



department for
culture, media
and sport

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London
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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

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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.

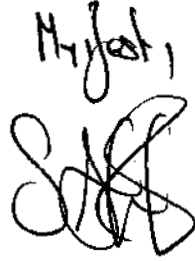
This will provide an opportunity also to profile and plan the shape of the communications strategy and outreach work.

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