skills to flourish in the digital economy and to fully participate in today's digital society.**

**The White Paper also acknowledges that economic benefits flow to connected individuals, which we will continue to publicise. For example, recent evaluation results indicate that myguide<sup>3</sup> users are 25 per cent more likely to be confident about getting a job than non-web users, even during the current economic downturn.**

**The Digital Britain White Paper announced the appointment of a Champion for Digital Inclusion, and proposed a National Plan for Digital Participation on which the work of**

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<sup>2</sup> Department for Culture, Media and Sport and Business, Innovation and Skills (2009) *Digital Britain Report* [http://www.culture.gov.uk/images/publications/forewardintro\\_digitalbritain-finalreport-jun09.pdf](http://www.culture.gov.uk/images/publications/forewardintro_digitalbritain-finalreport-jun09.pdf)

<sup>3</sup> Myguide <http://www.myguide.gov.uk/myguide/MyguideHome.do>  
myguide background: <http://www.dcsf.gov.uk/myguide>

**the Champion will have a significant influence. Government Departments will continue to work together through a cross-Government team to maximise the impact of programmes addressing digital inclusion. These initiatives will help ensure that digital participation and inclusion remain at the heart of our agenda.**

## **Chapter Two**

Chapter Two examined the problems faced by specific groups and explored the use of digital solutions to social problems. It sets out the reasons why Government recognises digital exclusion as an increasingly urgent social problem.

### Question 2

How far do you agree with the analysis set out in Chapter Two? Is there other evidence we should consider as to why digital inclusion is an important social issue?

### **Summary of responses**

The vast majority of stakeholders agreed with the analysis that digital solutions can help address the problems of those individuals and communities who may lack the awareness, the means, or the skills to achieve an equal opportunity to participate in community and economic life.

### **Government's response**

**We welcome the fact that the majority of stakeholders agreed with the analysis found in the consultation and that digital solutions can help people achieve their potential - for example, young people achieving their academic potential through learning ICT skills and using the internet for homework and revision.**

## **Chapter Three**

Chapter Three presents a summary of evidence about people's direct use of technologies and who in society is missing out and why.

### Question 3

How far do you agree with the analysis in Chapter Three of the main barriers which prevent individuals and communities from engaging in digital technologies?

### **Summary of responses**

The majority of responses considered the analysis on barriers to access to be convincing and detailed. However, some stakeholders – and in particular, those third sector organisations that advocate the needs of particular social groups – thought further analysis of the specific barriers that face older people, low income groups, black and minority ethnic groups and those with physical and/or sensory impairment would have improved the research.

### **Government's response**

**The Government's Digital Inclusion Team, based at the City of London, and funded by**

CLG, has carried out extensive research<sup>4</sup> on barriers and opportunities around different social groups; those who are Not in Employment, Education or Training (NEETs), those with mental health issues, those with a learning disability and ex-offenders. Research is also being undertaken to gain a better understanding of how those families who are 'just coping' can utilise technologies to improve their situation.

The Digital Britain team has taken evidence from the Consumer Expert Group (CEG) to fully understand how we can address the barriers people with a disability face to getting online. A report<sup>5</sup> of the findings has been published that makes a number of recommendations for tackling these problems.

#### Question 4

What are the most effective ways to remove these barriers and ensure that all individuals can exercise an empowered choice about their use of digital technologies?

#### **Summary of responses**

There were a number of suggestions made by stakeholders on how barriers to connectivity could be removed. Some of the most common responses were: focus on the needs of individuals and offer personalised services; ensure the effective input from third sector organisations and those who work closely with the digitally excluded; encourage cross-sector partnerships with private, public and third sector organisations working together; improve information provision and awareness of the importance of digital inclusion to the everyday lives of people; and ensure proactive engagement and consultation with the digitally excluded.

#### **Government's response**

Since the publication of the consultation there have been a number of Government initiatives that are targeted at removing the barriers to connectivity. The Consortium for the promotion of Digital Participation has been established to deliver strong working partnerships across the private, public and third sector. This collaboration will form a key element of the National Plan for Digital Participation and is expected to drive participation through the initiatives of its members, and through a social marketing programme and a targeted outreach programme to get the hard-to-reach online.

The Department for Children Schools and Families (DCSF) Home Access programme will provide access to a computer and broadband to eligible families to ensure no child is left behind - the national roll out of the programme starts in December 2009. Online Basics is a pilot initiative that will begin in January 2010 - part of the work to implement the recommendations of the review of ICT skills for adults by Estelle Morris that was published alongside the Digital Britain White Paper. The programme will help a non-web user gain the basic confidence and skills to use ICT.

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<sup>4</sup> Communities and Local Government (2008) *Digital Exclusion Profiling of Vulnerable Groups*  
<http://www.communities.gov.uk/communities/digitalinclusion/research/>

<sup>5</sup> Consumer Expert Group report into the use of the Internet by disabled people: barriers and solutions, October 2009  
<http://www.culture.gov.uk/images/publications/CEGreport-internet-and-disabled-access2009.pdf>

**Central and local government are working to extend personalised services to people. For example, Directgov is the nation's official website for Government services and is one of the three Government supersites for citizens and businesses alongside NHS Choices and Businesslink. The Cross Government Digital Inclusion team are working together to make sure that all Government departments, when developing their business plans or objectives, look at issues surrounding digital inclusion to ensure barriers to access are not put in place.**

**We are working to ensure that the programmes that we know work are widely disseminated. For example, local authorities and the third sector, using the research available and the solutions4Inclusion<sup>6</sup> tool, will be able to tailor services appropriately to address the needs of key excluded groups. The solutions4inclusion tool sets out 'best practice' for those programmes that are tailored to specific groups to tackle social exclusion.**

**The formation of a Social Landlords Strategy Group, chaired by Helen Milner of UK Online centres for CLG, will identify and prioritise ways for getting people in communities of high deprivation online - social housing tenants represent 28% of all digitally excluded people in England. Further Government initiatives can be found at Annexe A.**

#### Question 5

What are the risk factors and benefits for different communities associated with current and next generation access?

#### **Summary of responses**

Stakeholders agreed with the analysis of the benefits of Next Generation Access (NGA) and the possible risks to communities if roll out failed to reach their locality. Some stakeholders – particularly those focused on the technological side of the digital inclusion debate – said that more could be made of the benefits of new technology and its innovations as a means of delivering some of the positive social outcomes of digital inclusion.

#### **Government's response**

**As part of the work identified in the Action Plan, the Departments for Environment, Food and Rural Affairs and Communities and Local Government have commissioned research to carry out an analysis to identify those communities in urban and rural areas most at risk of being left behind in the roll-out of NGA networks as a result of market-led investment plans. The research will also characterise the nature of the risk, and provide real, practical advice to those communities on how best to mitigate that risk. The report's evidence will be presented to Local Authorities and Regional Development Agencies to enable them to manage the risks locally and regionally. A final report and dissemination is expected in December 2009.**

**The Digital Britain White Paper recognised the importance of next generation networks to people and the UK as a whole. It set out Government proposals for an**

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<sup>6</sup> <http://www.esd.org.uk/solutions4Inclusion/>

**NGA ‘final third fund’. The aim of the fund is to support the provision of next generation networks to at least 90% of homes and businesses by 2017.**

**Roll out of the universal service commitment and the final third next generation fund will be vital to rural areas in helping to close the digital divide. As with any major infrastructure project, it is important that the environmental impacts of the roll out on digital inclusion are assessed and managed.**

**The Digital Britain White Paper announced the appointment of a Champion for Digital Inclusion and proposed a National Plan for Digital Participation in which the Consortium for the promotion of Digital Participation will have a key role. These initiatives will help ensure that digital participation and inclusion remain at the heart of our agenda. The Cross Government Digital Inclusion team will also work to make sure that all government departments take account of digital inclusion issues when developing policy.**

### Question 6

What should be done to empower communities and local partnerships to address these risks and benefits?

### **Summary of responses**

Many arguments were offered: there needs to be sustained focus on the specific needs of the digitally excluded; partnerships need to be developed between private and third sector organisations; long term funding for organisations needs to be secured; digital inclusion should be embedded as a major cross-governmental concern; and strong leadership should be ensured.

### **Government’s response**

**We will continue to work closely across Government to ensure digital inclusion, in all its forms, remains high on the agenda. The appointment of Martha Lane Fox as the Champion for Digital Inclusion and the Expert Task Force will be key to maintaining and developing partnerships across all UK sectors; as will the work of the Consortium for the promotion of Digital Participation.**

**One of the objectives of the Consortium is to create partnerships between the third sector, local and central government, and industry to deliver programmes that will help get the unconnected 15 million UK citizens online. The Plan will only succeed if communities are empowered and local partnerships are made.**

### Question 7

How far do you agree with the summary of issues around the direct use of technology presented in Chapter Three? Are there any other important issues we have not mentioned?

### **Summary of responses**

Stakeholders agreed with the summary of analysis of the main barriers that prevent individuals and communities from engaging with digital technologies and thought there were

no big omissions. However, some thought digital inclusion analysis, more generally, should have a greater focus on how to empower the individual and recognise their needs. It was also notable that this section failed to set out any analysis on the issues of accessibility.

### **Government's response**

**We think digital inclusion is about people and how we can empower them, as well as about improving the social outcomes for deprived groups and communities. We will continue to focus on making these outcomes happen. Research reveals that lack of accessibility or usability of some services is a key barrier to people accessing new technology or getting online. We accept that some businesses are working hard to make their products as accessible as possible, but it is clear that more needs to be done. Other organisations are also involved in delivering accessible equipment and solutions. This includes work done by the Royal National Institute for Blind People (RNIB) and the Royal National Institute for Deaf People (RNID). On 15 October 2009 Ofcom published the statement, 'Access and Inclusion: Digital communications for all'<sup>7</sup> and it will be publishing its initial thoughts on what access services should be part of the telecoms Universal Service Obligation (USO) by end 2009.**

**The Digital Britain team has taken evidence from the CEG to understand fully what barriers to connectivity people with a disability face. This has been published and it sets out a number of actions that will be followed up. We will look to Martha Lane Fox, the Champion for Digital Inclusion, and the Expert Task Force to highlight the different needs of all users as they promote the importance of digital inclusion. It should be noted that members of the Expert Task Force have a proven track record in promoting accessibility issues - in particular for older people and for those who are visually impaired.**

### **Chapter Four**

This Chapter sets out the evidence and explores the issues and opportunities that surround the indirect use of technology to deliver social outcomes, improve service effectiveness and promote sustainable development. There are two key areas of opportunity. First, using digital technologies to understand the problems faced by socially disadvantaged people and second, better service planning and delivery.

#### Question 8

How far do you agree with the assessment of risks and opportunities around the indirect benefits of technology presented in Chapter Four?

### **Summary of responses**

There was a broad consensus regarding the indirect benefits of technology presented in the document. It was thought that the sections on the risks and opportunities of indirect benefits were too Government or process focused.

### **Government's response**

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<sup>7</sup> [http://www.ofcom.org.uk/consult/condocs/access/ai\\_statement/](http://www.ofcom.org.uk/consult/condocs/access/ai_statement/)

**The Government sees the key challenges as promoting - across all sectors - the most efficient and effective use of digital technology to support the design, delivery and personalisation of services that are appropriate to the needs of the most disadvantaged groups and communities. This will be done by promoting innovation and widespread adoption of efficient and effective 'best practice' in the use of ICT to improve the strategic planning, integration, and delivery of services for excluded communities and groups by local authorities, central government, and the third sector.**

### Question 9

How can we raise awareness of the indirect benefits of technology for service design, planning and delivery across all sectors?

### **Summary of responses**

Responses to the question focused on the need for: a sustained communications campaign; the digital inclusion agenda to be fed into a broader public consciousness; cross-sector working to raise awareness; and perhaps a 'best practice' network of organisations to spread the word of the positive impact digital inclusion can have.

### **Government's response**

**We note the importance stakeholders place, as we do, on the need for cross sector partnerships and a sustained communications campaign. We will continue to collaborate with our stakeholders, and the recently established Consortium for the promotion of Digital Participation will help create new partnerships and strengthen old ones. Government activities, such as the work of the Digital Inclusion Team and organisations like the DC10 plus, will continue to promote 'best practice' in this area.**

### Question 10

Does the way in which services, particularly public services, are currently delivered adequately support individuals and groups who are socially disadvantaged? What more could be done to ensure they do?

### **Summary of responses**

There was a consensus by stakeholders that whilst many public services are extremely good the majority are not. This was not related to type of public service (e.g. local council, Primary Care Trust etc). There was also a view that an increase in private-public partnerships would improve overall service delivery with public services learning from innovations in the private sector. Many felt there was a need for closer working with the third sector to ensure that there was an improved understanding of the specific needs of different social groups; otherwise adequate tailored support cannot be provided by the public sector.

Additionally, respondents said that financial incentives act as a powerful motivator for many - in particular, for those that are socially excluded. It was thought, therefore, that the monetary benefit of digital inclusion, both in terms of buying commercial products and using services online, for an individual must be demonstrated. It was also felt that new technology - its functionality and benefits - had to be presented to people in a language they could

understand and value.

## **Government's response**

**We acknowledge that whilst there are many excellent public services more needs to be done to ensure services are delivered to support people who are currently disadvantaged. The work of the Government's Digital Inclusion Team aims to address the issue of improving public service delivery by harnessing digital solutions. This may involve industry to develop innovative initiatives once a problem has been identified. However, we should not look solely to the private sector for service delivery answers; there is a lot of innovative work being done by the public sector e.g. Directgov and NHS Choices. We should acknowledge that information sharing is central to bringing multi-agency service delivery together, in doing so making access to services easier for the citizen. Long, complex and cumbersome application processes often result in many of the most needy not applying for the support available to them.**

**The Champion for Digital Inclusion has published research<sup>8</sup> that promotes the economic case for people to be online. This work and other research done by organisations such as UK Online, which also reveals the individual monetary benefits of being connected, will continue to be widely utilised by those who are involved in promoting and getting people online.**

**Clause 1 of the Equalities Bill currently before Parliament will place a new duty on Government Ministers, departments and key public bodies, such as local authorities and certain NHS bodies, to consider what more action they can take to tackle socio-economic disadvantage. In particular, it will require them to consider the desirability of tackling socio-economic inequalities when making key strategic decisions about resource allocation and service delivery. It will enshrine in law the role our key public bodies should play in narrowing the divide for those in our society who are most deprived**

## Chapter Five

Chapter Two examined social problems faced by specific groups and began to explore the use of digital solutions to these social problems. Chapter Five looked at these same groups and set out key actions being taken to address these issues. It also included future challenges and opportunities that are being explored by Departments.

### Question 11

Are you aware of any other examples of good practice not mentioned in Chapter Five?

## **Summary of responses**

Responses by stakeholders to this question cited numerous examples of 'best practice'. Some of these examples are set out as case studies in chapter 5 of the summary of

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<sup>8</sup> The Economic Case for Digital Inclusion, October 2009  
<http://raceonline2012.org/research>

consultation responses<sup>9</sup> report. The case studies focused on work being done by the BBC, YouthNet, Help the Aged, BT and the Post Office.

## **Government's response**

**Government departments and cross sector organisations are working closely to share 'best practice'. We will continue to ensure that any lessons learned are disseminated through the appropriate channels. One tool that can be utilised by organisations is the online, publicly available, Solutions4Inclusion database that has been developed by the CLG. The database is continually pulling together 'best practice' examples of projects that are run by third sector organisations or local government that use technology to enhance social inclusion. This tool will help ensure that there can be a successful knowledge transfer across organisations and sectors working in the inclusion space. For example, there are currently more than 400 projects held in the database that can help an organisation:**

- **deliver a successful social inclusion service, and demonstrate the clear links between performance management, services and delivery for citizens;**
- **plan activities and target achievements by illustrating ways to deliver services to hard to reach citizens;**
- **promote equality of access to a service; and**
- **keep up to date with new ways of reaching vulnerable and disadvantaged people - in particular for frontline workers.**

## Question 12

What aspects of previous or current digital initiatives and strategies have been most successful in tackling digital exclusion?

## **Summary of responses**

Stakeholders cited numerous examples of successful initiatives and strategies that have tackled digital inclusion. Most of the examples had the following characteristics:

- The importance of local understanding and expertise must be recognised and supported when establishing initiatives on the ground.
- A key requisite to engage deeply excluded people is the need to build trust and personal relationships directly with an individual or via community partners.
- Recognition that the journey to digital inclusion for many of the most excluded individuals and groups in society will take time. Therefore, intervention initiatives will need sustainable, long-term funding, and planning.

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<sup>9</sup> HM Government (2009) *Delivering Digital Inclusion - Summary of consultation responses*  
<http://www.communities.gov.uk/publications/communities/digitalinclusionresponses>

- One size of learning doesn't fit all and neither does one style of delivery. Delivery agents need to remain flexible in their approach and deliver intervention projects in new and diverse ways that avoids a standard rigid structure, or 'targets' approach.
- The focus of an intervention should be on the person and not on the technology or the 'cause'. The intervention will need to address all of an individual's needs and priorities - in a holistic manner – if the intervention is to be successful.

## **Government's response**

**We have always stressed that digital inclusion is about people, and about improving the social outcomes for deprived groups and communities and agree that the above characteristics are essential if programmes or strategies are to be successful. Digital Inclusion Advisers, available to Local Authorities, will play a key role in disseminating this information and finding ways to ensure that the most disadvantaged within the community have the same chances and access to life opportunities as the rest of society.**

**We have appointed Martha Lane Fox as the Champion for Digital Inclusion with an Expert Task Force to ensure that there is a strong focus by central and local government on the individual needs of those who are socially and digitally excluded. We have also announced that a National Plan for Digital Participation will be established to inform, inspire and support people to gain the benefits of being connected.**

**A recent successful Government initiative, that will start rolling out nationally in late December 2009, is the Home Access Programme. This will provide free access to broadband and a laptop targeted at eligible families with children in school years 3-9 inclusive. The programme aims to benefit more than 270,000 households by March 2011. The Home Access Programme will also utilise the myguide tool ([www.myguide.gov.uk](http://www.myguide.gov.uk)) that was conceived and developed by Government in consultation with a wide variety of public, private and third sector partners to help people get connected. It takes a holistic and flexible approach to people's needs. It not only provides basic internet skills and confidence but also shows people how to actively benefit from the web whatever their needs or interests. Working with partners across government, guidance 'courses' have been developed that cover how to use the web to save money, find jobs, manage finances, use public services, support children's learning and use online resources around health, transport and much more. Effective for about nine out of ten users and already with over 1.5m course uses, it is supported by staff in UK Online centres, by other intermediaries and now by family members and friends via the new 'Pass IT on' facility (<http://www.ukonlinecentres.com/passiton>).**

**Annexe A sets out a number of successful initiatives that are being delivered by Government to close the digital divide.**

## Question 13

What actions need to be taken to support better partnership approaches?

## **Summary of responses**

Responses to this question coalesced around the following issue: that there was a need for strong leadership to ensure that organisations do not see the digital inclusion agenda as the responsibility of one sector or a sole organisation, but work together and view digital inclusion as part of a joint agenda - thus avoiding a silo mentality. To achieve this outcome stakeholders thought there would need to be stronger partnerships created between the public, private, and third sector that were based on equality, transparency of communication, and information sharing. Some stakeholders thought this leadership/ collaboration idea could be a potential role for the Champion for Digital Inclusion.

### **Government's response**

**The Digital Britain White Paper recognised the need for organisational leadership, joint working and partnership building and therefore endorsed the establishment of the Consortium for the promotion of Digital Participation. The Cross Government Digital Inclusion team, with the office for the Champion for Digital Inclusion, will work to ensure that Departments are building partnerships with stakeholders to ensure that all see digital inclusion as a joint agenda.**

### Question 14

What should be the extent of Government's intervention in tackling digital exclusion?

### **Summary of responses**

The majority of responses on the role of Government centred on the need for Government to determine what the national strategy and priorities should be based on the knowledge and input of those who are working 'on the ground'. The Government should then set national delivery targets; and secure funding to deliver on those targets.

### **Government's response**

**The responses reflect the Government's role in tackling digital exclusion and it is only with strong partnerships that we will effectively deliver on our priorities. Departments will consider how future Government initiatives can be designed from the outset to realise the widest possible benefits for the citizen and for Government as a whole. To achieve this they will consult with each other and use cross-government digital inclusion research and insights. They will support, promote and make full use of the existing initiatives that government investment has established, for example UK online centres, myguide and local Digital Challenge initiatives.**

### Question 15

How else can the impact of current activity be maximised?

### **Summary of responses**

A number of stakeholders gave detailed feedback to this question. The following bullet points set out the core overall themes:

- That Government needs to make a clear commitment to support this agenda. This could be by providing direct financial input or incentives to support digital inclusion.

There needs to be a clear vision, a set of targets and a set timeframe within which to deliver digital inclusion.

- There is still too much talking about the problem and not enough time and resource spent on action. There is too much small scale, unconnected and inefficient activity. Government needs to isolate the big digital inclusion opportunities and focus on delivering scalable programmes that successfully achieve these goals.
- There cannot be a one-size fits all approach but a connected and scalable solution that is delivered locally. There is a need to find a way to share 'best practice' and a willingness to disseminate the findings. The findings may be from the UK but could come from programmes that were developed in other countries.
- Improved co-ordination between Government, the private sector and the third sector. There is a need for greater collaboration and a look at how an organisation's funding system can make this happen. Make e-inclusion grants easier to access by removing the link to formal qualifications.
- There also needs to be clear leadership with either individuals or organisations taking responsibility for delivering the improvements that would enable the UK to meet digital inclusion targets.

## **Government's response**

**The Government has made a clear commitment to supporting the digital inclusion agenda. The Digital Britain White Paper has set out a clear strategy to get people online. As mentioned elsewhere in this document, the Consortium for the promotion of Digital Participation will deliver a National Plan in partnership with public, private and third sector organisations. As one example, the Consortium is looking to establish a national PC recycling scheme where PCs are given at no or low cost to socially excluded families.**

**The Solutions4Inclusion website is a valuable online tool to share and disseminate 'best practice'. Its aim is to raise awareness and encourage creativity in the use of technology to enhance social inclusion and embed digital inclusion performance monitoring processes. The site is a platform for the many good ideas and projects that exist on the ground.**

**The Government will continue to fund and invest in inclusion initiatives. Some of these initiatives are: the Home Access Programme; the implementation of the Digital Life Skills agenda; the promotion of myguide; the customer facing work of organisations such as NHS Choices and Directgov; and local government Digital Inclusion Advisors that can help local authorities maximise their digital inclusion opportunities. Annexe A sets out a number of successful initiatives that are being delivered by Government to close the digital divide.**

## **Chapter Six**

Chapter six of the Action Plan sets out proposals by the Government to: introduce a Charter for Digital Inclusion; to appoint a Champion for Digital Inclusion; establish an Expert Task

Force; and maintain a cross Government coordination team.

#### Question 16

How far do you agree with the proposed principles outlined in the Charter? Are there others we should consider?

#### **Summary of responses**

There was widespread support by stakeholders for the principles that would underpin the Charter. Much of the support for the principles was due to the strong links that they made on the importance of a person's digital and social inclusion. Stakeholders warned that if these principles were to be effective there was a need to support these principles with an action plan and a policy that established a metric of success.

#### **Government's response**

**We are pleased to note the positive responses to the principles of a Digital Inclusion Charter. Martha Lane Fox has now been appointed as the Champion for Digital Inclusion, as has an Expert Task Force. They will review the responses to the question on principles, and whether a Charter should be established.**

**On the issue of metrics, the Government stated in the Digital Britain White Paper its intention to evaluate the work of the Consortium for the promotion of Digital Participation using the following metrics:**

- 1) **Reach**: access; number of households online, and numbers using the Internet outside the home;
- 2) **Breadth of engagement**: modes of usage and consumption (communication, retail, content consumed, public services used);
- 3) **Depth of engagement**: user contributions, comments, joining networks, user generated content, self publishing, content creation, photos uploaded and shared, etc; and
- 4) **Social and economic impact**: particularly the impact on economic recovery and benefits for disadvantaged groups and communities.

#### Question 17

How far do you support the actions which underpin the principles? Are there others we should consider?

#### **Summary of responses**

There was widespread support for the actions outlined in the consultation including the idea of a Champion for Digital Inclusion. Some stakeholders wished to see the idea of a Champion extended to the regions. In their view regional digital champions would better understand the local situation and therefore be able to ensure delivery is tailored to those need it most in those localities.

#### **Government's response**

**We are pleased that Martha Lane Fox agreed to be, and has been appointed, the independent Champion for Digital Inclusion. The champion will challenge and hold to account Government, the third sector, and industry as we all work to close the digital divide.**

**Digital Participation is a UK-wide agenda which takes into account the responsibilities of the Devolved Administrations and the opportunities which they are taking to meet the needs of their citizens. The Devolved Administrations are actively represented in the Consortium for the promotion of Digital Participation.**

**As part of our rural proofing obligations, we will also ensure that the needs of digitally excluded people in rural communities are taken into account. The roll out of the universal service commitment and the final third next generation fund will be vital to rural areas in helping to close the digital divide. As with any major infrastructure project it is important that the environmental impacts of the roll out of digital inclusion are assessed and managed.**

**Whilst we have not appointed regional champions we do note the importance that the local environment has on whether a person is socially or digitally excluded and what outreach programmes may or may not succeed in that locality. Thus, members of the Expert Task Force are from differing backgrounds and parts of the country.**

#### Question 18

What issues need to be considered in determining a baseline measure for digital inclusion?

#### **Summary of responses**

To understand what the picture of exclusion is, and whether an intervention would have a limited or a successful effect, stakeholders considered it vital that a number of baseline measures, set within a clear timeframe, should be made. It was felt that these baseline measures should at least include household computer ownership, broadband penetration, and wider internet access; others thought there was a need to demonstrate and measure the financial benefits of people being digitally included - both to the individual and to society.

#### **Government's response**

**The Consortium for the promotion of Digital Participation is working to establish a baseline, that will use a range of metrics, against which it will be possible to measure the success of its work in taking forward the National Plan.**

**There are other research reports that will feed into the above work and help provide a fuller picture of digital inclusion in the UK. Some of these reports are: the bi-annual Oxford Internet Survey<sup>10</sup>; the Community Maps - Digital and Social Geographies of Great Britain<sup>11</sup> tool - launched by CLG in October 2008 and which allows comparative analysis to highlight digitally excluded areas; and three annual quantitative based tracker reports published by Ofcom that look at the consumer engagement in the**

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<sup>10</sup> <http://www.oii.ox.ac.uk/microsites/oxis/>

<sup>11</sup> <http://www.gps.communities.gov.uk/communitymaps/LicenseAgreement.aspx>

**communications market, the consumer experience in the market, and the strength of media literacy<sup>12</sup>.**

### Question 19

What should be the brief of the Champion for Digital Inclusion role?

#### **Summary of responses**

In the simplest of terms respondents to the consultation said at the core the brief of the Champion for Digital Inclusion should be to tackle digital exclusion. Respondents also said that the Champion for Digital Inclusion will need to be a well-connected 'big hitter' with influence in Government and one that can maintain their independence; a figurehead who knows how the media works and that the public can recognise; and, importantly, someone who has expertise in issues that are attached to social justice and new technology.

#### **Government's response**

**We are delighted that Martha Lane Fox has accepted our invitation to become the Champion for Digital Inclusion. She has the ideas, contacts, public face, and experience from both the commercial and charitable sectors to quickly start to deliver an effective programme that promotes and gets people online. She will undoubtedly hold the Government to account and champion the needs of the socially and digitally excluded.**

**Included at Annexe B is a list of key areas that the Champion for Digital Inclusion and her supporting Expert Task Force may focus on. However, both the Champion and the Expert Task Force are independent of Government and it is only right that that they will want to set their own priorities and agenda in the digital inclusion space.**

### Question 20

What would be the single most effective thing government could do to drive its digital inclusion agenda?

#### **Summary of responses**

Overall, stakeholders felt that the single most effective thing Government could do was to ensure digital inclusion became a cross-governmental issue and an issue that receives secure long-term funding and advocacy.

#### **Government's response**

**The Prime Minister announced, in June 2009, that all digital matters - ranging from infrastructure through to a person's digital participation and digital inclusion – should be led and coordinated by Lord Mandelson, the Secretary of State for Business, Innovation and Skills. Additionally, BIS and DCMS Ministers and Martha Lane Fox sit on the Digital Britain Programme Board to ensure that the more than seventy actions set out in the Digital Britain White Paper are implemented. BIS will also co-ordinate a Cross Government Digital Inclusion team that will represent all key Government**

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<sup>12</sup> <http://www.ofcom.org.uk/research/>

**departments to ensure that the digital inclusion agenda receives the highest level of attention across Whitehall.**

#### Question 21

Are there any other issues you would like to raise in relation to this consultation?

#### **Summary of responses**

Overall, stakeholders did not use this opportunity to raise any particular issues. What stakeholders did was to answer the question by re-emphasising what they thought were the key digital inclusion priorities. Typically these were to: turn analysis into actual policy and action; make sure the issue of digital inclusion is promoted and pushed across Government so that it does not fall off the policy agenda; keep the focus on and demonstrate the social and economic benefits of inclusion; and to make sure the benefits of new technology are fully incorporated into any future strategy.

#### **Government's response**

**Whilst we have answered the above priorities previously in this document we would like to reiterate our commitment to the digital inclusion agenda prior to, and since, the publication of the consultation: Delivering Digital Inclusion – an Action Plan for Consultation. The recent Digital Britain White Paper re-iterated the importance of people's digital participation being at the heart of Government policy making. The annexes to this report set out some of the numerous programmes and initiatives the Government is undertaking in order to close the digital divide. We look forward to working with our partners and moving forward with the Digital Britain work to ensure everyone, who wishes to, can fully participate in today's digital world.**

## **Annexe A**

### **Government work to deliver digital inclusion**

In *'Delivering Digital Inclusion – An Action Plan for Consultation'* we highlighted over 70 actions that were taking place across Government. Detailed below are a number of key actions we have undertaken since publication.

#### **Digital Britain**

Some of the key policies from the Digital Britain White Paper that relate to digital inclusion and participation are:

- The commitment to universal broadband to address the underlying infrastructure issues that prevent about four per cent of the country accessing broadband, and the recognition that the skills, motivation and cost issues go together with the accessibility issue.
- The announcement of a last third fund for NGA. The fund will help uneconomic areas get access to superfast broadband that will deliver new and innovative public and private services.
- The announcement of Martha Lane Fox as the Champion for Digital Inclusion and an Expert Task Force.
- The announcement of a Consortium for the promotion of Digital Participation to drive Digital Participation and play a key role in delivering a National Plan for Digital Participation. We expect their work to include a social marketing programme that will promote the benefits of being online and an outreach programme to help get the hard-to-reach connected.

#### **Informal learning opportunities for adults**

On 23 March 2009 the Secretary of State for Innovation, Universities and Skills published the Learning Revolution, a White Paper on informal adult learning (i.e., learning for its own sake but including activity undertaken as a first step, often by disadvantaged individuals, into more vocational learning). The White Paper identified technology and broadcasting as key enablers and set out various proposals including:

- An independent review of ICT skills for adults to be undertaken by Estelle Morris. This review was published alongside the Digital Britain White Paper in June 2009 and recommended that adults should be given an 'entitlement' to access provision and support to learn the basic skills they need to get online. In response the Government will pilot Online Basics in January 2010. Designed for people who have never used the internet, Online Basics will form part of the existing myguide service, have a dedicated website and include a core set of modules such as how to use a mouse and keyboard and use the internet. The pilot will be supported by Becta, the UK Online network and other selected centres. The Government will consider the next steps for Online Basics following an evaluation of the pilot and the agreement of priorities within the Skills Investment Strategy.

- Under the Building a Society For All Ages banner, a range of digital inclusion initiatives are being targeted at giving the 600,000 people living in sheltered housing access to new technology, along with the necessary support and mentoring.
- Helping families' access informal adult learning through the DCSF Home Access programme and exploring adult access.
- Creating online learning spaces (including in 'Second Life') and a directory of online resources (e.g., from museums and libraries) for adults and intermediaries.
- A new transformation fund (£20m) to encourage innovation, including through technology.

### **Home Access programme**

The vision for Home Access, as set out by Jim Knight, the former Minister of State for Schools and Learners, is to ensure that all pupils in state maintained education in England have the opportunity to have access to computers and internet connectivity for education at home. In September 2008, the Prime Minister announced funding for the Home Access Programme that will contribute to that vision by providing a device and connectivity for eligible low income families across England. Following the success of the pilots in Oldham and Suffolk, where over 12,000 grants were awarded, the Home Access Programme will roll out nationally from late December 2009 initially targeting eligible families with children in Years 3-9 inclusive. The programme aims to benefit more than 270,000 households by March 2011.

### **Myguide**

The cross-government myguide service has continued to grow in popularity and is utilised by the Home Access programme, Digital Life Skills, and UK online centres. It is designed to provide the digitally excluded with some basic skills and confidence building, and then show them how to use those skills to proactively realise the many economic and social benefits of the web. DCSF and DEFRA are considering ways of specifically communicating myguide to rural community groups. It is also designed to be supported by an intermediary or by family members, friends, carers, frontline and outreach staff etc. This use can now be promoted by central and local government, industry and the third sector via the new 'Pass IT on' facility: <http://www.ukonlinecentres.com/passiton>

### **Digital Inclusion Advisors**

The newly appointed Digital Inclusion Advisors work with Local Strategic Partnerships (LSPs) to meet the challenges of digital exclusion locally. They are funded by CLG and are managed by the Regional Improvement and Efficiency Partnerships (RIEPs) in each region of England, and they provide a free comprehensive service.

The advisors provide the following services:

- How ICT can help the LSP achieve social inclusion related LAA/MAA targets and new performance indicators, drawing on experience and evidence of effective and successful delivery elsewhere.

- Creating evidence based strategies and neighbourhood level action plans that use ICT to address local exclusion issues.
- How to use and access good practice guidance, for example, utilising the work done by local authority Beacons, networks such as DC10plus, case study repositories such as epractice.net, connected neighbourhoods – ‘digital charter’, and digital inclusion tool kits.
- Building relationships with third sector, private sector, mainstream service providers and Whitehall in order to support successful project realisation.
- The use of neighbourhood information and analysis to identify priority areas or audiences for digital inclusion services.

They will also provide coaching and mentoring partnerships to:

- Apply evidence based thinking and approaches to the delivery of national and local targets in order to identify and treat the root causes of a particular local issue, rather than treating the symptoms of a problem.
- Identify opportunities and overcome barriers for collaborative working and help develop practical ideas about any new or additional measures partnerships might consider to successfully use ICT to tackle social exclusion.

## DC10plus

DC10plus has identified six key ‘work streams’ that underpin the vision and ongoing strategy that enable local authorities to reduce cost, tackle social exclusion and attain effective service delivery through the adoption of the innovative use of information communication technologies.

## Next generation connectivity

- **Creating well-targeted and innovative interventions for “next generation connectivity”** through the deployment of high-speed broadband (100 Mbs and above) using fibre, cable and wireless connectivity.
- **Independent living:** Improving quality of life through making access to services easier and more time efficient and basing services around customer rather than provider needs (bringing multi-agency service delivery together).
- **Flexible working and worklessness for socially excluded groups:** Getting local people re-skilled and ready for the knowledge economy.
- **Digital communications and environmental impact:** Identifying and trialling appropriate enabling technologies for homes and small and medium enterprises to reduce the carbon footprint and tackle climate change.
- **Exploiting digital switchover and convergence for greater social inclusion:** Capitalising on the opportunities presented as the entire country switches from

analogue to digital TV between 2007 and 2012.

- **Communities building capacity:** Creating a framework to support exchange of good practice between Community and Voluntary organisations.

### **Beacon councils**

In March 2009 four local authorities were awarded 'beacon' status for their efforts on promoting digital inclusion - Solihull MBC, Staffordshire Moorlands District Council, Stratford-upon-Avon District Council and Sunderland City Council. The Improvement and Development Agency (IDeA) makes the awards as part of its effort to promote 'best practice' in local government.

In addition a 'beacon checklist' has been developed that provides good practice identification and a sharing tool derived from the 2009 digital inclusion beacon award process. The evaluation process that was used to assess beacon bids has been developed into a checklist of areas to consider for action in relation to the socially inclusive use of technology. Local authorities can complete the checklist themselves and produce an automated report, or alternatively book a digital inclusion advisor to complete it on their behalf. The tool and guide are available by emailing [checklist@digiteam.org.uk](mailto:checklist@digiteam.org.uk)

### **Community Voices**

The 'Community Voices' programme is run by the Media Trust and funded by CLG and BIS. The programme supports 26 grassroots organisations, one major new initiative, and a further 40 small grants for specific digital projects. The programme also provides the tools and resources for communities and community organisations of all sizes to utilise and increase engagement via digital media.

### **Social Landlords Strategy Group**

Research suggests that 75 per cent of people living in social housing are digitally excluded and that social housing tenants represent 28 per cent of all digitally excluded people in England. The formation of a Social Landlords Strategy Group, chaired by Helen Milner of UK Online centres for CLG, will identify and prioritise ways for getting people in communities of high deprivation online.

### **Digital Practitioner Skills Framework**

SOCITM, the Society for IT Managers, has been conducting research for CLG into the technology and digital inclusion skills gaps within local authorities – at all levels from Chief Executives to front-line workers. The research identifies where the levers are within local authorities to promote digital inclusion and embed this within the local authority's working practices, and what skills need to be put in place to make this achievable. This research will be available shortly.

### **UK Council for Child Internet Safety**

The UK Council for Child Internet Safety (UKCCIS) was launched in September 2008. It was a key recommendation in the Tanya Byron's Independent review of the risks and opportunities provided by new technology: 'Safer Children in a Digital World'. The Council

brings together over 140 organisations and individuals to help children and young people stay safe on the internet. It was launched by the Prime Minister on 29 September 2008 and is made up of companies, Government departments and agencies (including the devolved governments in Scotland, Wales and Northern Ireland), law enforcement, charities, parenting groups, academic experts and others. Keeping Children safe on line is everyone's responsibility, and requires constant vigilance and action.

Since the launch of the Council:

- After the Rose review was published in May 2009, online safety was included in the revised Primary School curriculum in England.
- School inspectors will now assess how well online safety is taught in primary schools in all parts of the UK.
- A new e-safety resource for primary teachers produced by Childnet, 'Know IT All for Primary Teachers' was launched by Professor Tanya Bryon in June 2009. It has been sent out to every primary school in England.

UKCCIS will launch its first Strategy at the first Child Internet Safety Summit in December. The Strategy will set out what UKCCIS has achieved over the past year and outline plans for the next 12 months. Key priorities include:

- Launching a major public awareness campaign backed by over £1m of Government funds over two years and based on new research into what will best support parents and children. The first stage of this campaign is being launched at the first UK Child Internet Safety Summit in December 2009.
- Launching an authoritative one-stop shop website for child internet safety
- The development of industry led and independently monitored guidance and best practice for a range on internet related services.
- Give those who work with children, such as teachers' social workers, and child care workers access to free, high quality resources. For example, we will develop further the 'Know IT All' suite to teaching materials for secondary teachers by March 2010.

### **Improving health, well-being and independent living**

NHS Choices has launched a major new Carers Direct hub within the NHS Choices site aimed at carers of people with disabilities and long-term conditions. Carers often suffer social deprivation and isolation and the new service provides easy to use information, in text and video, about support available.

NHS Choices has also, with Directgov, been supporting pilots of StartHere sites in health centres, BME centres, older people's centres and at HMP Pentonville. An evaluation report is available.

NHS Choices is developing an online training programme aimed at health information intermediaries, who can work with those who lack access to the internet. Librarians are the first sector to benefit.

Within the Department of Health, digital inclusion has been given increased prominence with the support of the Director-General of Informatics and Chief Information Officer for Health and Social Care. The issue of digital inclusion is part of the Department's Digital Strategy.

### **Transformational Government - Improving service planning and delivery**

Cabinet Office has established the 'Contact Council' to help take forward work on Service Transformation, this is a cross-government body made up of managers with responsibility for service delivery channels in Central Government Departments and Local Authorities. As is to be expected from a programme of work aimed at improving contact between service providers and service users, inclusion is a major theme of many of the projects and initiatives that are either under way or in development.

Work also continues on the Accreditation of publicly funded Contact Centres, together with a related Performance Management Framework for Contact Centres. The idea of related Performance Management Frameworks for other channels is also under consideration, with work to explore potential indicators underway for Websites, Face-To-Face, and Help lines - in all cases indicators on accessibility and usability are being explored. The intention is not only to improve current service delivery, but also to ensure fair and equitable access for all service users and to ensure that comparable performance is measured between service providers.

### **Directgov**

#### **'Effective public services for everybody'**

Directgov is the government's digital channel for the public, offering the public easy digital access to public services and information, community groups and social media. Directgov is the nation's official website, providing citizens with essential government information, in an accurate, up to date and impartial manner. It is a multichannel service - on web, TV and mobile - providing access to public services when and where they are needed. It will continue to work with customers to design the best possible service for the various channels available. For example, TV customer research from March 2008 has shown that its core audience is different to that of its web users with viewers tending to be older, not working and non internet users. From this evidence Directgov released a TV Jobcentre Plus search to go with its service on both mobile and the internet. It works closely with businesslink.gov.uk and NHS Choices to ensure that the super-sites are aligned.

### **Benefit services online**

The Department for Work and Pensions (DWP) has developed a comprehensive programme of online services that started with its Benefit Adviser Service, which was launched in April 2008, and provides citizens with advice about benefit eligibility and indicative entitlement. This was followed in August 2009 with an online claim service for contribution-based Jobseeker's Allowance (JSA), with remaining JSA claims due to come online in summer 2010. Alongside this the DWP are developing Benefit Enquiry and Benefit Update services, allowing its customers to resolve common enquiries and provide details of changes to their circumstances online. Functionality for these services will be developed over time, beginning toward the end of this year.

## **Jobcentre kiosks**

Jobcentre Plus long ago replaced the old image of job vacancy cards printed out and displayed on boards with touch-screen kiosks. They are now updating the network so that it has the potential to be internet-enabled with a broader service offering, for example, linking to relevant content on Directgov.

## **Ministry of Justice**

The Ministry of Justice (MoJ) continues to work with colleagues across government on a number of digital inclusion initiatives such as "Empowering the Blind Citizen" - a pilot aimed at increasing digital inclusion amongst blind and partially sighted people.

The MoJ also sees digital inclusion as being particularly relevant to developing an inclusive and healthy democracy in which people and communities understand and participate in law-making processes and benefit from a shared culture of rights and responsibilities. To this end a work programme titled 'Public Legal Education' is underway. The programme aims to empower citizens to understand how to resolve legal problems at an early stage through a variety of innovative mediums and supported by skilled practitioners where appropriate.

## **Rural communities**

As part of the work identified in the Action Plan, DEFRA and CLG are undertaking research that conducts analysis of the potential benefits for communities around emerging high-speed internet services and applications and evaluate whether the UK, or parts of the UK, will be at a disadvantage if they do not have access to an NGA network. The research will identify examples of good public private partnerships that are delivering NGA networks to uneconomic areas. It will also set out what policy or practical options there are to mitigate the effects for those communities that will not have access to an NGA network. The report's evidence will be presented to local authorities and Regional Development Agencies (RDA) to enable them to manage the risks locally and regionally. A final report and dissemination of the results is expected by end 2009. The Commission for Rural Communities (CRC) is represented on the steering group for this project alongside DEFRA, BIS, CLG, and Ofcom.

## **Department for Transport**

The use of Digital TV to access the Transport Direct service (via Looking Local) continues to grow. A Digital TV service was launched on Directgov in May 2009 and there are now 150,000 user sessions a year with over 1 million individual pages of information delivered.

Transport Direct have been providing electronic data to DWP to enable them to automatically generate personalised printed journey plans for their customers attending Invalidation Benefit Medical Assessment appointments. Over 5 million journey plans have been produced and sent out since the service first began in August 2006.

## **Policy Making in the Digital Age**

The National School of Government is helping to mainstream digital inclusion issues in policy making. It is exploring how to do this through its communications, networks, training, and development opportunities for policy makers.

## **British Irish Council**

The Council has created a new digital inclusion work stream that will look at generic digital inclusion issues that affect all UK citizens. This will provide an important channel for UK wide engagement, and a good platform to influence and to exchange 'best practice'.

## **The Equalities Bill**

Clause 1 of the Equalities Bill currently before Parliament will place a new duty on Government Ministers, departments and key public bodies, such as local authorities and certain NHS bodies, to consider what more action they can take to tackle socio-economic disadvantage. In particular, it will require them to consider the desirability of tackling socio-economic inequalities when making key strategic decisions about resource allocation and service delivery. It will enshrine in law the role our key public bodies should play in narrowing socio-economic disadvantage for those in our society who are most deprived.

## **Annexe B**

**LETTER FROM STEPHEN CARTER TO:**



Stephen A Carter CBE

Minister for Communications, Technology  
and Broadcasting

Martha Lane Fox  
Antigone  
27 – 28 Eastcastle Street  
London W1W 8DH

15 June 2009

*Dear Martha*

I am delighted that you have agreed to be our Champion for Digital Inclusion, following your discussions with Paul Murphy on 5<sup>th</sup> May. This letter is a formal confirmation of those discussions and the terms of this appointment.

The appointment is for a period of two years as from the date of this letter. I attach the text of the open letter which is being published today at the same time as we launch the Digital Britain Final Report. This is essentially the same as the draft which you saw previously with only small changes of detail following its circulation around MISC34 Digital Inclusion Committee. The letter sets out the main expectations of the job. As it sets out, your role stands outside government and involves engaging all sectors, but will also involve an annual report to government on progress made in tackling the key tasks.

As you know there will be a budget of around £2m available over the two years which can be used to support this work, and this can be used to provide the staff you will need to take the work forward. Meantime officials in the Cross-Government Digital Inclusion Team led by Bert Provan are at your disposal to assist in getting the work off the ground.

I understand that you have indicated that you are willing to accept remuneration at the rate of £60k per annum and intend to work an average of two days a week on this task, but the time commitment will be variable over the period according to how the initial and subsequent work pans out.

I hope this is helpful in setting out the basics of this appointment. Please do not hesitate to talk to me, or to Bert, about any questions you may have about this letter.

In conclusion may I repeat how pleased I am that you have accepted this challenge,  
and we look forward to working with you on this very important agenda.

Best

PP David Frank  
Private Secretary to  
STEPHEN A CARTER

## **Annexe C**

LETTER FROM STEPHEN CARTER TO:



department for  
culture, media  
and sport

Stewart Purvis Esq  
Partner, Content and Standards  
Ofcom  
Riverside House  
London  
SE1 9HA

**Stephen A Carter CBE**

Minister for Communications, Technology  
and Broadcasting

Our Ref: 120369

Your Ref:

30 June 2009

*Dear Stewart,*

**CONSORTIUM FOR DIGITAL PARTICIPATION**

The Government published the Digital Britain White Paper on 16 June 2009. The White Paper seeks to position the UK as a long term leader in communications, creating an industrial framework that will fully harness digital technology. Ofcom will have a key role to play in that and importantly in driving forward the work on digital participation which the Final Digital Britain Report puts at the heart of our policy. That positioning was very much justified by the quality of the Plan you brought together through the Working Group you led: we are very grateful for the work that you and your team did.

As we discussed at the time, your Plan identified a good set of ambitions. We are therefore delighted in the Final Report to be able to endorse the Working Group's proposals for a consortium of stakeholders, led by Ofcom, to drive Digital Participation and announce that this would be supported by up to £12 million over three years from the Universal Service provision announced in the Budget 2009.

The Final Report endorsed a three-part approach, with the consortium taking

Please respond to this address:  
2-4 Cockspur Street, London SW1Y 5DF  
[www.culture.gov.uk](http://www.culture.gov.uk)

Also based at  
1 Victoria Street, London SW1H 0ET  
[www.berr.gov.uk](http://www.berr.gov.uk)

forward a communications campaign and targeted outreach, working closely with Digital UK to realise potential synergies with the switchover programme and building on third sector delivery across the digital landscape. We very much welcome the fact that Martha Lane Fox, as Champion for Digital Inclusion, will work closely with you to develop the Consortium.

We set a challenge of evaluating the work of the Consortium after 12 months against four metrics:

- 1) Reach: access; number of households online, and numbers using the Internet outside the home;
- 2) Breadth of engagement: modes of usage and consumption (communication, retail, content consumed, public services used);
- 3) Depth of engagement: user contributions, comments, joining networks, user generated content, self publishing, content creation, photos uploaded and shared, etc; and
- 4) Social and economic impact: particularly the impact on economic recovery and benefits for disadvantaged groups and communities.

We now need to move quickly to take this work forward. I understand that you have already arranged to bring the members of the Working Group together on 15 July to discuss:

- Digital Participation - scope and potential
- the Consortium - purpose, desired outcomes, governance, priorities, membership and measures of success;
- strategic coordination - existing and new initiatives;
- funding; and
- next steps.

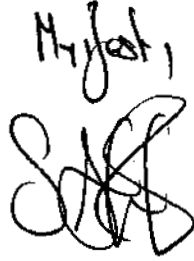
This will provide an opportunity also to profile and plan the shape of the communications strategy and outreach work.

I am writing similarly to other stakeholders about their contributions to Digital Britain, including to Luke Johnson inviting the Channel 4 Board to build on its contribution to the Working Group and consider how it can further contribute to driving digital participation - and specifically whether Channel 4 should appoint a Digital Participation Champion from among its Senior Management Team.

Ofcom has from the outset provided a significant supporting and co-ordinating role in pressing forward initiatives to get people on line, such as by supporting Silver Surfers in Adult Learning Week, but with very limited resources. We look forward to seeing your plans to provide, through the consortium and the

significantly increased funding available, a strategic and leadership role which will see the benefits of being online taken to all our citizens.

I am sending a copy of this letter to Ed Richards.

A handwritten signature in black ink, consisting of the word "Myself," followed by a stylized, cursive signature that appears to be "SAC".

**STEPHEN A CARTER**