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# National Plan for Digital Participation

MARCH 2010



department for  
**culture, media  
and sport**

Department for Business, Innovation and Skills  
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## Foreword



I would like to thank the Consortium for the Promotion of Digital Participation for their significant contribution to the drafting of the National Plan. The Plan results from joint work by over sixty organisations, each of them already successfully committed to working in this area. Drawn from industry, Government and the third sector, consortium members have developed a single strategic framework against which we can all direct our activities. Their collective endeavours will help people across the UK gain skills and confidence to maximise the benefits of being online, and to participate fully in today's digital society.

The Government is providing leadership to the National Plan's ambition by funding a range of programmes such as:

- £300m for the Home Access Programme, targeted on school children;
- £30m for the work of UK online Centres; and
- Up to £12m to support other work by the Consortium.

However, we can't do it alone. I am pleased at how the idea of 'collective endeavours' is taking shape. For example, the Consortium's Social Marketing Programme will pull together diverse organisations, from broadcasting, internet and mobile providers, education, and grassroots organisations, contributing a range of resources and skill sets, to maximise their combined impact.

To maintain the momentum of digital participation, we have set a challenging target. I want our combined efforts to deliver by 2014 a 60% reduction in the number of internet non users – a number which stands at around 12.5 million today. The target presents a big challenge. It will mean maintaining the rate of first time internet connections at the level we have seen over the past few years, even though those not yet connected are likely to be much harder to attract.

Together we can continue to make a real difference to the way we live and work. Bringing people online for the first time; encouraging existing internet users to do more online; enabling people to interact ever more creatively. These developments will enrich our society and strengthen our economy. And they will be key in building a truly Digital Britain.

A handwritten signature in black ink that reads "Stephen C. Timmins". The signature is written in a cursive style with a large, sweeping 'S' at the beginning.

# 1. Introduction

1. This is the National Plan for Digital Participation. It follows the Digital Britain White Paper, which set out an ambition to secure the UK's position as one of the world's leading digital knowledge economies.
2. The Digital Britain report identified Digital Participation as increasingly crucial for full participation in 21<sup>st</sup> Century society, bringing extensive potential benefits for UK citizens, for the UK economy and for the provision of public services to meet today's citizen demand. We are at a tipping point in relation to the online world. It is moving from conferring advantage on those that have it to conferring active disadvantage on those who are without it.
3. There is a widely shared interest in increasing Digital Participation:
  - For Government, there are strong economic benefits<sup>1</sup>, both in relation to building a stronger digital knowledge economy and in relation to unlocking the potential for improved government efficiency in delivering future public services.
  - For industry, because of the benefits of a fully digitally-skilled workforce and because of the commercial opportunities that increased Digital Participation may bring.
  - For citizens, because of the financial savings, access to formal and informal learning opportunities, employment potential, improved salary prospects and the many other advantages - economic, social and cultural - that being online can bring.
4. Recognising this, Government intends to provide clear strategic leadership, but it will do so working closely with industry, the third sector and many others in order to ensure that the most effective and creative approach possible is adopted in tackling this challenge.
5. Through this National Plan for Digital Participation, the Government is offering a strategic framework within which different stakeholders can come together, align plans and coordinate activities to achieve the shared goal of Digital Participation.
6. The shared vision for Digital Participation is to ensure that everyone who wants to be online can get online, do more online and benefit from the advantages of being online.

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<sup>1</sup> The Price Waterhouse Coopers report "[The Economic Case for Digital Inclusion](http://raceonline2012.org/resources)" for the Champion for Digital Inclusion estimated the total economic benefits from getting everyone in the UK online is in excess of £22 billion. (October 2009). <http://raceonline2012.org/resources>

7. To challenge itself and others, the Government is setting an ambition of getting 60% of the 12.5 million people that are currently offline online by March 2014.
8. Government will itself play a critical role in delivering certain building blocks required to meet that ambition. For example, Government will need to ensure the wide availability of networks across the UK to ensure that everyone has the option to get online at internet speeds which allow them to use and enjoy critical services.
9. The Government has set out a significant plan of activity to achieve this, including, in particular, setting out its intention to deliver a Universal Service Commitment for Broadband by 2012, to ensure universal availability of a minimum standard of universal broadband networks across the UK.
10. In addition, the Government has put in place a number of other key targeted initiatives to progress this agenda, including:
  - The Governments Home Access Programme<sup>2</sup>, which will provide free computers and internet connections to 270,000 families with children of school age.
  - As part of the Putting the Frontline First: Smarter Government White Paper, the Government announced that an additional £30m would be made available to UK online centres to support the development of the National Plan for Digital Participation to get more than one million people online in the next three years.
  - The Governments commitment in Building a Society for All Ages to support an extra 20,000 people in sheltered housing to go online by March 2011.
  - The appointment of the Champion for Digital Inclusion (Martha Lane Fox) and her Task Force, who are targeting the four million digitally and socially excluded people who have never been online through the Race Online 2012 strategy.
  - An extensive programme, through the Government's skills and education programmes, to provide clear routes of progression for both child and adult learners who wish to become digitally included.
  - The establishment of the Consortium for the Promotion of Digital Participation<sup>3</sup>, which brings together over 60 key industry and third sector stakeholders to both coordinate much of the above activity and support new Social Marketing and Targeted Outreach programmes to help change Digital Participation behaviour.

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<sup>2</sup> [http://schools.becta.org.uk/index.php?section=oe&catcode=ss\\_es\\_hom\\_02&rid=17246](http://schools.becta.org.uk/index.php?section=oe&catcode=ss_es_hom_02&rid=17246)

<sup>3</sup> The Consortium for the Promotion of Digital Participation was announced in the Digital Britain Report and is led by Ofcom.

11. It is only through a concerted effort between government, industry and the third sector, as exemplified by the approach of the Digital Participation Consortium, that the ambition to ensure that everyone who wants to be online is equipped with what they need to get online and do more online will be reached.
12. Fundamental to this approach is raising awareness of the potential benefits available from being online so that people can make an informed decision about whether or not they want to go online.
13. By working together collectively, recognising the shared ambition of all parties, the sum of all efforts can be brought forward to deliver a radical, fresh and exciting approach to tackling the challenges of Digital Participation, bringing economic, commercial and social benefits to the UK.
14. This document is divided into the following sections:
  - Section 2 outlines a vision for Digital Participation and the benefits it can deliver.
  - Section 3 looks at the areas where people need help to get online and how those needs can be addressed.
  - Section 4 looks at the groups that need most help in getting online.
  - Section 5 outlines current initiatives and how they are seeking to tackle the challenge of driving Digital Participation.
  - Section 6 sets out the approach for achieving greater impact through collaboration and coordination, primarily through the Digital Participation Consortium.
  - Section 7 looks at how we will set baselines and measure change over the period of this Plan.
  - Section 8 sets out the timetable for action.

## 2. Shared Vision

15. The shared vision for Digital Participation is for **everyone who wants to be online to get online, do more online and benefit from the advantages of being online.**
16. This vision recognises that people need the motivation and opportunity to get online, as well as the support to develop the skills and confidence to participate fully online – including the ability to communicate, managing potential risks, critically evaluate content and services, and create and share content.
17. This support may initially take the form of an intermediary, such as a school, public library or UK online centre, or community volunteer.
18. This vision is also platform-neutral and ‘getting online’ refers to the most affordable and effective means for the individual to become an active user of the internet. Today, people can access the internet through a variety of readily available technologies in addition to home or mobile broadband subscription, such as Digital TV, smartphones, games consoles and public kiosks. In addition, accessing online content through Internet Protocol TV could provide an effective and easy option for people who may be traditionally resistant to new technology.
19. From an individual’s perspective, there are many ways to benefit from being online – each benefit will be valued differently depending on personal choice and circumstance.

These include:

- financial savings
- greater consumer choice
- more opportunities to connect, communicate and stay in touch
- improved access to health and well-being information
- facilitating independent living for the elderly, and
- socio-economic inclusion for the physically and socially isolated and the economically excluded.

Digital Participation also breathes new life into:

- civic and democratic engagement activities
- self-publishing and content creation
- support the growth of online communities of interest
- cultural understanding and social capital
- formal and informal learning opportunities and
- employment opportunities

20. A fully digitally-skilled workforce is essential for growth in the commercial and business sectors.

21. In addition to these direct benefits, there are also indirect benefits to be gained from Digital Participation through public services, such as:

- better service integration so that multiple services across sectors work together (often an issue for socially excluded people)
- better and quicker service planning (through better mapping of overlapping services, needs, and tackling problems in deprived communities, including crime and security); and
- equipping frontline staff to support complex needs - for example, using mobile networked technology which can provide immediate access to information and allow an immediate delivery of services while in the field<sup>4</sup>.

22. There are also significant savings and efficiencies to be made by Government through increased use of public services online. The Economic Case for Digital Inclusion suggested that if all digitally excluded adults go online and made just one digital contact each month instead of using another means, this would save an estimated £900million per annum.<sup>5</sup>

23. Empowering citizens by increasing use of online service delivery and by also reducing face to face contact would result in over £600million new savings.<sup>6</sup> Businesses can similarly make savings in delivering their services.

24. The vision for this National Plan reflects the centrality of Digital Participation in creating a more inclusive and more dynamic society and economy.

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<sup>4</sup> Delivering Digital Inclusion - An Action Plan for Consultation Oct 2008  
<http://www.communities.gov.uk/publications/communities/deliveringdigitalinclusion>

<sup>5</sup> The Economic Case for Digital Inclusion (2009)  
[http://raceonline2012.org/sites/default/files/resources/pwc\\_report.pdf](http://raceonline2012.org/sites/default/files/resources/pwc_report.pdf)

<sup>6</sup> Putting the Frontline first: Smarter Government (2009) <http://www.hmg.gov.uk/media/52788/smarter-government-final.pdf>

### 3. Identifying and addressing needs

25. The Digital Britain Report identified three key areas where Government itself wanted to take further action to drive Digital Participation:

- **Affordability:** both in relation to equipment and ongoing costs;
- **Capability and Relevance:** ensuring that all citizens have the skills, motivation and confidence they need; and
- **Availability:** by ensuring wide availability of key services, in particular through the Universal Service Commitment for Broadband.<sup>7</sup>

26. Availability is being addressed by the Universal Service Commitment for Broadband. The National Plan for Digital Participation will primarily focus on Affordability, Capability and Relevance, i.e. the key consumer barriers to comprehensive take-up and use of universal broadband beyond Availability.

27. Based on a comprehensive review of consumer research, the Communications Consumer Panel<sup>8</sup> has developed a needs-based consumer framework for Digital Participation.

28. This framework sets out the things that people themselves say they need to be able to get online and get the most out of the internet. (Figure 1)

29. The framework does not prioritise the different needs and requirements: different groups of people are likely to need help with different elements of the framework at different times, depending on where they are on their Digital Participation journey.

30. This framework provides a useful starting point to help identify the areas where people are most likely to need help and support. This can then be mapped against the support that is already being provided by Government, Industry and the third and education sectors.

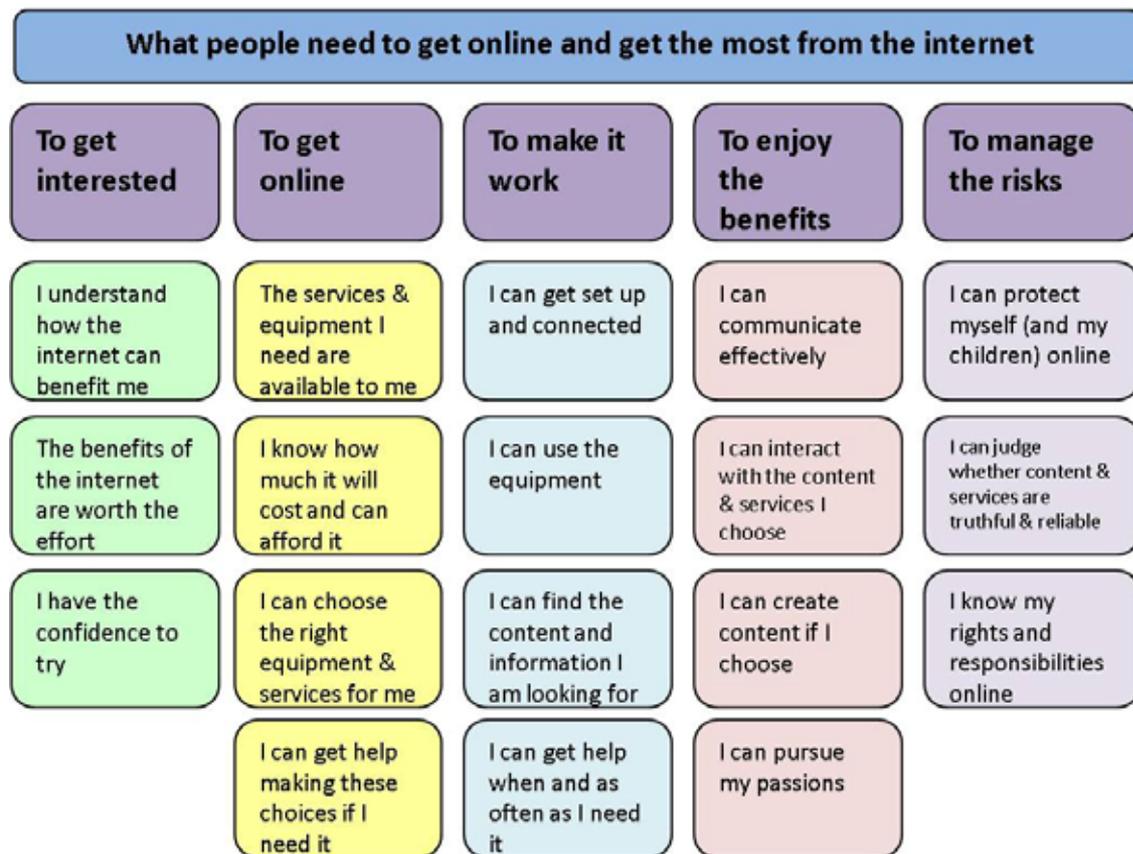
31. This information will help to identify areas of unmet need and help to shape and prioritise future action.

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<sup>7</sup> The Digital Britain Report <http://www.culture.gov.uk/images/publications/digitalbritain-finalreport-jun09.pdf>, Page 34

<sup>8</sup> Established under the Communications Act 2003, the Communications Consumer Panel is an independent, policy advisory body on consumer interests in telecommunications, broadcasting and spectrum markets (with the exception of content issues). [www.communicationsconsumerpanel.org.uk](http://www.communicationsconsumerpanel.org.uk)

Figure 1 - Consumer Framework for Digital Participation



32. Based on this framework, five over-arching objectives have been set for the National Plan in support of the overall ambition of getting 60% of those people that are currently offline online by March 2014.

33. These five objectives are outlined below, each followed by an example taken from the research to illustrate the issue:

**1. To get people interested in going online by promoting compelling and relevant content and services and highlighting the benefits of being online:**

34% of adults without an internet connection said that it would provide no useful benefit to them<sup>9</sup>.

**2. To provide people with information and incentives to get online:**

Although non-users of the internet have been shown to overestimate the cost of the technology by as much as a factor of two, there is concern that cost will remain a significant barrier, especially for low income groups<sup>10</sup>.

<sup>9</sup> The Economic Case for Digital Inclusion

<sup>10</sup> The Economic Case for Digital Inclusion

**3. To provide people with the opportunity to develop the skills to make it work and to know how to get help when required:**

Only 52% of UK adults with no qualifications have internet access at home, compared with 78% of those leaving school with basic levels of qualification (GCSE grade G or above)<sup>11</sup>.

**4. To enable people to identify and manage the potential risks associated with being online:**

Three in five (59%) internet users say they know how to install security features like a firewall, anti-spy or anti-virus software – the remainder are either uninterested or don't know how to do so<sup>12</sup>.

**5. To empower people to make best use of the opportunities and benefits available online:**

Three in ten (31%) internet users say they only use the same websites rather than visit new ones<sup>13</sup>.

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<sup>11</sup> The Economic Case for Digital Inclusion, Page 14

<sup>12</sup> Ofcom Media Literacy Tracker 2009

[http://www.ofcom.org.uk/research/stats/ml\\_tracker09.pdf](http://www.ofcom.org.uk/research/stats/ml_tracker09.pdf)

<sup>13</sup> Ofcom Media Literacy Tracker 2009

## 4. Priority Groups

34. Despite a continuing rise in the numbers of people using the internet, there are still 12.5 million people<sup>14</sup> aged 16+ who are not active users<sup>15</sup> of the internet.<sup>16</sup>

35. The majority of these people are likely to fall into two broad categories of 'people aged 55+' and 'people in socio-economic group C2DE'<sup>17</sup>.

36. By and large, these people are least likely to get online without intervention or support.

37. In order to effectively deliver specific activities, stakeholders are targeting particular Priority Groups within these two broad categories:

- **Older people**
- **Low income households**
- **Low income families**
- **Unemployed people**
- **People with no formal qualifications**
- **Disabled people**

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14 Calculated using 2001 Census data and Q1 2009 Ofcom Technology Tracker

15 'active use' is defined as 'any type of use at least quarterly'.

16 There is a 1-2.5% margin of error in these figures, given the survey's sample size, which translates into 0.5-1m people aged 16+ based off 2001 Census data. Therefore, all figures should be read with due understanding of this implicit variation

17 This group includes people who are semi-skilled, in manual labour, unskilled, not currently using skills or dependant on the State

38. The following table shows which Priority Groups are being targeted by key stakeholders. The programmes identified are described in more detail in Annex 1.

**Figure 2 – Priority Groups being targeted by key stakeholders**

	Low-income households	Low-income families	Unemployed	No formal qualification	Older People	Disabled people
Home Access						
Race Online 2012						
Age UK / AbilityNet						
Get Digital						
UK online centres						
Public Libraries						
Online Basics / myguide						

## 5. Driving Digital Participation

39. Stakeholders have developed a range of activities and programmes addressing the needs of the priority groups outlined in the last chapter.
40. As part of the Putting the Frontline First: Smarter Government White Paper (see Annex 1), the Government announced that an additional £30m would be made available to UK online centres to support the development of the National Plan for Digital Participation to get more than one million hard to reach people online in the next three years.
41. In the Race Online 2012 strategy (see Annex 1), the Champion for Digital Inclusion is targeting the four million socially excluded adults who have never been online. The strategy sets an ambition for:
- all low-income families who want it to have home access to the internet by 2012;
  - all unemployed adults who want it to have personal access to the internet by 2012; and
  - internet use by people over 65 to be at least 50% by 2011, 60% by 2012 and for the internet to be part of mainstream health and social care provision for older people at risk of social exclusion.
42. Also by March 2011, the Government will provide, through the £300 million Home Access programme, grant funding to over 270,000 families allowing them to purchase a computer and internet access for a year. This will significantly contribute to the Department for Children, Schools and Families (DCSF) goal of getting all families with school-age children online at home. Initially the programme will target learners in years 3 to 9 inclusive. The criteria are based on families whose children are eligible for Free School Meals.
43. Following the Government's commitment in Building a Society for All Ages<sup>18</sup> an extra 20,000 older people in sheltered housing will be supported to go online by March 2011. Delivered by Digital Unite, the National Institute of Adult Continuing Education (NIACE), 'Get Digital' will work with residents, scheme staff and the wider community including local schools, to promote, deliver and sustain digital literacy skills. The scheme has £2.9million funding.
44. In response to the Estelle Morris Independent Review of ICT User Skills<sup>19</sup>, Online basics was developed. This is a simple online resource for adults who wish to take their first steps with computers and the internet. Part of the existing myguide service, it aims to give adults basic online skills and will form a key part of the Government's infrastructure and capacity to fulfil the demand amongst adults for digital skills training.

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<sup>18</sup> Building a society for All Ages (2009), [www.hmg.gov.uk/buildingasocietyforallages](http://www.hmg.gov.uk/buildingasocietyforallages)

<sup>19</sup> Estelle Morris Independent Review of ICT User Skills  
[http://www.dius.gov.uk/~media/publications/l/ict\\_user\\_skills](http://www.dius.gov.uk/~media/publications/l/ict_user_skills)

45. Online basics is being piloted in UK online centres and online at [www.onlinebasics.co.uk](http://www.onlinebasics.co.uk) from January 2010 and subject to a successful pilot will be rolled out in September 2010.
46. Local authorities have an important role to play in driving Digital Participation. For example, in England, the entire public library network is funded through local authorities and on average every library service provides 760 hours of internet access a week across all the individual libraries in their local authority<sup>20</sup>.
47. During its three years the DC10plus network has been helping local authorities and their service delivery partners to empower people and connect communities through technology and innovation - a list of developed products and other initiatives is in Annex 4.
48. The Race Online 2012 strategy outlines a plan for engaging with local authorities while the Learning Skills Council (LSC) is writing to Local Authority CEOs to invite them to become lead accountable bodies for informal adult learning from April 2011.
49. With a remit to produce content that will provide long-lasting community and personal benefit, the community media sector has a continuing role in the promotion of Digital Participation.
50. Community media thrives in some of the most disadvantaged communities in the UK: as community-based hubs with ICT and media production resources and expertise; as trusted intermediaries within the disadvantaged communities it serves; as a gateway into volunteering by people not well represented in the traditional volunteering sector and as a forum for community voices, democratic engagement cultural expression.
51. The Consumer Expert Group (CEG) was asked in the Digital Britain Report to report on the specific issues facing disabled people using the Internet. The report<sup>21</sup> suggested there are a number of issues which affect disabled people and discourage them from using the Internet. These issues fall into the same broad categories as those reported by other people, i.e. motivation, lack of skills and confidence and managing risks of using the internet.
52. The report also shows that people with certain disabilities face issues that are very specific to their disability, such as the complexity and cost of access technology and the lack of easily understandable information and training that addresses their needs. A business and consumer working group will take forward the 16 recommendations set out by the CEG report and establish an action plan.
53. In rural areas, where there is an increasing number of older people, getting people online can be more difficult due to the additional challenges associated with the dispersed nature of rural communities. Government is committed to rural

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<sup>20</sup> The role of public libraries in supporting digital participation, January 2010

[http://www.mla.gov.uk/news\\_and\\_views/press/releases/2010/digital\\_participation](http://www.mla.gov.uk/news_and_views/press/releases/2010/digital_participation)

<sup>21</sup> [http://www.culture.gov.uk/reference\\_library/publications/6378.aspx](http://www.culture.gov.uk/reference_library/publications/6378.aspx)

proofing its programmes and increasing digital participation in rural areas. For example, myguide is being promoted in rural areas and the ‘Get Digital’ sheltered housing scheme will focus 81 of its 195 schemes in rural areas, where the funding is higher to account for the higher costs of delivery in rural areas.

54. The following table in Figure 3 shows how the specific areas of need of the Priority Groups are currently addressed through a variety of projects and resources. Between them they will make use of the increasing variety of ways of accessing the internet, for example through games consoles, kiosks, smartphones, Internet Protocol Television (IPTV). The attractiveness and relevance of the internet to each category of user will rely on the nature of the content and services provided. More detail is available in Annex 1.

**Figure 3 – Specific stakeholder activity addressing areas of need for Priority Groups**

	Getting Interested	Getting Online	Making it work	Managing the risks	Enjoying the benefits
Older People	Race Online 2012 Silver Surfers Day Connect with IT	UK online centres Public Libraries Race Online 2012 Get Digital Get Online Day Silver Surfers Day Connect with IT Digital Inclusion Network Directgov TV	UK online centres Public Libraries Get Digital Online basics myguide Webwise Adult Learners' Week Digital Inclusion Network	Get Safe Online Online basics myguide Webwise	Directgov NHS Choices learndirect
Disabled People	Race Online 2012 Adult Learners' Week	Race Online 2012 Get Digital Directgov TV	Online basics Get Digital myguide Webwise	Get Safe Online Online basics myguide Webwise	Directgov NHS Choices learndirect
Low income households	Race Online 2012 Get Online Day Adult Learners' Week Connect with IT	UK online centres Get Online Day Race Online 2012 Connect with IT Digital Inclusion Network Directgov TV	UK online centres Online basics myguide Webwise Adult Learners' Week	Get Safe Online Online basics myguide Webwise	Directgov NHS Direct learndirect

**Figure 3 (contd) – Specific stakeholder activity addressing areas of need for Priority Groups**

	Getting Interested	Getting Online	Making it work	Managing the risks	Enjoying the benefits
People with no formal qualification	Race Online 2012 Get Online Day Adult Learners' Week	UK online centres Public Libraries Get Online Day Race Online 2012 Directgov TV	UK online centres Public Libraries Online basics myguide Webwise Adult Learners' Week	Get Safe Online Online basics myguide Webwise	Directgov NHS Choices learndirect Content & services
Low income families	Race Online 2012 Home Access	Race Online 2012 Public Libraries Home Access Directgov TV	Home Access Public Libraries Online basics myguide Webwise	Get Safe Online CEOP UKCCIS Online basics myguide Webwise	Directgov NHS Choices learndirect Content & services
Unemployed People	Race Online 2012 Get Online Day Adult Learners' Week	UK online centres Get Online Day Race Online 2012 Directgov TV	UK online centres Online basics myguide Webwise Adult Learners' Week	Get Safe Online Online basics myguide Webwise	Directgov NHS Direct Job Centre Plus learndirect Content & services

55. Activity to promote Digital Participation under the National Plan falls into three categories:

- **Business-as-usual activity.** This includes activity already established by individual stakeholders (or groups of stakeholders) which will contribute to the overall ambition of getting 60% of those people that are currently offline online by March 2014. Some examples are: Home Access Programme, BBC Webwise, the UK Council for Child Internet Safety.
- **Alignment and Support activity.** This includes activity that has already been established by individual stakeholders (or groups of stakeholders) which is contributing to the overall ambition of getting 60% of those people that are

currently offline online by March 2014, but would benefit, or is benefiting, from wider support and/or alignment of effort. Some examples are: Silver Surfers' Day, Online basics / myguide, UK online centres.

- **New activity.** This category includes new activity that addresses strategic gaps and unmet needs. Some examples might be: National PC Refurbishment Plan, Race Online 2012 volunteering drive, Digital Participation Targeted Outreach project based on Digital Switchover model

56. Details of the activities mentioned above are available in Annex 1 of this document.

## 6. Achieving greater impact

57. There is significant valuable work being carried out by stakeholders to drive Digital Participation and this National Plan illustrates how even greater impact can be achieved across the UK through the newly formed Digital Participation Consortium, supported by the proposed Government funding of up to £12m over three years.
58. Consortium members are drawn from across the UK and represent the foundation areas of Digital Inclusion, Digital Life Skills and Digital Media Literacy (see Annex 2 for more information on these three areas).
59. For the first time there is a real opportunity to harness the combined power of Government, Industry, Education and the third sector to deliver significant social and economic benefits for the millions of people they engage with on a daily basis.
60. The Consortium will contribute to the ambition outlined in this National Plan by seeking to add value to the types of activity outlined in the previous chapter – particularly in relation to ‘Alignment and Support activity’, and ‘New activity’ (paragraph 55).
61. Research shows that 11 million<sup>22</sup> non-users of the internet<sup>23</sup> fall within the overlapping demographic groups of:
- People from socio-economic group C2DE
  - People aged 55+
62. To add the greatest value and to achieve maximum impact, the Consortium will focus on seeking to address the unmet needs of these two broad demographic groups and by extension, help other stakeholders reach their respective Priority Groups.
63. It will do this by:
- providing better **Coordination** and encouraging meaningful **Collaboration** between Government, public, private and third sectors across the UK,
  - using **Social Marketing** to help change Digital Participation behaviour and **Targeted Outreach** to provide extra support to those who need it most; and
  - encouraging and supporting the development of **National Strategies** in the devolved nations.

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<sup>22</sup> There is a 1-2.5% margin of error in these figures, given the survey’s sample size, which translates into 0.5-1m people aged 16+ based off 2001 Census data. Therefore, all figures should be read with due understanding of this implicit variation

<sup>23</sup> Q1 2009 Ofcom Technology Tracker  
<http://www.ofcom.org.uk/research/stats/stats09/>

## **Better Coordination and productive Collaboration**

64. There is unparalleled potential in the combined experience, resources and contacts of the Consortium members to create innovative solutions to provide people with the motivation, skills and support to get online, do more online and benefit from the advantages of being online.
65. As outlined in the Race Online 2012 strategy, the Champion for Digital Inclusion is engaging with local authorities to raise awareness of the importance of promoting Digital Participation. The Consortium is uniquely positioned to support this drive and build on the achievements of DC10plus. (See Annex 4 for more detail the work of DC10plus).
66. The UK volunteering sector provides a good example of how the Consortium can add value by collaborating around 'Align and Support activity' (see paragraph 55)
67. Volunteering brokers including Do-it, the National Volunteering Database (serviced by YouthNet) and the national volunteering development agencies will be exploring how to use the volunteering infrastructure to recruit more volunteers to support wider Digital Participation projects identified by the Consortium.
68. The Consortium is uniquely placed to 'Align and Support' (paragraph 55) current activity around volunteering and will support the work of the Race Online 2012 team to develop a volunteering initiative as outlined in the Race Online 2012 Strategy.
69. This work will provide an overview of the capacity and capability of the volunteering sector, together with ways to recruit and equip more volunteers for Digital Participation initiatives (for example with UK online centres' 'PassITOn' campaign and Online basics' 'enablers') and should encourage productive collaboration between stakeholders and their programmes such as:
  - Race Online 2012
  - UK online centres
  - Online basics
  - Volunteering organisations (such as YouthNet and TimeBank )
  - Voluntary and Community organisations
  - Private sector (via Corporate Social Responsibility schemes)
  - Broadcasters, Internet Service Providers, Mobile Network Operators & Content Providers
  - Digital UK
  - Ofcom
  - Public Libraries
  - Local Authorities
  - Government and devolved nations
70. An example of how the Consortium can collaborate effectively around 'New' activity' (See paragraph 55) is the UK-wide PC Refurbishment scheme currently

in development. This brings together stakeholders from the public, private, third and educational sectors to find a way of making online access more affordable for people on low incomes.

71. The package includes affordable home access to a high quality refurbished PC, complete with necessary software, content designed to help people develop basic skills and confidence, and support available locally through volunteering networks and other local resources. The key partners are:

- Local Authorities – supporting, promoting and managing the project locally;
- National and local Government and industry to provide where possible suitable hardware for refurbishment;
- Software suppliers such as Microsoft to supply low-cost user licenses, with careful consideration to the use of open source in the application and operating system layers;
- Hardware manufacturers to provide expertise in refurbishment;
- ISPs and Mobile Network Operators to offer suitable low cost connectivity options;
- Third and educational sectors to support the development of skills and provide routes for learner progression; and

72. This example illustrates how, by pooling their expertise, experience and resources - and, where appropriate, involving external partners - Consortium members can achieve a greater return than would be possible by acting independently.

73. To support coordination and collaboration across the Consortium, an online mapping tool has been developed to provide a comprehensive picture of activities and programmes across the UK, covering Digital Inclusion, Digital Life Skills and Digital Media Literacy. It will help to identify opportunities for Consortium members to work together to address areas of need in priority groups as outlined in the Consumer Framework for Digital Participation (Figure 1) and will track Digital Participation activity on an on-going basis via the Digital Participation website.

74. The Digital Participation Consortium website will host this National Plan, together with an automatically updated action plan generated by the results of the integrated mapping database. In addition, the website will host a dedicated stakeholder section where members can share information on Digital Participation projects and partnering opportunities and access and contribute member profiles, activity information, news and updates.

## Social Marketing

75. Social Marketing is the use of a range of marketing channels, tools and techniques to bring about public changes in behaviour.
76. Social Marketing recognises that simply changing attitudes does not necessarily drive changes in actual behaviour, and that other levers are required beyond communications to stimulate and sustain the process of behavioural change. For Digital Participation these levers include product, pricing, human contact and support and hands-on experience of products and services.
77. By broadening the marketing mix beyond communications, Social Marketing opens up many more options for productive collaboration between Consortium members and other external partners than simply seeking additional media exposure for key messages or branding.
78. Social Marketing works best when communications are part of a broader package, either because:
- The role of communications is to draw attention to a specific intervention or initiative designed to drive behavioural change, or
  - A communications campaign is supported by other measures designed to convert awareness and consideration of change into concrete action.
79. An example of the former would be using Public Relations or direct mail to create awareness of the PC refurbishment scheme (outlined at paragraph 71) and target those most eligible to subscribe to it.
80. An example of the latter would be a broadcaster-led initiative to persuade older people of what they are missing and to help overcome fear or inertia, by featuring well-known celebrities who resonate with the target audience. On-air celebrity testimonials could be backed up with a programme of local appearances at events designed to provide older people with hands-on access to the internet and to demonstrate different uses highlighted by the personalities themselves. Events could potentially be staged in retail environments selling equipment and connection, thus increasing the possibility of converting inspiration into action. On-air content could also be made available for free online use by inter-generational volunteers and frontline third sector organisations catering for older people, and potentially re-purposed into other formats for home viewing/listening.
81. As illustrated above, the strength of the Consortium lies in the potential of collectively harnessing and, where appropriate, combining members' resources, networks and expertise as well as their investment in marketing and communications activity. The Consortium will continue to seek out and develop ways to contribute to the objectives and vision outlined in this plan.
82. We expect that the aggregate value of Consortium members' joint Social Marketing efforts will be significantly greater than any public funding, the primary purpose of which is to incentivise and support initiatives championed and driven by Consortium members.

## Targeted Outreach

83. Targeted outreach typically describes activity that is narrowly targeted and focuses on direct personal contact with particular groups of people. Outreach programmes may follow a number of different models and can involve creating a brand new opportunity or building a Digital Participation element into an existing network of trusted intermediaries (such as building on the home library service provided by public libraries.) A number of models are outlined below.
84. Timebank's 'Digitall London' scheme brings together young (18-25) volunteers recruited through university to act as mentors to older people (typically 60+) and share their knowledge of digital technology. Mentors and partners meet on a one-to-one basis for 12 hours over 6-12 weeks. Meetings are held in a neutral venue – typically an older person's centre. This type of targeted outreach could potentially be part of the Race Online 2012 'PassITOn' volunteering programme.
85. Age UK's Digital Inclusion Network is another form of targeted outreach programme where the charity partners with more than 170 local VCS organisations committed to providing one-to-one training to more than 200,000 older people. Through the Network, older people interact and learn about technology in places in which they are comfortable in. Organisations include local Age Concern groups and organisations, housing associations, local libraries, community groups and UK online centres.
86. The Network provides an annual grant programme, cascade training for volunteers, best practice approaches and toolkits to designing, evaluating and delivering digital inclusion programmes specifically for older people and free resources to pass it on to people in the community.
87. Targeted outreach is also delivered through the network of UK online centres across England. Each centre adapts its programmes of Digital Inclusion activity to target the communities and audiences they serve, and for many that involves outreach classes. These centres will take laptops and other equipment out to venues like community centres, job centres, care homes or sheltered housing complexes, housing estates, shopping centres, faith groups and even pubs.
88. Digital Outreach Ltd<sup>24</sup> (DOL) is trialling another kind of targeted outreach in the form of their Community Outreach Programme. This model is delivered through the Voluntary and Community Sector (VCS), to promote the increased use of the internet by groups currently resistant to it – particularly older people and people on low incomes. This model was used for the Digital TV Switchover programme and enables complex messages to be effectively communicated to a wide range of people by embedding those messages into the day-to-day activities of local VCS groups and organisations, for example at events, coffee mornings and home visits.

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<sup>24</sup> DOL is a partnership between Age UK, CSV and CEL.

89. DOL will offer these local VCS organisations the necessary training, materials, management tools and software, and (in some cases) small grants to enable them to promote wider/increased internet use amongst their client base.
90. Targeted outreach is particularly relevant in rural areas where people tend to be further away from services and there are higher numbers of older people. In Shropshire, an outreach service is being run by Shropshire County Council through its Broadplaces programme. Broadplaces are situated in rural locations throughout Shropshire and offer community access to ICT facilities, locations for delivering services as well as training and meeting facilities for businesses (<http://www.shropshire.gov.uk/>).

## **The Devolved Nations**

91. Responsibility for promoting Digital Participation lies with several bodies as well as within the departmental and constitutional remits of both the UK Government and the devolved administrations.
92. Creating a single strategy that brings together all political interests as well as those of practitioners, infrastructure owners/operators and content creators is a significant challenge - not only for the UK as a whole, but also for the devolved nations.
93. Ofcom has established media literacy networks in the devolved nations to encourage partnerships and engagement with key stakeholders at a local level. These networks have recently extended their remit to become the local 'hubs' for the promotion of Digital Participation in each of the devolved nations and to coordinate local activities with the wider social marketing and targeted outreach.
94. The devolved administrations are represented on the committees of the hubs and Digital Participation strategies for each nation are being developed in conjunction with the relevant devolved administration. The Chair of each Hub is represented on the Consortium.
95. National strategies are being developed in each of the devolved nations to align with this National Plan to ensure a coordinated approach to promoting Digital Participation across the UK.

## **Scotland**

96. In Scotland, there are a number of strategies and schemes that are already well established which can support the drive towards Digital Participation for everyone in Scotland.
97. Scotland's Telehealth strategy<sup>25</sup>, volunteering through Volunteer Development Scotland, education<sup>26</sup> and lifelong learning<sup>27</sup> could either deliver greater value to

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25 <http://www.sct.scot.nhs.uk/>

26 Scotland's schools already use a digital intranet platform, (GLOW), volunteering through Volunteer Development Scotland

their stated objectives through people using new technologies or could support people earlier in the process to get online initially.

98. The Digital Participation Scotland Network (DPSN) has created a draft strategy which is being considered by the Scottish Government.
99. There has been considerable support for infrastructure rollout in Scotland, especially to rural areas, and the Scottish Government is currently working to review the effectiveness of the country's 2006 strategy on digital inclusion.

## **Wales**

100. In Wales, there are two relevant strategies that will lead and inform the promotion of Digital Participation in Wales - that of the Welsh Assembly Government and the Wales Media Literacy Network (WMLN).
101. These exist as separate documents, which reflect the complexities of this agenda and devolution. They have been written to complement each other, to ensure consistency and to avoid overlap, duplication or conflict.
102. The Welsh Assembly Government is developing a **Digital Inclusion Action Plan**, which is due to go out to formal consultation in early summer, with final publication expected in the autumn. The emerging plan suggests a series of strategic priorities for action to help engage the people who are most likely to be excluded.
103. The Welsh Assembly Government's latest digital inclusion initiative, Communities 2.0, commenced on 1 April 2009. A description of this initiative is at Annex 1 of this Plan.
104. The Wales Media Literacy Network's Strategy for the promotion of Digital Participation in Wales, includes background information on the Network itself and the wider stakeholder and political agendas that are likely to impact on the strategy.
105. An implementation plan outlining delivery at both pan-Wales and more local levels is also in development. This will be revised on an ongoing basis to ensure that the Network plans timely, appropriate events and activities that are closely aligned with stakeholder policies and wider political priorities.
106. There is already an established delivery infrastructure in Wales and using and developing existing networks to act as local conduits for rolling out the Social Marketing Programme and driving Digital Participation is the logical, effective and efficient way forward.

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<http://www.volunteerscotland.org.uk/default.aspx?popupValue=no>

<sup>27</sup> facilitated through the Individual Learning Accounts

## Northern Ireland

107. In Northern Ireland, the Digital Participation Hub replaced the Northern Ireland Media Literacy Network and brings together organisations and individuals in Northern Ireland with an interest in, or remit for, Digital Inclusion, Digital Life Skills and Digital Media literacy.
108. The Hub will develop an action plan to promote digital participation in Northern Ireland with the aims of getting people online, promoting access to high level digital skills and supporting the digital economy.
109. It will achieve this by coordinating existing activity across Northern Ireland and by creating partnerships between Hub members to extend the reach and remit of relevant projects.
110. Some possible objectives for consideration by the Northern Ireland Digital Participation Hub are outlined below.
- Launch of a locally focused Social Marketing Programme supported by bodies such as the BBC, UTV and devolved government (Feb 2010- Nov 2010)
  - Undertaking of an in-depth qualitative analysis of present provision supported by the University of Ulster (Feb 2010-June 2010)
  - Targeting of inclusion strategies to older people (post-55) and rural communities to be facilitated by liaison with bodies such as local libraries, Educational Guidance Service for Adults (EGSA), Help the Aged, Age Concern and the online community network established by the Department of Finance and Personnel (2010-2011)
  - Creation of online social network support groups through FE colleges, EGSA, online learning centres, libraries and after-school clubs (2010-2011)
  - Establishment of a 'network apprenticeship' scheme supported by Skillset, the Department of Education and Learning, Department of Enterprise, Trade and Investment, Further Education and Higher Education (2011-2012)
  - Embedding of accredited digital skills in the school curriculum supported by on-line learning centres, NI Screen, Council for the Curriculum, Examinations and Assessment (CCEA) (2010-2012)
  - Identification of a sponsor for the supply of 'affordable' hardware (on-going).
111. These objectives are framed within the delivery model discussed in more detail in the full strategy document and will be subject to approval by both the Northern Ireland Digital Participation Hub and devolved administration.

## 7. Establishing the baselines

112. Active internet usage continues to rise<sup>28</sup>. In Q1 2009 some 73% of UK adults aged 16+ used the internet ‘a few times a year’ or more, compared to 68% in Q1 2008<sup>29</sup>.
113. This equates to an overall figure of 12.5 million people<sup>30</sup> who don’t ‘actively’ use the internet.<sup>31</sup> This figure is the baseline from which the National Plan will measure change over time.<sup>32</sup>
114. The Digital Britain Report looks at Digital Participation in terms of Reach, Breadth, Depth and the social and economic impact of using digital technologies.<sup>33</sup>
- **Reach** covers internet access, the number of households online and numbers of citizens using the internet outside the home.
  - **Breadth of use** refers to different modes of internet usage and consumption, including communication, transacting, information, entertainment and use of public services.
  - **Depth of use** refers to using social networks and content creation and sharing, including user-generated content and self-publishing.
115. Digital Participation will be measured and tracked in a number of ways, as it is important to audit the extent to which people develop their skills and confidence as internet users as well as their initial presence online.
116. For example, ongoing skills development, such as ethical, legal and safe participation in social networks, and creating and sharing content, are essential to getting the most from the online experience.
117. For Reach measures, the focus will be on the percentage of the UK adult population using the internet approximately every three months, as well as the percentage of people with internet access at home.
118. Breadth of internet use will be monitored through the number of activities carried out online on a regular basis - for example, transacting, communicating,

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<sup>28</sup> Using the internet at least every three months is defined as ‘active use’ for the purposes of the National Plan, as this excludes those who may just use it once or twice a year.

<sup>29</sup> Ofcom Technology Tracker survey

<sup>30</sup> Calculated using 2001 Census data and Q1 2009 Ofcom Technology Tracker

<sup>31</sup> There is a 1-2.5% margin of error in these figures, given the survey’s sample size, which translates into 0.5-1m people aged 16+ based off 2001 Census data. Therefore, all figures should be read with due understanding of this implicit variation

<sup>32</sup> The Economic Case for Digital Inclusion takes as its baseline an estimated 10.2 million adults who have never been online (ONS Q1 2009). Of those 10.2 million, the Champion for Digital Inclusion will focus on securing support and investment for the four million of these adults who are both socially and digitally excluded.

<sup>33</sup> The Digital Britain Report (2009), Page 44.

accessing public services or creating content. As more people use the internet in more ways, so overall breadth of use increases.

119. Depth of use will be monitored through levels of confidence, understanding of types of content, perceptions of personal benefits both economic and social, and knowledge of risks and how to mitigate them.
120. Survey research to date indicates that change over time for many measures of breadth and depth is slow, with habits tending to shift only slightly from year to year. Due to survey sample size considerations, it is likely that the focus will be on UK-wide change over time.
121. A list of the measurements to be used to track Reach, Breadth, and Depth is available on the Digital Participation website and in Annex 3. Data to be used include Ofcom's Tracker surveys, ONS output, and Oxis surveys. This work will be undertaken by the Consortium.

## 8. Timetable for further action

This National Plan outlines a number of actions, activities and recommendations to drive Digital Participation. The table below sets out the most significant and their timing.

<b>Action</b>	<b>To be completed</b>	<b>Owner / Partners</b>
Develop a Digital Participation related volunteering initiative.	March 2010	Race Online 2012/ Consortium YouthNet / National Volunteering Development Agencies
Complete initial mapping exercise and establish Digital Participation website as ongoing mapping resource.	March 2010	Consortium
Radio 2 on-air campaign exploring all facets of media literacy including features about digital participation. Partnering with existing organisations to create maximum impact.	March 2010	BBC
Digi Olympics event showcasing two groups of older people getting online and competing against one another using gaming consoles.	March 2010	Age UK/ BT
NHS Choices intermediaries training website was developed for front line workers to understand how NHS Choices can provide support with health-related information requests from clients. Evaluation to be published by end March 2010.	March 2010	NHS Choices
UK online grant funded Smarter Government activity begins.	April 2010	UK online
Digital Participation and media literacy to be themes for Adult Learners' Week – outreach campaign /taster sessions.	15 to 21 May 2010	NIACE
Evaluate the DOL targeted outreach pilot in the wake of TV switchover.	Pilot completed May 2010	BIS/ Ofcom/ DUK
Trial Social Marketing campaign for Silver Surfers Day.	May 2010	Consortium
Promoting <a href="http://www.raceonline2012.org.uk">www.raceonline2012.org.uk</a> 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.	June 2010	Race Online 2012
Provide baselines for reach and monitor and report on depth and breadth of use.	Summer 2010	Ofcom
Complete and evaluate Online basics pilot.	Summer 2010	Becta/ BIS/ UK online
Deliver an on-air marketing campaign to drive awareness of the parental safety locks on iPlayer and bbc.co.uk .	Summer 2010	BBC
Roll out of Online Basics.	Sept 2010	Becta/ BIS/ UK online

<b>Action</b>	<b>To be completed</b>	<b>Owner / Partners</b>
'itea and biscuits' week which forms part of Connect with IT, Age UK's digital inclusion campaign which targets older people and provides free tasters of technology. Aligns with Sign UP Now campaign to encourage registration to courses in September.	Sept 2010	Age UK
Digital Inclusion event demonstrating CLG's Digital Inclusion Team, DC10plus and other digital inclusion programmes' tools, resources and good practice for local authorities.	October 2010	CLG/DIT/DC10plus
A focused BBC campaign combining content, on air marketing and a call to action. Supported with resources at grass roots and community level for end users. The campaign will tie in with Get Online Day.	October 2010	BBC Public Libraries UK online centres
Sign up at least 80% of MPs, councillors, and local authority CEOs as supporters of the Race Online 2012 challenge	Dec 2010	Race Online 2012
Rollout of 'Get Digital' sheltered housing project that will cover 20,000 people.	March 2011	DU / NIACE, DWP/CLG
Providing, through the Home Access Programme, free computers and internet connection to 270,000 families across England.	March 2012	Becta
Develop a Social Marketing Programme to help change people's Digital Participation behaviour.	Ongoing	Consortium
Carers Direct is an NHS service for those with caring responsibilities. The site offers practical support about benefits and getting support, with local directories of services. Activities to raise awareness of the service to this socially excluded group.	Ongoing	NHS
NHS Choices libraries training and promotion. NHS Choices will continue to work closely with public libraries to support library staff with health enquiries and to signpost library users to the service for online health information.	Ongoing	NHS
NHS MidLifeCheck is an online health and lifestyle assessment for people aged 45-60, focusing on factors including smoking, healthy eating, alcohol use, physical activity and emotional wellbeing. It provides a means of 'reaching out' to people who might not otherwise engage with local services, thereby helping to address health inequalities.	Ongoing	NHS
VOD – making Channel 4 content available for on-demand viewing both through 4oD and third party platforms (e.g. Virgin, You Tube).	Ongoing	Channel 4
Cross-platform commissioning – supplementing TV content with rich online experiences. – e.g. Sexperience.	Ongoing	Channel 4
Increase understanding of the online world through online projects such as the online game <i>Smokescreen</i> that explores online identity and privacy.	Ongoing	Channel 4
Dedicated online content – 4iP projects that partner with	Ongoing	Channel 4

existing organisations to develop and promote new services which have participation at their heart e.g. Help Me Investigate, TalkAboutLocal and Patient Opinion.		
Through the creative use of technology, increase the number of people engaging and learning online.	Ongoing	learnirect
Promote the network of Digital Inclusion Advisors working with Local Strategic Partnerships (LSPs) to meet the challenges of digital exclusion locally and deliver tailored solutions.	Ongoing	CLG
S4C's Welsh Learners' website learnons4c.co.uk is produced by Welsh learners' provision experts Acen. The bilingual service appeals to learners of all ages and ability by providing additional support to complement the programme service.	Ongoing	S4C
'Cyw' online provides a range of websites associated with S4C's children and young people's service, 'Cyw.' (Games, downloads and information.) It is designed for pre-school children as additional educational resource and is fully bilingual to help non-Welsh speakers and their children.	Ongoing	S4C
Continue to support PassITon and UK online centre search on Directgov	Ongoing	Directgov/ Government Department
Project Canvas has the potential to bring free online content and services to the TV.	TBC	BBC, Channel 4, Five, ITV, BT, Talk Talk, Directgov, NHS Choices
Complete nine regional events with LA CEOs and produce LA action plan.	TBC	Race Online 2012
Drive a partnership campaign, the business-to-business equivalent of UK online centres' 'Pass IT on', and drive mass-media coverage for the release of the annual report.	TBC	Race Online 2012
Challenge central and local government, and partners in the private and charity sectors to work together.	TBC	Race Online 2012
Promote the importance and awareness of accessibility design and assistive technologies. A business and consumer working group to take forward the 16 recommendations set out by the CEG report and establish an action plan.	TBC	BIS (TBC)
Develop a UK-wide PC refurbishment programme with a mechanism for effective refurbishment, redistribution and re-use of used public sector computers. Make resources and expertise available to local, regional and national Digital Participation initiatives. Create a variety of adoption models suited to the local, regional environments, including appropriate connectivity options.	TBC	Consortium

## **Annex 1 – Existing Activity to promote Digital Participation**

### **Age UK**

Age UK combines Age Concern and Help the Aged. The Age UK family includes Age Scotland, Age Cymru and Age NI. Since 2003, the Charity has been delivering digital inclusion programmes which have helped more than 200,000 people experience the benefits of the digital inclusion. Age UK aims to help people enjoy a better later life by providing life-enhancing services and vital support, developing products that are specifically designed for people in later life and providing advice and information through our help lines, publications and online.

The Digital Inclusion Network forms a support network to more than 170 local voluntary and community organisations delivering digital inclusion programmes to older people. Free resources, grants, training and events are available through the network.

Connect with IT is the charity's dedicated digital inclusion campaign for older people. itea and biscuits week and myfriends online week are the two flagship events providing practical support to older people during the campaign.

The Age OK accreditation mark will be awarded to specific products and services that an expert panel has judged to be sufficiently 'age-friendly'. In order to win the accreditation, the product or service will go through a rigorous selection process that seeks to ensure that it has been designed inclusively, factoring in the needs that might pertain to an older person.

### **BBC**

By offering everyone in the UK memorable and distinctive content that enriches their lives the BBC seeks to deliver its public purposes which are founded on information, education and entertainment. The BBC has a long tradition of working with partners to make the benefits of new technology more widely available. Examples of this are from radio and television to the BBC Micro.

The BBC seeks to provide content which will inspire people to go online as well as the encouragement and help they need when they get there. It believes that for people to be introduced successfully to new technologies, those technologies must be related to everyday experiences and recognisable benefits.

In October 2009, it launched a media literacy website which aggregates a wide range of relevant content around the themes of use, understand and create. This will offer interactive experiences, help with keeping safe online and easy ways to understand new developments in technology. This site is aimed at the general users and complements a number of more targeted services in the learning area.

## **Becta**

Becta leads the national drive to inspire and lead the effective and innovative use of technology throughout learning. Becta's role is to ensure that technology is used at its best in the British education system – maximising the gains to our teachers and learners.

Becta also works to make sure technology is used efficiently – to achieve the greatest benefits for the least cost, and save money for the system. They work mainly with DCSF, Department of Work and Pensions (DWP) and Department for Business Innovation and Skills (BIS) supporting them to:

- raise educational achievement;
- narrow the gap between rich and poor;
- improve the health and wellbeing of children and young people;
- increase the number of young people on the path to success;
- improve the skills of the whole population throughout their working lives;
- build social and community cohesion; and
- strengthen the Further and Higher education systems.

Becta is also working with partners on a range of activity which supports this national plan, including:

- working with BIS and UK online centres to develop and pilot Online basics;
- provided advice and guidance on safeguarding;
- working on the informal adult learning (IAL) White Paper, The Learning Revolution; and
- working with JISC and others to explore the challenges and opportunities around legally sharing and re-using digital resources.

## **British Library**

The British Library recognises that it is important to create the right environment to encourage users to become inquisitive and creative online. They have long advocated widespread digital literacy skills to ensure inclusiveness and optimal exploitation of new opportunities.

The British Library acknowledges the need to support the development of skills at all levels of critical thinking, and the appreciation of the authenticity and provenance of information. They also recognise that everyone should have the skills to make their own assessments about competing truths and views, to distinguish between quality audited and misleading information, vanity publishing and collaborative efforts, to be able to cross-check sources for authenticity and bias.

In this context the British Library has a supporting role to ensure that information literacy initiatives and policy take this broader view. The Library currently provides information literacy workshops and training for teachers using digital technologies and would like to work with partners to create a robust national training scheme.

## **BSkyB**

Sky provides TV, broadband and telephony services and has a presence in more than 1 in 3 homes in the UK. They have a number of products and services which encourage and enable people to get online: for example all of our customers who take Sky TV and Sky Talk enjoy free Sky Broadband.

Through Sky websites internet users can access sites that focus on their specific areas of interest such as Sky News, Sky Showbiz and Sky Sports. In 2009, they launched Sky Player, which enables anyone to watch live and on demand TV content on their computer or through their Xbox 360. Sky understands that people get online when there is a personal reason to do so, through great diverse programming such as Sky Sports premiership matches, major US blockbuster series such as Lost & 24 and our Sky Arts channels people are able to access great television online.

BSkyB puts a particular emphasis on making sure internet users have the information and support they need to go online safely, and they provide free parental control software for life to all Sky Broadband customers. This software helps families stay safe online, for example by preventing access to specific sites, setting time restrictions for access and blocking illegal content.

Children often know more about the internet than their parents do. So working with Childnet International, a charity dedicated to helping young people and their families stay safe online, BSkyB have developed practical advice to help parents understand potential risks and how to keep their children safe. They provide Childnet International with funding that helps them work directly on projects for Sky customers and also sustain their other activities.

In 2009 they established the Sky Child Safety & Security Forum which meets regularly, at least one a quarter. BSkyB are active members of UK Council for Child Internet Safety (UKCCIS), and also members of the Internet Watch Foundation (IWF) and supporters of the Child Exploitation and Online Protection Unit (CEOP).

## **BT**

Since 2002, BT has had a programme of activities to support digital inclusion with a view to all sectors of society being able to use digital services and, therefore, participate in and derive benefit from modern communications possibilities, including:

- Working with Age Concern to help reduce digital exclusion amongst older people through the [Age Concern Digital Inclusion Network](http://www.ageconcern.org.uk/AgeConcern/diginetwork.asp)<sup>34</sup>
- Developing and championing the [Inclusive Design Toolkit](http://www.inclusivedesigntoolkit.com/)<sup>35</sup> in partnership with the Engineering Design Centre of Cambridge University to encourage a greater understanding of customer diversity in the design of mainstream products to meet the needs of more people.

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<sup>34</sup> <http://www.ageconcern.org.uk/AgeConcern/diginetwork.asp>

<sup>35</sup> <http://www.inclusivedesigntoolkit.com/>

- Working with SCOPE on the [Wheeltop project](#)<sup>36</sup> to design a communication device to enable the use voice automated technology through moving just one knee.
- Developing and running the BT Internet Rangers project which provides support to young people to use their skills to teach the older generation how to go online.
- Providing funding for projects like [EverybodyOnline](#)<sup>37</sup>, [BT Community Connections](#)<sup>38</sup>, [Community Web Builder](#)<sup>39</sup>, [eWell-Being Awards](#)<sup>40</sup>, [BT Sign](#)<sup>41</sup>, [Text Relay](#)<sup>42</sup>, [Birmingham Mail Digital Family project](#)<sup>43</sup>, BT's collaboration with the Football Foundation - Communicating for Success and Browserlound.
- Supporting content such as Tate Kids and Connected Earth as well as BT Learning Centre to help increase the communication skills of young people and their access to creative inspiration.
- Sponsorship of the inaugural Age UK annual Internet Champion awards.
- Extending BT's subsidised social telephony service, BT Basic, for people on defined benefits to enable these customers to buy broadband (from any broadband provider).

## CEOP

The Child Exploitation and Online Protection (CEOP) Centre delivers a multi-agency service dedicated to tackling the exploitation of children. That means building intelligence around the risks, tracking and bringing offenders to account either directly or with local and international police forces and working with children and parents to deliver the ThinkuKnow internet safety programme.

## Channel 4

Channel 4's overall objective is to deliver compelling content and services to deliver its public purposes across multiple platforms and in doing so raise awareness, extend engagement and incentivise audiences to participate.

Channel 4 believes that the provision of compelling content and services is an important incentive to people to go online, find more information and participate more directly. Through 4iP and cross-platform commissioning Channel 4 will continue to develop innovative and engaging cross-platform and dedicated online content.

Channel 4 will look to integrate Channel 4's TV and online content in areas where Channel 4 has particular strengths, such as around food, health and news and democracy.

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<sup>36</sup> <http://www.btplc.com/Innovation/HelpingSociety/Wheelchair/index.htm>

<sup>37</sup> [http://www.citizenonline.org.uk/everybody\\_online](http://www.citizenonline.org.uk/everybody_online)

<sup>38</sup> <http://www.btcommunityconnections.com/>

<sup>39</sup> <http://www.communitykit.co.uk/>

<sup>40</sup> <http://www.sustainitawards.co.uk/digital-magazine.html>

<sup>41</sup> <http://www.bt.com/btsign>

<sup>42</sup> <http://www.textrelay.org/>

<sup>43</sup> <http://www.birminghammail.net/lifestyle/family-life/education/2009/06/09/it-s-never-too-late-to-learn-97319-23825055>

Channel 4's activity sits largely within 'Digital Media Literacy' (providing compelling content that enriches the media experience and providing guidance and information about navigating the digital world). However, Channel 4 also makes a contribution to the other areas of Digital Inclusion (making audiences aware of interesting and freely available free content as an incentive to get online); and Digital Life Skills (by providing information about how to use new media tools).

## **CMA**

Based in Sheffield, the Community Media Association (CMA) represents community media organisations (community radio, television and internet based organisations and community film-makers) across the UK. It campaigns for the needs of its members at a national level and runs projects (e.g. with Arts Council England and the BBC) that enable its members to work together to maximise their impact in the local communities they serve.

## **CSV (Community Service Volunteers) - Good Neighbour Model**

CSV has recently been involved in delivering Digital Switchover in the West Country, Wales and Granada region in the North West; CSV has used its 'Good Neighbour Model' to spread the message to a very wide audience through word of mouth and believes this model can help with promoting digital participation. The Good Neighbour initiative enables grassroots organisations and hard-to-reach groups to participate in campaigns and events linked to BBC local radio stations.

## **DC10plus network**

The DC10plus network forms part of the Department for Communities and Local Government digital inclusion programme to use digital technologies to drive efficient and effective delivery of improved social outcomes at a local level, particularly for excluded communities and groups.

DC10plus is a collaborative network linking digital places with each other, with voluntary and community partners, Industry and Government. The network has grown from the founding ten members to over 2000 organisations across the public, private and third sector – individuals, corporates and other Local Authorities – all of whom are committed to 'helping to empower people and connect communities through innovation and technology'.

Dedicated to creating partnerships, sharing good practice, developing new initiatives and influencing policy, the DC10plus network has been helping local authorities and their service delivery partners to empower people and connect communities through technology and innovation. During its three years the DC10plus network founder members have supported and empowered many hundreds of people across the country and enabled great steps forward in terms of digital inclusion (for more details see Annex 4).

DC10plus has developed six key 'work streams' that have produced tangible and effective deliverables:

- **Next generation connectivity**
  - Creating well-targeted and innovative interventions for 'next generation connectivity' (NGC) through the deployment of high-speed broadband using fibre, cable and wireless connectivity in five locations.
- **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 and now, for example through the 'Homeshoring' pilot and work on Digital Apprenticeships.
- **Digital communications and environmental impact**
  - Identifying and trialling appropriate enabling technologies for homes and SME's to reduce carbon footprint and tackle climate change. Leading the way on 'smart metering' and neighbourhood 'carbon makeovers'.
- **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 and working with cutting edge IPTV and DTV developments with DirectGov, Looking Local, The BBC and Intel.
- **Communities building capacity**
  - Creating a framework to support exchange of good practice between Community and Voluntary organisations. This has created a stronger relationship between LA's and the voluntary and community sector.

## **Digital Inclusion Beacons**

Four local authorities were awarded Beacon<sup>44</sup> status for their use of digital inclusion to tackle social exclusion and promote life chances at the Round 10 Beacon Awards in March 2009. The digital inclusion Beacon councils are Solihull Metropolitan Borough Council, Staffordshire Moorlands District Council, Stratford-On-Avon District Council and Sunderland City Council.

The Improvement and Development Agency (IDeA) makes these awards as part of its effort to promote best practice in local government. The digital inclusion category was sponsored by the British Educational Communications and Technology Agency

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<sup>44</sup> <http://www.beacons.idea.gov.uk>

and led by CLG as part of its digital inclusion capacity building programme with the aim to encourage peer support for digital inclusion good practice between local authorities.

### **The Digital Inclusion Team**

The Digital Inclusion Team<sup>45</sup> is the policy delivery team funded by CLG and hosted by the City of London on behalf of local government to implement the Social Exclusion Unit report 'Inclusion through Innovation: Tackling social exclusion through new technologies' published in 2005.

Its focus is on how the innovative application of digital technologies, of any kind, can improve the lives and life chances of socially excluded people and deprived neighbourhoods. The team directly supports Government goals set out in the 2006 Local Government White Paper Strong and Prosperous Communities and the Social Exclusion Action Plan Reaching Out. Areas of work include:

- **Research;** mapping the links between social and digital inclusion, insight into priority vulnerable groups and how technology can support inclusion and identifying the benefits to local authorities of investing in digital inclusion activity.
- **Tool Kits;** that support local authorities and Local Improvement Advisors.
- **Scalable and Sustainable Local Projects;** creating a set of locally sustainable and nationally scalable digital inclusion initiatives with local authorities around England. These initiatives are focused around the priority social exclusion task force groups including mental health, children in care, disadvantaged communities, worklessness, just coping families, offenders, NEETs and the BME community.

### **Directgov**

The Directgov Service is the government's digital service for public-facing information and services. As a multi-channel service across web, TV and mobile, Directgov continuously seeks to improve its offer in accordance with customer demand - this includes enabling public access to government services they need, wherever and whenever they want

The number of people who use the Directgov website has risen to 27.5 million visits in January 2010 and is now the most visited UK Government website. To increase and widen digital engagement, Directgov acts as an enabler offering easy access to public services across its TV and mobile platforms offering services such as 'Find my nearest' UK online centre database across its multi-channel service of web, TV and mobile; and promoting PassITon and myguide modules on TV. Directgov TV and Mobile:

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<sup>45</sup> <http://www.digitteam.org.uk>

Research has shown that Directgov's Mobile and TV service on Sky and Virgin increases reach to those who are both socially and digitally excluded: Viewers of Directgov's interactive television are older (69% over 35; 47% over 45), not working (57%) and with nearly half (45%) rarely (i.e. less than once a week) or never using the internet.

### **e-skills UK - Business IT Guide**

The e-skills UK Business IT Guide has over 5,000 registered users. This online service helps small companies and self employed individuals to understand the importance of getting online and make the most of digital technology.

### **e-skills UK - ITQ**

The IT users skills qualification ITQ, and the e-skills Passport which supports it, were designed by e-skills UK in partnership with employers to help people increase their employability. It is undertaken by over 40,000 people a year and provides a progression path from Online basics, enabling individuals to build on the skills already acquired in Online basics to develop further skills in the use of IT which are essential to employability. ITQ and the e-skills Passport enable individuals to identify the skills they have, the skills they want, and achieve a nationally-recognised qualification.

### **e-skills UK - CC4G club**

e-skills UK's online CC4G club set out to encourage positive attitudes towards technology amongst young people. Employers support clubs with funding, software, events, volunteers who run clubs and training for teachers. In the last four years 130,000 10-14 year olds in more than 3,500 schools have benefited. CC4G content is now being piloted in a variety of contexts, including family learning which engages digitally excluded parents and their children and supports the Becta Home Access programme (see below).

### **Get Safe Online Campaign**

Get Safe Online was launched in November 2005 as a major public-private sector initiative to raise awareness of online security. Get Safe Online is sponsored by the Cabinet Office, The Department for Business, Home Office Serious Organised Crime Agency (SOCA), HSBC, Cable & Wireless, PayPal, Microsoft, Gumtree and Ofcom, Get Safe Online is aimed at consumers and micro-businesses.

The Get Safe Online campaign is largely internet-based with a website that acts as a one-stop-shop for reliable, independent and easily understood up-to-date information about online safety.

Get Safe Online wants people to be able to continue using the Internet, enjoying the many benefits it has to offer, but also to be aware of the risks and take the steps necessary to protect themselves and their families online.

## **HMG – Building a Society for All Ages**

The Building a Society for All Ages implementation plan<sup>46</sup> includes a range of projects that may have an impact on Digital Participation. Amongst these is the NHS MidLifeCheck<sup>47</sup> due to launch in February 2010. This is an online health and lifestyle assessment for people aged 45-60, focusing on factors including smoking, healthy eating, alcohol use, physical activity and emotional wellbeing.

NHS MidLifeCheck guides people through a set of simple multiple choice questions and then provides tailored advice on how they can take small steps to improve their lifestyles by setting goals and signposting to national services for further support. It provides a means of 'reaching out' to people who might not otherwise engage with local services, thereby helping to address health inequalities.

## **HMG - Digital Inclusion Capacity Building Programme for Local Authorities**

Local authorities are key intermediaries in reaching out to digitally-excluded citizens. Government is working to help increase local authorities' ability to use technology to provide innovative and successful services, which tackle the more entrenched problems affecting disadvantaged communities and people. This work is called the 'Digital Inclusion Capacity Building Programme'.

Local authorities are working towards fair, safe and equal societies. To achieve this goal they must help citizens tackle complex social problems; reaching out to people who are disadvantaged. Often these people are suffering from 'social exclusion'; having three or more big problems in life such as no job, no home, no money, poor health, victim of crime, no public services and poor education and skills. Technology can help the most excluded people and communities become more self-sufficient and less dependent on the State, through improved services, skills development and community support, reducing the social and economic costs of poverty and disadvantage.

Delivering successful services - such as healthcare, housing, public safety, employment, community development and education to name but a few - are key to helping more vulnerable people overcome problems, gain self confidence and achieve the ability to take part in and contribute towards society.

Technology can assist local authorities in delivering successful services and tackling social exclusion. For example, technology can help to; share and use information to make decisions on where services are needed most, increase staff effectiveness, help communicate with citizens, build skills for individuals and communities and engage vulnerable, disadvantaged and excluded groups.

The programme<sup>48</sup>, run by the Department for Communities and Local Government (CLG), has been developed in consultation with stakeholders, including public,

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<sup>46</sup> [www.hmg.gov.uk/buildingasocietyforallages/plan.aspx](http://www.hmg.gov.uk/buildingasocietyforallages/plan.aspx)

<sup>47</sup> [www.nhs.uk/midlifecheck](http://www.nhs.uk/midlifecheck)

<sup>48</sup> <http://www.communities.gov.uk/communities/digitalinclusion/>

private and third sectors. It has been tailored to support local authorities and partners meet the objectives set out in the local performance management framework and respond to the Comprehensive Area Assessment challenge. CLG has funded and supported national programmes working with local authorities and the third sector in order to meet the aims of the digital inclusion capacity building programme. These programmes include Community Voices, The Digital Challenge, DC10plus, the Digital Inclusion Beacons, Digital Inclusion and Data Sharing Local Improvement Advisors and the Digital Inclusion Team.

Tools, resources and research are available to help local authorities and their partners exploit technology to support the delivery of social inclusion. These include:

- Solutions4Inclusion; an online resource of over 1000 digital inclusion projects and ideas mapped against local authority national indicators and social exclusion groups<sup>49</sup>.
- Community Maps; an online mapping tool to map digital and social exclusion data and resources at neighbourhood level<sup>50</sup>.
- Beacon Checklist; a self assessment tool for local authorities to help local authorities embed digital inclusion in the delivery of local services and realise the benefits that can be gained. The checklist allows authorities to compare their digital inclusion work against the four digital inclusion beacons, generate automated advice and good practice reports<sup>51</sup>.

### **HMG - Digital Inclusion and Data Sharing Advisors**

A free advice service for local authorities and their strategic partners, these advisors are part of the general pool of Local Improvement Advisors (LIA). Specifically, Digital Inclusion and Data Sharing Advisors support local strategic partnerships in using technology and data effectively to tackle social exclusion, address local service delivery priorities and meet national challenges within the local authority performance management framework. Their role, as with all LIAs, is to provide face to face coaching, training and mentoring and build capacity within the partnership. LIAs are a development from the previous network of Neighbourhood Renewal Advisers. Funded by the Department for Communities and Local Government and delivered via the Regional Improvement and Efficiency Partnerships, the adviser scheme will be in place until the end of 2010<sup>52</sup>.

### **HMG - Home Access programme**

By March 2011, the Government will provide, through the Home Access programme, free computers and internet connection to 270,000 families eligible for school meals.

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<sup>49</sup> [www.esd.org.uk/solutions4inclusion](http://www.esd.org.uk/solutions4inclusion)

<sup>50</sup> <http://www.gps.communities.gov.uk/DigitalInclusion/>

<sup>51</sup> [checklist@digiteam.org.uk](mailto:checklist@digiteam.org.uk)

<sup>52</sup> <http://www.hmg.gov.uk/media/44789/digital-inclusion-advisor.pdf>

The computer and support packages have been designed with a family's needs in mind. They include one year's service and support, pre-set parental controls, the award-winning e-safety guide 'Know IT All for Parents', and educational guidance delivered with every package.

All Home Access computers also come with a dedicated Home Access website to help ensure families are supported and realise the benefits of home access. Recognising that some learners will require additional support, assistive technology will also be available.

Becta is working closely with partners such as UK online centres, DC10 plus, BIS, DWP, Training and Development Agency for Schools, Qualifications and Curriculum Development Agency, Specialist Schools and Academies Trust and local authorities to maximise the benefits of Home Access, as well as delivering the required support and guidance to families. These partnerships are particularly important as Home Access can support the realisation of local objectives to encourage adult learning, employability and regeneration, while simultaneously narrowing the gap in educational achievement between children from different income groups.

### **HMG - National Sheltered Housing Scheme**

Following the Government's commitment in Building a Society for All Ages (HMG, 2009) an extra 20,000 people in sheltered housing will be supported to go online by March 2011. Delivered by Digital Unite and the National Institute of Adult Continuing Education (NIACE), 'Get Digital' promotes and supports digital participation for older residents in sheltered housing, including in rural areas.

'Get Digital' will work with residents, scheme staff, RSLs and the wider community including local schools, as well as DWP, to promote, deliver and sustain digital literacy skills for older residents in sheltered housing. As part of the programme this national (England) scheme will develop a business case and learning materials for all sheltered housing providers with the ambition to help ensure that all the 600,000 residents in sheltered housing will be reached. The scheme runs from January 2010 to March 2011 and is funded to £2.9million plus funding for an evaluation which will run in parallel.

### **HMG - Putting the Frontline First: Smarter Government**

Published in December 2009, [Putting the Frontline First: Smarter Government](#)<sup>53</sup> sets out how Government will improve public service outcomes. The plan has three central actions: to drive up standards by strengthening the role of citizens and civic society, to free up public services by recasting the relationship between the centre and the frontline, and to streamline the centre of Government, saving money for sharper delivery.

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53 Putting the Frontline first: Smarter Government (2009) <http://www.hmg.gov.uk/media/52788/smarter-government-final.pdf>

One aspect of Smarter Government is the Digital Delivery Programme being developed by the Cabinet Office and other government departments. Departments have created channel strategies, which will feed into an interim roadmap that will examine how to take forward the development and delivery of online services. At the same time, work is underway to examine the costs and benefits of online services, to ensure that the benefits realisation of online delivery is made.

Taken together – Departmental Channel Strategies, the roadmap, and work on benefits realisation - will inform a programme of work aimed at increasing the take-up of online services towards near 100% take-up by 2014. In this way Government will encourage wider Digital Participation by offering content and services at the convenience of service users.

Digital Inclusion and Participation will deliver many of the efficiencies and savings Smarter Government wishes to achieve, for example by people using online information and services to understand entitlements and claim benefits, using online health information to reduce the number of visits to the GP, searching for a job, enrolling your child in school online, etc.

To help achieve these objectives Smarter Government announced the investment 'of £30 million with UK Online to support the development of the National Plan for Digital Participation to get more than one million people online in the next three years'<sup>54</sup>.

### **HMG - myguide / Online basics**

Government, the Champion for Digital Inclusion, the Digital Participation Consortium and its members, will seek to generate demand amongst adults in the UK for digital skills. Myguide and Online basics, part of the existing myguide service, aim to give adults basic online skills and will form a key part of the Government's infrastructure and capacity to fulfil that demand.

In June 2009, the [Estelle Morris Independent Review of ICT User Skills](#)<sup>55</sup> was published and recommended an 'Entitlement' of up to nine hours of support to gain the basic skills required to use a computer to safely enter, access and communicate information online.

In response to the Estelle Morris review, Online basics has been developed. This is a simple online offer for adults who wish to take their first steps with computers and the internet. Online basics is being piloted in UK online centres and online at [www.onlinebasics.co.uk](http://www.onlinebasics.co.uk) and is subject to a successful pilot will be rolled out in September 2010.

Those who have completed Online basics and are interested in developing their IT skills further will be signposted towards progression onto ITQ at Entry Level 3 or Level 1, offering them the opportunity to build on the digital skills they have gained and gain an employer recognised formal qualification.

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<sup>54</sup> Putting the Frontline first: Smarter Government, (2009) Page 24

<sup>55</sup> Estelle Morris Independent Review of ICT User Skills  
[http://www.dius.gov.uk/~media/publications/l/ict\\_user\\_skills](http://www.dius.gov.uk/~media/publications/l/ict_user_skills)

Volunteer 'enablers' will be encouraged to pass on Online basics and myguide, through the Champion for Digital Inclusion's volunteering initiatives. Additionally, Jobcentre Plus advisers now look at jobseekers' digital skills as part of their basic skills assessments in routine interviews, and are signposting to these programmes as appropriate.

Substantial existing skills funding streams will be made accessible to support roll-out, as set out in the [BIS Skills Investment Strategy](#) published in November 2009, in particular Online basics delivery will be a priority for the £210m Adult Safeguarded Learning Budget in 2010/11, aligning digital participation with the objectives of the [Learning Revolution](#)<sup>56</sup>.

Designed in partnership with industry and the third sector, **myguide** is a very simple and easy way for people to gain the confidence and motivation to actively realise the many benefits of the Internet.

It tackles the key barriers of accessibility, usability, motivation, skills and confidence and combines access technologies with customer-focused design that directly challenges traditional internet complexity.

Guidance modules enable customers to learn about the 'Online basics' but, importantly, also how to proactively benefit from the web, for example by using online public services, search for jobs or shop and bank online, or help with their children's education and health. It is highly successful and 'converts' nine out of ten into confident internet users and beneficiaries.

It can be used as a self-service facility by a web novice, possibly with the support of a family member, friend or carer. But it is also designed as an 'open use' tool which can be used by any public or third sector organisation or digital inclusion initiative. In particular it is used by the UK online centres, **myguide**'s development and delivery partners.

Although commissioned and funded by the DCSF it is a cross-government and cross-sector resource and its development is steered by an advisory body consisting of key departments, Directgov, NHS Choices, Ofcom and the Office of the Champion for Digital Inclusion.

## **learndirect**

learndirect aims to harness the power and popularity of the internet to help people improve their skills. Since 2000 learndirect has used technology to enable more than 2.69 million adults to gain the skills they, their employers and the economy need, helping them on their way into further training or employment. 10,000 people log and learn with learndirect each day.

learndirect uses technology to not only reach prospective learners and employers but also to deliver learning in engaging and novel ways. Examples include:

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<sup>56</sup> [http://www.dius.gov.uk/skills/engaging\\_learners/informal\\_adult\\_learning/white\\_paper](http://www.dius.gov.uk/skills/engaging_learners/informal_adult_learning/white_paper)

- Read Together; online storybooks and game-based learning ([www.wheredidtheivergo.co.uk](http://www.wheredidtheivergo.co.uk))
- Number Fun; iPhone app based around numeracy skills and
- Childcare portal; learning portal for people doing Childcare NVQs.

## **Media Trust - Community Voices**

Media Trust is leading the national digital mentors project Community Voices, a two-year programme funded by CLG and BIS to address isolation and deprivation in communities in England through digital media. The project provides funding directly to grass roots communities and community organisations and support for local digital media projects via digital mentors, toolkits and resources, contacts and connections. The project aims to bring to life community media projects as beacons of inspiration to create a groundswell of digital media activity in communities and the organisations who work with them.

Media Trust also runs a number of programmes which encourage and facilitate digital participation including volunteering and mentoring schemes match digital specialists from the mainstream media industry to support charities and young people with digital media projects. Digital participation is also showcased on the Community Channel, the Media Trust's national broadcast platform on TV and online.

## **Microsoft**

Microsoft has been a leader in tackling digital inclusion in the UK for many years and has created and delivered many programmes and initiatives to help deliver our corporate vision of helping people and businesses realise their full potential. Their charities software programme has to date donated nearly £20m of software to more than 2,500 charities in the UK and our Community Microsoft Authorised Refurbisher (MAR) programme for refurbisher computers currently has more than 120 active organisations refurbishing nearly 10,000 computers each year, including the Digital Skills 4 Citizens scheme working with local authorities.

Microsoft are an active supporter of the Home Access programme and through their Britain Works initiative we aim to get 500,000 into work over the next three years by working to ensure that people have the necessary skills to enable them to engage in the digital society. For more information please see [www.microsoft.com/uk/citizenship](http://www.microsoft.com/uk/citizenship).

## **Museums, Libraries and Archives / the Public Library Sector**

The Museums, Libraries and Archives (MLA) is the lead strategic body for museums, libraries and archives. Working for and with the sector it promotes best practice to inspire innovative, integrated and sustainable services for all.

The public library service in England is a network of over 3,000 individual libraries based in communities that offer free or very low cost internet access plus support to

get online. All libraries are designated as UK online centres and make up 50% of the entire 6,000 network. 79% of libraries offer free internet access with no time limitations with a further 11 % offering free internet access for the first hour.

Nine out of ten library services offer people help to get online through a combination of one-to-one support and regular group sessions run by a combination of frontline library staff, volunteers and third party organisations including the Workers' Education Association (WEA) and Age Concern. The public library network is well placed to support national campaigns with significant footfall (latest CIPFA statistics on annual library visits in England. 2007-2008 is 280 million - note this figure is total number of visits not visitors)<sup>57</sup>.

### **National Institute of Adult Continuing Education**

The National Institute of Adult Continuing Education (NIACE) is an educational charity which exists to engage more and different adults in better quality learning of all kinds. Since 1992 it has coordinated Adult Learners' Week, the UK's largest festival of learning, and for this year's campaign (15 to 21 May) digital participation/media literacy will be a key theme.

For the first time in 2010, the BBC is sponsoring a Digital Participation Award for Adult Learners' Week to showcase outstanding learning in this area; hundreds of taster sessions will take place in FE Colleges, libraries, prisons and community centres engaging thousands of adults; and – as part of its annual survey of participation in learning – NIACE will ask a series of digital participation questions, the findings of which will be released to coincide with its yearly digital participation conference to be held in the Autumn.

### **NHS Choices**

NHS Choices aims to empower the citizen with information to manage his or her health, make better choices about treatment and the places to get treated. By opening up information and access to services to all, it aims to reduce health inequalities. It offers a comprehensive service covering all aspects of health and social care with high user satisfaction.

- 78% of patients say they would be more likely to trust a health information website that is run or licensed by the NHS. (Q4 2008 survey)
- Of those who had visited the site, 81% were satisfied with NHS Choices
- 67% of users felt they were able to manage their health better as a result of health information provided on NHS Choices (Q4 08 survey).

Some of the strategies NHS Choices has adopted to increase engagement from those not online include:

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<sup>57</sup> The role of public libraries in supporting digital participation CFE January 2010.  
[http://www.mla.gov.uk/news\\_and\\_views/press/releases/2010/digital\\_participation](http://www.mla.gov.uk/news_and_views/press/releases/2010/digital_participation)

- Working with intermediaries, both health and non-health, including GPs and nurses; library staff; health trainers and volunteers; UK online centres, community groups and those involved in digital inclusion.
- An NHS Choices intermediary training programme to support front-line workers with dealing with health queries from the public. A dedicated website offers online training or 50 face-to-face workshops ([www.nhschoicestraining.co.uk](http://www.nhschoicestraining.co.uk)).
- Targeted public engagement events including in public libraries, summer fairs, the Vitality Show, the Baby Show and with NHS organisations.
- Using mobile to reach a wider audience. NHS Choices offers a 'find my nearest' text service and is developing a mobile platform, as well as piloting patient comment on services by mobile in a number of hospitals.
- Working with StartHere to provide easy-to-use touch-screen kiosks for excluded groups including prisoners, BME groups and community projects.

## **Northern Ireland Government**

The Northern Ireland Government Digital Inclusion programme continues to facilitate a digitally inclusive society where all citizens are able to embrace access to and exploitation of modern technology and computing to enhance their quality of life.

MyGroupNI is a major eGovernment digital inclusion initiative designed to bring together the public, voluntary, community and private sectors. It now supports 3,500 community groups across Northern Ireland and is now one of the largest community portals of its kind in Europe. This year the portal received over 25 million hits and 10 million page impressions generated through 1.8 million visitors including many who had had no previous exposure to the internet or eGovernment. The programme has also deployed 39 Public Access Kiosks at sites across Northern Ireland including include government buildings, council offices, hospitals, shopping centres and tourist locations. Total usage figures for all purposes shows substantial use and interest in a kiosk solution, with current usage rates averaging approximately 400,000 page views per month.

## **Ofcom**

Ofcom is the communications regulator. It regulates the TV and radio sectors, fixed line telecoms and mobiles, plus the airwaves over which wireless devices operate. It makes sure that people in the UK get the best from their communications services and are protected from scams and sharp practices, while ensuring that competition can thrive.

Ofcom operates under the Communications Act 2003. This detailed Act of Parliament spells out exactly what Ofcom should do. The Act says that Ofcom's general duties should be to further the interests of citizens and of consumers. Accountable to Parliament, it is involved in advising and setting some of the more technical aspects of policy, implementing and enforcing the law. Independent of

Government, its decisions and advice are not swayed by party politics, which allows it to act solely in the interest of citizens and consumers.

In line with this principal duty to further the interests of citizens and consumers, Ofcom works to address barriers to take-up and effective use of services (such as gaps in availability, lack of awareness and understanding, cost, affordability, or a lack of skills or usable service/equipment)<sup>58</sup> through its Access and Inclusion work. Section 11 of the Communications Act 2003, gives Ofcom a duty to promote media literacy relating to content made available by broadcasting and on the fixed and mobile internet<sup>59</sup>. Ofcom does this by partnering and facilitating with those best placed to deliver change – government, industry, education, academia, and third sector.

Ofcom stimulates debate with media literacy stakeholders by speaking at conferences and events throughout the UK and beyond. It undertakes research into people's attitudes and preferences when using digital communications technologies and has established an international forum to enable researchers into media literacy to share their findings and best practice. It also promotes and directs people to advice and guidance on new communications technologies.

The Digital Britain White Paper called on Ofcom to lead a Consortium of stakeholders to drive Digital Participation.

On broadband availability, Government has asked Ofcom for technical support and advice in relation to the 2Mbit/s target. Ofcom expects to continue providing expert advice and analytical support as required to assist the implementation.

Ofcom is investigating mobile not-spots, seeking to understand causes and identify potential solutions, and also the true extent of the problem. It is also progressing work on consumer information about mobile broadband.

Ofcom is engaged in a number of activities with regard to services for disabled people. In particular, it is exploring the potential under revised EC legislation to introduce improved relay services for people with hearing and speech impairments, and to improve availability of easily usable equipment.

### **Oxford Internet Survey (OxIS)**

The Oxford Internet Institute and the University of Oxford have focused on gathering data on who uses the internet in Britain and what difference it makes. The most important focus of this work is the Oxford Internet Survey (OxIS).

OxIS research is designed to offer detailed insights into the influence of the Internet on everyday life in Britain. It was launched in 2003 by the Oxford Internet Institute. It provides an authoritative source of information about Internet access, use and attitudes. Some of the areas covered include: digital and social inclusion and

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<sup>58</sup> See Figure 1: Type of activity undertaken online at least once a week, on page 3 of Annex 1

<sup>59</sup> 'electronic media distributed by means of an electronic communications network to members of the public or of a section of the public'. Communications Act 2003 s11(2b)

exclusion; regulation and governance of the Internet; privacy, trust and risk concerns; social networking and entertainment; and online education. All of these issues are critical to digital participation.

Surveys have already been undertaken in 2003, 2005, 2007 and 2009 of nationally representative random samples of 2000 people in the UK. By comparing different datasets over time, grounded insights about trends in digital participation and use can be drawn and related to how the Internet is affecting our society. The OxIS 2009 Report focuses on the use of web 2.0 and mobile applications, digital literacy and the quality of people's ICT experiences. OxIS surveys since 2003 were the first to point towards a need to focus on digital choice as well as on socio-economic exclusion for understanding patterns of adoption and use.

OxIS represents the UK's input into the World Internet Project (WIP), an international collaborative project that studies the social, economic and political implications of the Internet. OxIS statistics and results are compared with surveys from over two dozen nations worldwide. In 2009 the first World Internet Project Report was published compiling the data of 13 WIP countries.

Information about OxIS and the WIP are available at:

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

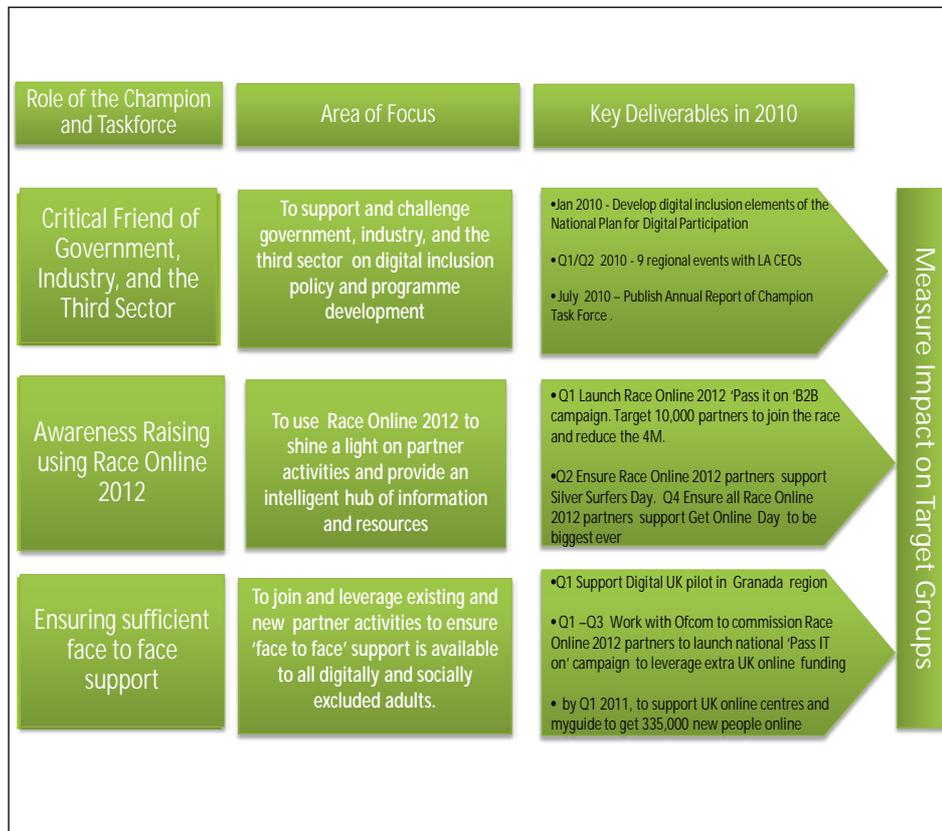
## **Race Online 2012**

The Race Online 2012 Strategy and Action Plan sets out a high-level strategy for the Champion for Digital Inclusion and the Digital Inclusion Task Force. It outlines three key priorities for promoting Digital Inclusion.

- Acting as a critical friend to Government, Industry and Third Sector partners
- Promoting the Race Online 2012 'business-to-business' campaign to both raise awareness among policymakers in all sectors and to support current and potential delivery partners.
- Ensuring sufficient face-to-face support by working with some core national and local partners to ensure improved quality, and sufficient scale, of local internet access, training and skills opportunities for all four million digitally and socially excluded people.

The table below (Figure 5) highlights the role of the Champion and Task Force, Areas of Focus and Key Deliverables in 2010.

**Figure 5 – Role of the Champion for Digital Inclusion and Taskforce**



### S4C - Welsh Learners Roadshow

The Welsh Learners Roadshow has visited ten locations across Wales providing two-hour interactive sessions for Welsh learners that introduce S4C output and dedicated online resources.

### S4C - Sgrîn Sain

Sgrîn Sain is an audio version of S4C viewers' magazine made available through RNIB, other partners and online at [www.S4C.co.uk](http://www.S4C.co.uk) . S4C has also conducted research to identify the specific needs of disabled users of S4C's access services and online offer.

### Teachtoday

Teachtoday<sup>60</sup> provides information about positive, responsible and safe use of new technologies for teachers, head teachers, governors and other members of the school community. It was launched in 2008 by a unique collaboration between the

<sup>60</sup> [www.teachtoday.eu](http://www.teachtoday.eu)

ICT industry and European Schoolnet, a network of 31 European Ministries of Education.

With the internet, social networking, mobiles and other technologies now part of daily life for many children and young people, schools play a vital role in helping them to manage their digital spaces and develop their ICT, media literacy and social skills.

Teachtoday helps teachers and other members of the school community to keep up with new technologies and to protect themselves and their professional reputation in the digital world. The website answers questions about setting up social networking profiles, dealing with cyberbullying against students and staff, teaching the legalities of downloading music and much more.

## **TimeBank**

TimeBank is a national charity inspiring and connecting a new generation of people to volunteer in their communities. Over 250,000 people have been attracted to the world of volunteering through TimeBank's innovative projects and its network of partners.

TimeBank wants to make volunteering part of the fabric of everyday life and a rewarding experience for everyone involved. Great volunteering transforms the lives of volunteers and the beneficiaries, breaks down social barriers and builds stronger, happier, better functioning communities. They are always looking for new ways to tackle social issues through volunteering.

TimeBank currently delivers two inter-generational digital mentoring projects which support digitally excluded groups to access computers and get online. The projects, Digital and Futures Together use young volunteer mentors to enable target groups (older people and Muslim women respectively) to improve ICT skills and access services and support online. The projects are being delivered in London using a model of mentoring support that has been proven to support socially excluded groups to make a transition in their lives. External evaluations of both of these projects are currently underway. For more information visit <http://www.digitall.org.uk/> <http://futurestogether.org.uk/> or <http://www.timebank.org.uk/>

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

The UK Council for Child Internet Safety (UKCCIS) brings together over 160 organisations and individuals to help children and young people stay safe online. It was launched by the Prime Minister in 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.

The Council was a recommendation in Professor Tanya Byron's report 'Safer Children in a Digital World'. In December 2009 the Council launched Click Clever, Click Safe, the UK's first Child Internet Safety Strategy and the first of its kind in the world. The strategy outlines Council members' joint commitment to creating a safer online environment and giving young people the skills and confidence to stay safe online and behave responsibly. The Council's key priorities in 2010 include the

launch of the Click Clever Click Safe public awareness campaign 'Zip it, Block it, Flag it' and work on the Strategy's announcement that key players from industry, charities and Government will be independently reviewed against standards to keep children safe online.

### **UK online centres**

UK online centres provide millions of people with the opportunity and support to use computers and the internet. There are thousands of centres across England offering free or low cost access, and a helping hand to get people going online. Many centres use **myguide** to help people get to grips with computers and the internet - a system supported by the Department for Children, Schools and Families, and developed and delivered by UK online centres. **myguide** – [www.myguide.gov.uk](http://www.myguide.gov.uk) – offers a free email account and simple web search facility, plus a suite of courses. These include Online basics, developed with Becta and the Department for Business Innovation and Skills to cover the very basics of learning how to use a keyboard and mouse, emailing, searching and internet safety. Further courses range from job hunting to bargain hunting, digital music to digital photography, online banking to online shopping, online public services to British politics.

The central organisation co-ordinating the network provides centres with products, services, training, funding advice and opportunities, networking and project opportunities, and nationally led marketing campaigns delivered locally with a 'campaign in a box' for participating centres. These campaigns include the now annual Get online day, delivered with the support of key cross-sector partners.

### **Vodafone Parents' Guide**

Launched in October 2009, the Vodafone Parents' Guide ([www.vodafone.com/parents](http://www.vodafone.com/parents)) aims to help parents understand and get more involved with their children's digital world.

The website provides in-depth information about new technologies like Bluetooth and Twitter and offers practical advice about how to deal with potential challenges, such as managing online reputation and preventing cyberbullying. Divided into two sections - 'Get to grips with technology' and 'Get involved and stay in control' - it encourages families to work together to manage their ever-evolving digital world.

Vodafone worked with parenting website Mumsnet to develop the Parents' Guide in response to the report 'Safer Children in a Digital World' and the company's own research that revealed that many parents are baffled by their children's digital world and find it hard to keep up with the pace of change. The website builds on Vodafone's commitment to help inform and protect families online and on mobiles.

### **Welsh Assembly Government - Communities Two Point Zero**

Communities 2.0 is the latest Welsh Assembly Government digital inclusion initiative, which commenced on 1 April 2009. It follows the Assembly Government's first digital inclusion initiative, Communities @One, which ended in March 2009.

Communities 2.0 will help individuals, communities and organisations in the Convergence Areas (predominantly West Wales and the valleys) of Wales to benefit from using technology by helping them overcome barriers, building their confidence and creating opportunities for them to use new skills. It has a budget of £19.9 million over six years, which includes Convergence funding via the European Regional Development Fund of £8.9m.

Communities 2.0 is being delivered by a consortium of five organisations - the Wales Co-operative Centre, University of Glamorgan, Carmarthenshire County Council, Pembrokeshire Association of Voluntary Services (PAVS) and Novas Scarman. It is working at both grassroots and strategic levels to have the greatest impact and to draw on the strengths of the organisations that have formed the Project Partnership. The initiative:

- supports people to make technology work for them, for example looking for a job on-line, internet shopping, accessing services and keeping in touch with friends and family.
- supports community groups, voluntary sector organisations and social enterprises to make the most of digital technology, helping them to run their organisation more efficiently.
- persuades key organisations such as local authorities or housing associations to build digital inclusion into everything they do.
- focuses support on those people who are least likely to see the relevance of technology, such as older people, people living in social housing, or people not active in the labour market.

This is achieved by:

- providing technical support and advice to third sector organisations on maximising the use of technology.
- linking up with key organisations in communities and develop activities together that reach out to people who could benefit most.
- working with organisations to develop fresh ideas for tackling digital exclusion - providing help to shape the ideas, finding partners and resources, and planning for long term sustainability.

## Annex 2 – Background

The [Digital Britain Report](#)<sup>61</sup> outlined an ambition to secure the UK as one of the world's leading digital knowledge economies. It acknowledged that 'increasing the reach, breadth and depth of digital technology use across all sections of society, to maximise digital participation and the economic and social benefits it can bring'<sup>62</sup> is fundamental to achieving this ambition. Central to this is the development of a National Plan for Digital Participation. Digital Participation encompasses three distinct but interdependent strands.

1. **Digital Inclusion** was defined by Government in the Digital Britain report 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'<sup>63</sup>.
2. **Digital Life Skills** was defined in the [Estelle Morris Independent Review of ICT User Skills](#) as the skills required to use a computer to safely enter, access and communicate information online.<sup>64</sup>
3. **Digital Media Literacy** was defined as the ability to use, understand and create digital media and communications in the [Report of the Digital Britain Media Literacy Working Group](#).<sup>65</sup>

The Digital Britain Report identified three key areas where the Government wanted to take further action to drive Digital Participation:

- **Affordability:** both in relation to equipment and ongoing costs;
- **Capability and Relevance:** ensuring that all citizens have the skills, motivation and confidence they need.
- **Availability:** by making sure that wide availability of key services, in particular through the Universal Service Commitment for Broadband.<sup>66</sup>

This National Plan for Digital Participation will primarily address issues of Affordability, Capability and Relevance. Availability is being addressed by Universal Service Commitment for Broadband. In line with BIS's Carbon Reduction Delivery Plan, BIS will ensure it works closely with colleagues in the Office of Government Commerce and Defra to implement the guidance contained in "Adapting to Climate Change through Public Procurement".

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61 The Digital Britain Report

62 The Digital Britain Report, Page 41

63 Delivering Digital Inclusion - An Action Plan for Consultation  
<http://www.communities.gov.uk/publications/communities/deliveringdigitalinclusion>

64 Estelle Morris Independent Review of ICT User Skills  
[http://www.dius.gov.uk/~media/publications/ict\\_user\\_skills](http://www.dius.gov.uk/~media/publications/ict_user_skills), Page 9

65 Report of the Digital Britain Media Literacy Working Group  
[http://www.ofcom.org.uk/advice/media\\_literacy/media\\_lit\\_digital\\_britain/digitalbritain.pdf](http://www.ofcom.org.uk/advice/media_literacy/media_lit_digital_britain/digitalbritain.pdf) Page 5

66 The Digital Britain Report, Page 34

## **Annex 3 – Survey question topics to monitor Reach, Breadth and Depth of use**

### **Reach**

- Use of internet anywhere and on any device at least quarterly
- Location of internet use
- Home internet penetration

### **Breadth**

- Use of internet for a range of activities on a regular basis

### **Depth (indicative measures)**

- Perceptions of money saved by transacting online; use of government/public service sites; use of internet to create content; perceptions of internet benefits; widening of social contact
- Visits to sites new to user (proxy for confidence online); types of security checks carried out before entering personal details; understanding of search engine rankings

The main data sources for monitoring Digital Participation across the UK will be large-scale regular surveys including Ofcom's Tracker surveys, ONS output, and Oxis surveys.

## Annex 4 - DC10plus Product Catalogue

<i>DC10plus Product Catalogue</i>		<b>G SO - TBC</b>
A Healthy Way to Learn IT	Development of bespoke software to raise awareness of Diabetes & teach pre-entry level English & ICT skills with Bangladeshi & Pakistani communities. Multimedia materials have been created which aim to guide learners through a role play discussion on diabetes including; Identifying typical symptoms, GP/Patient discussions, Recommendations for prevention & management, also to develop initial English language & ICT skills.	NHS Choice/Direct
Intergenerational Learning Videos Tutorials	To test the effectiveness of using digital technology as a tool to encourage greater social engagement and interaction between young (under 21) and old (55+)	DCFS/CLG
ICT Training for Staff and Volunteers running Pre-School Services for Children	IT workshops for pre-school staff, leaders and volunteers. Rolling programme of IT training for those involved in pre-school education. Staff in the pre-schools and Early Years sector are required by central government regulation to make formal records children's' progress. Digital technologies are particularly appropriate for this task and greatly reduce the burden on staff - in addition to allowing children with less developed language skills to express themselves.	DCFS/NHS/ DWP
Welcome to Birmingham	A web site with information about how to access advice & services (including web links where available) relevant to the target groups. It covers a number of topics and rights and duties for different types of migration for refugees, asylum seekers, migrants from the European Union and from outside Europe, family settlements and international students.	Local Government/ CLG - Community Cohesion/HO
Virtual Ruksak	On-line secure storage facility for vulnerable and transient individuals. Virtual Ruksak is an on-line secure facility which enables anyone who hasn't got a fixed address, or is prone to losing their vital details, a permanent and safe place to keep them – like having a safe draw at home for your N.I. number, driving licence, birth certificate, previous addresses, medical card etc.	Local Government/ CLG - Community Cohesion/HO/ NHS/DWP
Carbon Makeover	Exploiting digital technologies to build community capacity with regards environmental sustainability. The Carbon Makeover Project, based at the Knowle West Media Centre (KWMC), utilises a wide variety of media facilities available at the centre to support local residents in reducing their environmental impact. It has produced positive social changes in the area and been praised as a 'win-win' initiative by the European Commission.	DEC/DCMS/ Local Govt

Techno Footprint	To establish a model for advising Bristol's business about energy use and sustainability. In partnership with The Carbon Trust, Connecting Bristol and Bristol City Council Sustainable City Team have been working with ESD Ltd. to develop a way of understanding and visualising how business-use of ICT adds to local carbon emissions. This is referred to the city's Techno Footprint. As part of the project, the Green ICT Solutions Database has been created, which is an easy to use resource to help inform action planning for Green ICT.	DEC/DCMS/ Local Govt
DEHEMS	The Digital Environmental Home Energy Management System (DEHEMS) brings together sensor data in areas such as household heat loss and appliance performance as well as energy usage monitoring to give real time information on emissions and the energy performance of appliances and services. It enables changes to be made to those appliances/services remotely from the mobile phone or PC and provide specific energy efficiency recommendations, for the household.	DEC/DCMS/ Local Govt
Digital Media Guides	User friendly practical advice on planning and delivering meaningful digital media projects (with a focus on excluded young people). Including basic technical specifications and essential considerations.	DCFS/DCMS/ DWP
Credit Crunch Workshops	Community based taster sessions developed and offered in partnership with regional BBC. The programme combines Financial Literacy with developing new user IT skills.	Treasury/DWP
STREAM	Providing older people with access to locally relevant and personalised information, online services and communications through their television. Each person gets a different experience, relevant to their needs, with unique recommendations. STREAM Personal TV enables all agencies involved in adult health and care to deliver a single gateway to local information and services, personalised to individual needs.	NHS Choice/Direct
eHealth Strategy	Partnership to deliver City-wide eHealth strategy. The eHealth programme is an innovative way to improve the quality of home care support to older people and people with long term health conditions. eHealth covers health services, information and education which are delivered or enhanced using the internet and other technologies.	NHS Choice/Direct/ DOH/DWP
Text Pals	Buddying scheme linking young carers and peers via txt / online. This project addresses issues which affect young people who are carers. Issues include bullying, complex lifestyles, poor educational performance, etc. There have been three phases to the project: Text, Online and Facebook.	Local Government/ YPS/NYA/DC FS
Digital Ages	Young people mentoring older people in their use of technology. The project has worked with Age Concern to offer introduction to ICT courses in Care Homes and Old Person's Homes. The approach has been to introduce older people gently to computing through applications which have meaning to their lives, such as photo sharing and connecting with distant relatives.	Age Concern/UK ONLINE/NHS

At Home Not Alone	Joined up services assisting older people in their homes. The project targets people who do not qualify for social services assistance but who are identified as in danger of deteriorating to that point. It provides them with items of equipment to assist them to live normal lives in their homes and prevent them from reaching a situation where they require residential care.	NHS/DOH
Homeshoring	A partnership with BT, Cisco and UKVCC which enabled local people to work as contact centre agents for a well-known national retailer without leaving their community. Home-based workers handled the calls under a contract with Boots to cover its peak season between July and January. Following training, the residents were provided with a dedicated broadband line and a secure PC in a suitable room in their home. They were then able to work four to five hour shifts for an average of 100 hours a month.	DWP/CLG/ Local Government
Municipal Area Network	Connected Nottingham is exploring the feasibility to save money and increase efficiency by adopting a next generation broadband and municipal wireless infrastructure. It is being developed in partnership with Nottingham City Council, Nottinghamshire County Council, Nottinghamshire Police and the NHS.	BIS/Digital Britain/INCA/ TSB
Social Enterprise Models	MDDA has produced a toolbox to demonstrate how to establish social/co-operative community enterprises using social media. The exemplar project is People's Voice Media which is a not for profit community development organisation which uses social media to get communities talking to each other, increases confidence of individuals, supports learners to progress onto further education and training or employment.	CO Office 3rd sector/NAVCA /DCMS/CLG Community Cohesion
Next Gen Access	The project is the first phase in the realisation of a new digital infrastructure for the city, it will directly connect 500 businesses and 1000 homes in the Oxford Road area with fibre optic lines which will increase broadband speeds by up to 100 times than they are now.	Business Link/NHS/DW P/BIS
Institute for Social Media	The Institute aims to provide a new collaborative platform for social innovation which will explore how new technology and media support the development of new social infrastructure. These might emerge in the form of new businesses, new governance arrangements and new community interaction.	TBD ?
Next Generation Broadband	WiMAX Network for Milton Keynes. Milton Keynes Council has entered into a joint venture with Freedom4 to address the problem of poor Internet connectivity in Britain's fastest growing city. The legacy of inappropriate deployment of telephone wiring incapable of carrying broadband signals during the construction of the new town, led the local authority to conclude that it had to take action to prevent the city becoming a digital backwater.	BIS/Digital Britain/INCA/ TSB
PC Loan Scheme	The Council's Digital Agency, ConnectMK, has entered into a partnership with Microsoft to provide re-furbished computers for loan to local people on means-tested benefits at a charge of £1.50 per week. Partnerships with local schools ensure that disadvantaged school children are provided with computers and	Ofcom Consortium/BI S/NHS/Ukonli ne/DWP/CLG/ VolSec/Local

	broadband connections, and work with voluntary & community organisations ensures that beneficiaries are assisted to use computers to access services to improve their lives and well-being, and that anonymised data from the project can inform service planning. Plans are in place to roll-out the scheme nationally.	Government/ DCFS/ RaceOnline
Avatars	"Personalised" mechanism for answering queries to Council website. The Council has invested in the development of "Avatars" which are personalised automated query answering mechanisms built into the authority's website. Eight different avatars have been developed, which represent characters of different ages, backgrounds and ethnicities as a front end to the system which provides automated answers to questions asked by visitors to the council website.	Local Government
Telehealth	Ten Tunstall Genesis monitors were provided to patients with Chronic Obstructive Pulmonary Disease (COPD) to support a more proactive and preventative model of care. The monitor allows patients to measure their own vital signs such as heart rate, weight, blood pressure and oxygen levels. Staff at the community alarm centre view patient data using remote client access, and the nursing team is notified if assistance is required.	NHS/DoH
E- Neighbourhoods Programme	Programme of capacity building and community development using ICT, focused on the most disadvantaged communities. The product consists of three strands: Community e-Champions, Community Electronic Village Halls and Community Interest Websites.	CLG/DWP /Local Government/ RaceOnline/ UK Online
Community Engagement	Online Consultation Forums: Two new online consultation forums have been piloted with disabled people and Muslim women. These new forums have enabled local statutory partners to engage with communities who often do not attend public meetings or take part in traditional forms of consultation Community Portal: Digital Challenge funding has been used to establish a new community portal on the ECN website. IT Innovation Events: ECN hosted three themed IT Innovation Events. These were aimed at voluntary sector organisations to equip them with new digital skills and knowledge.	CLG - Community Cohesion/CLG /DOH/ RaceOnline

