



**MANIFESTO FOR A NETWORKED NATION**

**12 July 2010**

## FOREWORD

'I would be dead without the internet,' a young man in Leeds told me on a rainy afternoon last October. He had rebuilt his life from a drug addiction by visiting a centre where he learnt how to use a computer and how to make and sell music online. He is one of thousands of people across the UK who have found the internet an invaluable tool in helping manage extremely difficult personal circumstances.

**This manifesto is a rallying cry for us all to create a truly networked nation — and a chance to get millions more people online by the end of 2012. This will be an Olympic legacy that will benefit all of us.**

*The 10 million people in the UK who have never been online* are already missing out on big consumer savings, access to information and education. They will be even more isolated and disadvantaged as government and industry expand ever faster into digital-only services. We must change our mindset from one that shields people from using the internet to one that helps empower them to get online and enjoy all the benefits.

We cannot wait for new technology solutions or for better and faster infrastructure. We need to recycle and join up our existing infrastructure to exploit the assets and the skills that we already have. We need to be ambitious, 'think internet first' when we design services, and put the needs of the hardest to reach at the heart of industry, charity and government. There is a social and moral case to make sure more people are online but there is a clear economic case too. We will all be better off when everyone is online.

I would like to thank the Prime Minister for giving me the opportunity to champion this cause, my team who work so hard and with such good humour — particularly Graham Walker, the People's Taskforce, and finally all our partners from industry, the public sector and charities.

I hope that you read this manifesto and feel inspired to help build a stronger UK.

**MARTHA LANE FOX**  
**UK DIGITAL CHAMPION**  
July 2010

## A WORD FROM OTHER LEADING UK SUPPORTERS

"In the internet age, we need to make sure that people aren't being left behind as more and more services and business move online. But this issue isn't just about fairness - as Martha's work shows, promoting digital inclusion is essential for a dynamic modern economy and can help to make government more efficient and effective"

**DAVID CAMERON**

**The Prime Minister**

"The 'Digital Revolution' has the potential to deliver huge benefits to public services, to reduce social exclusion and to improve government transparency."

**NICK CLEGG**

**Deputy Prime Minister**

"Digital literacy is a great enabler of social mobility. It is a way for those who have had bad experiences of institutions to re-engage in learning, and it can break down feelings of social isolation. It is a powerful weapon in the fight against poverty."

**IAIN DUNCAN SMITH**

**Secretary of State, Department of Work & Pensions**

"The faster and better delivery of online public services could not only revolutionize how the public sector does business but also serve to improve lives dramatically."

**SIR GUS O'DONNELL**

**Cabinet Secretary, Head of the Home Civil Service**

"The Internet has revolutionised how everyday people go about finding information, from your nearest curry house to booking a weekend away. Indeed it was an Oxford graduate who created this significant invention and twenty years later we have 40million users in the UK, spanning cultural and social divides. This manifesto is to be applauded for its aim of creating 100 per cent connected UK by 2012. I'd urge everyone, from policymakers to ordinary Londoners to seize this chance."

**BORIS JOHNSON**

**The Mayor of London**

"I want to see libraries right at the heart of the digital inclusion mission. To reduce the digital divide, the library network will work together to reach out to half a million digitally excluded people and support them to become confident digital citizens by the end of 2012."

**ED VAIZEY**

**Minister for Culture, Communications & Creative Industries**

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## EXECUTIVE SUMMARY

This is a Manifesto for a Networked Nation — a challenge for people and organisations in every sector and in every corner of our country to work together to inspire, encourage and support as many people as possible to get online by the end of the Olympic year. By the end of this Parliament, everyone of working age should be online and no one should retire without web skills. Our vision is for the UK to be one of the first places in the world where everyone can use the web.

### How big is the challenge?

The UK has 40 million internet users, with 30 million people using the web every day, and it has some of the world's cheapest broadband prices. Seven million of us have sold an item on eBay. Half of all leisure travel is now booked online and seven million job adverts were placed online last year.

However, there are 10 million adults in the UK who have never used the internet: more than a fifth of the population. Four million of those are among the most disadvantaged: 39% are over 65, 38% are unemployed and 19% are families with children.

Use of the web decreases with age and increases with income. While only 10% of 16 to 24 year olds are offline, that rises to 50% of 65 to 74 year olds. Other characteristics of non-users are:

- 47% of those living in households earning less than £11.5k do not use the internet compared to only 4% of those with an income of over £30k.
- 48% of disabled people are offline.
- The North of England, urban areas of Scotland and South Wales have the highest concentrations of working-age people who are offline.
- Rural and coastal areas have the highest concentrations of older residents who don't use the internet.

### What are the benefits?

The economic and social case for a networked nation is overwhelming. Access to the internet can create benefits through higher educational attainment for children, access to employment opportunities for workless adults, improved standards of living for older people and increased democratic engagement and access to information. Furthermore, it can provide a lifeline from

social isolation for the 3.1m people in the UK aged over 65 who go longer than a week without seeing a friend, neighbour or family member.

PwC estimates that the total economic benefits of getting everyone in the UK online is in excess of £22bn.<sup>1</sup> The specific benefits are:

### **Consumer Benefits**

- Offline households are missing out on average consumer savings of £560 per year.
- 3.6 million low-income households are missing out on total savings of over £1bn a year from shopping and paying bills online.

### **Education Benefits**

- If the 1.6 million children who live in families without the internet got online at home, it could boost their total lifetime earnings by over £10bn.<sup>2</sup> employment benefits<sup>2</sup>

### **Employment Benefits**

- If just 3½% of unemployed non-internet users found a job by getting online it would deliver a net economic benefit of £560m.
- People with good ICT skills earn between 3% and 10% more than people without such skills. If every non-internet user in employment got online, each of them could increase their earnings by an average of over £8,300 in their lifetime and deliver between £560m and £1,680m of overall economic benefit.

### **Improved Government Efficiency**

- Each contact and transaction with government switched online could generate savings of between £3.30 and £12. There are an estimated 1.8 billion contacts with public services every year of which only about 20% are online.
- If all offline adults began using the internet and made just one online contact each month with government instead of a telephone or face-to-face contact it would save an estimated £900m per annum.

## What can we build on?

We must recycle and join up our existing community IT and human infrastructure in schools, libraries, community centres, health centres, Citizens Advice Bureaux and Post Offices. We are beginning to do this. The Government's investment of £30m in community internet access and training through UK online centres will help more than one million new people to get online. In March, we launched the Race Online 2012 campaign and, already, more than 700 partners have pledged to help more than 1.7 million new people get online by the end of the Olympic year.

## Recommendations

Lack of motivation, access and skills are the key reasons why people don't get online. Inspiring people and nudging them towards trying the internet for the first time is vital as 59% of people don't see a reason to get online, and this rises to 63% of those 65-74 and over. 14% of people cite cost as a barrier, but this increases in younger groups with it being an issue for 51% of those aged 25-34. And almost a quarter of people say they don't have the necessary skills, rising to 33% of over 75s.

Our specific recommendations for action are based on what works to tackle these barriers:

### Inspiring more people to try the internet

1. Leaders at every level of industry, government and the charitable sector should embed manifesto challenges into corporate plans and make Race Online 2012 pledges by the end of 2010.
2. Industry and media partners should develop specific strategies to communicate the positive benefits of the internet to 10 million potential new online consumers.
3. Funding organisations should develop plans to do more to support charities, social enterprises and community groups to raise awareness of the benefits of internet use to the people whom they serve.

### Encouraging people to go online and rewarding them for doing so

4. Government should expect people of working age to use some key online services and signpost those who need help to web access and training points.
5. We should expect adults starting informal or formal education, training and welfare to work programmes to have basic IT skills.

6. Race Online 2012 partners from all sectors should develop a package of rewards for going online and passing on web skills.

### **Supporting those who need a helping hand**

7. People must know where they can find local web access and/or training points and where they can go to get assistance with online public services, supported by local digital champions in every community.
8. We should work towards ensuring that people have easy and affordable access to the internet in the same way they can access water, electricity or gas.
9. Industry should ensure that products and services are usable and accessible for older and disabled people.

## INTRODUCTION

In June 2010, the new Government asked Martha Lane Fox to expand her role as UK Digital Champion advising how online public services<sup>3</sup> delivery can help to provide better, and more efficient services<sup>3</sup> as well as getting more people online.

This manifesto is informed by the year which Martha and the team have spent supporting and challenging government, industry and charities in order to speed up efforts to help everyone — particularly those from disadvantaged groups — get online. During the year £30m in additional funding was secured from government to support community-based web access and training and we launched the Race Online 2012 partnership programme. *Race Online now has over 700 partners who have made pledges to help more than one-and-a-half million people get online by the end of the Olympic year. This is a great start but we can and should do more. This manifesto sets out our recommendations for how to take the next steps towards making the UK a networked nation where everyone can use the web.*

“Digital literacy is a great enabler of social mobility. It is a way for those who have had bad experiences of institutions to re-engage in learning, and it can break down feelings of social isolation. It is a powerful weapon in the fight against poverty.”

**Rt Hon Iain Duncan Smith MP**  
**Secretary of State, Department of Work & Pensions**

## OUR VISION

This is a MANIFESTO FOR A NETWORKED NATION — a challenge for all of us in the UK to work together to build a country where everyone has access to the transformative power of the internet. *It calls on people and organisations in every sector and in every area of the UK to work together to inspire, encourage and support as many new people as possible to get online by the end of the Olympic year.* By the end of this Parliament, everyone of working age should be online and no one should retire without web skills. Our vision is for the UK to be one of the first places in the world where everyone can use the web.

Technology links us together like never before. We live in a world where we can connect to one another, share information and communicate constantly. The web gives us access to multitudes of people and lets vast quantities of information into our homes, communities and places of work. *If the UK becomes a truly networked nation it would increase social mobility, give people new entrepreneurial opportunities and unleash a fresh surge of enterprise into our economy.* We want people to enjoy the benefits of being online irrespective of what technology they use to access it or where they do so. We recognise the future potential of mobile phones and the internet-through-television to expand web access to new users but we do not see any one technology as a silver bullet for getting everyone online. Nor do we think it wise to sit back and wait for one.

We are calling upon industry, competing for more online customers, Government, needing to deliver more for less, and charities, wanting to better support the people they serve, to act as a collective force to deliver positive social change. 40 million adults in the UK already use the web. *If a fraction of us chose to share those skills, exploiting our existing network of community access points, we could inspire and support millions more to try the internet for the first time.*

There have been some important recent commitments to ensure universal access to broadband infrastructure, support the creativity of our high-tech industries, and open up government data and information. Our manifesto builds on these commitments. We are focusing on empowering more people to get online to use the web to widen their window to the world, and to improve their lives.

“This idea, of a networked nation and universal access to digital media, is so important. One of your biggest disadvantages today is that without computers you can’t access learning.”

**Emilyn Hutchinson**, member of **Race Online 2012 People’s Taskforce**, who used a computer to maintain her education and keep in touch with friends when violence made her homeless during her teens. She is now at university and in independent housing.

*“The Internet has revolutionised how everyday people find information, from your nearest curry house to booking a weekend away. Indeed it was an Oxford graduate who created this significant invention and 20 years later we have 40 million users in the UK, spanning cultural and social divides.*

*This manifesto is to be applauded for its aim of creating a 100 per cent connected UK by 2012.*

*I’d urge everyone, from policymakers to ordinary Londoners to seize this chance.”*

**Boris Johnson, The Mayor of London**

## BUILDING A NETWORKED NATION

### HOW BIG IS THE CHALLENGE?

For the vast majority of people in the UK the internet is now an essential part of daily life. We are among the most sophisticated web users in the world in terms of our willingness to communicate and transact online.

- 58% of UK adults buy goods and services online<sup>4</sup> — the highest in Europe — and they spent an estimated £4.4bn online in April 2010.<sup>5</sup> Over 38 million people have used ebay.co.uk, and seven million of us have sold something on the site.<sup>6</sup>
- The UK is the largest online travel market in Europe with 87% of internet users making travel plans over the internet. We book more than half our leisure travel online at an estimated annual value of £17bn.<sup>7</sup>
- There are over 25m active Facebook accounts in the UK — only the USA has more.<sup>8</sup>

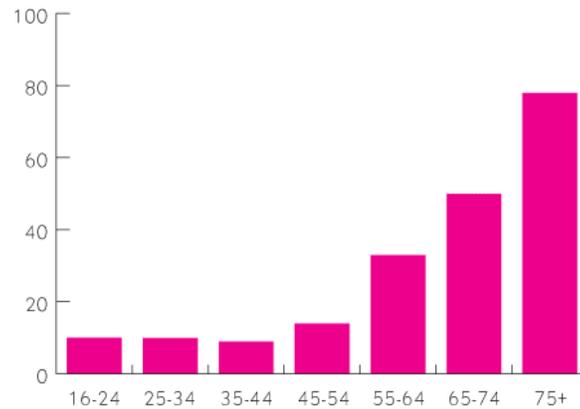
Despite this, over 10 million adults in the UK have never used the internet. That's over a fifth of the population — or the population of the five biggest cities in the UK.

Internet use decreases with age and increases with income. While only one in ten people aged 16 to 24 years are offline, the proportion rises to one in two of those aged 65-74. Over three quarters of those over 75 are offline.

Nearly 50% of adults living in households earning less than £11.5k do not use the internet anywhere — at home, work or in the community — but only 4% of those living in households earning over £30k a year are offline.

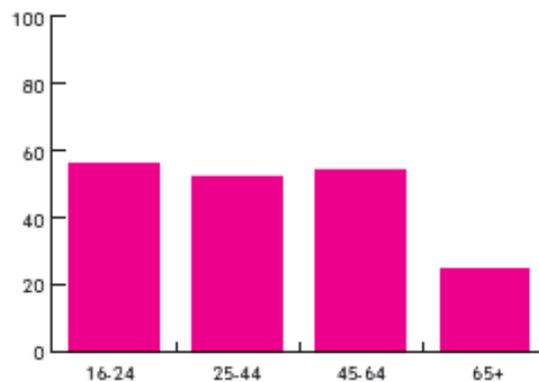
## Graph 1

**GRAPH 1**  
**PERCENTAGE OF INTERNET NON-USERS**



## Graph 2

**GRAPH 2**  
**PERCENTAGE OF INTERNET NON-USERS WHO ARE SOCIALLY DISADVANTAGED**

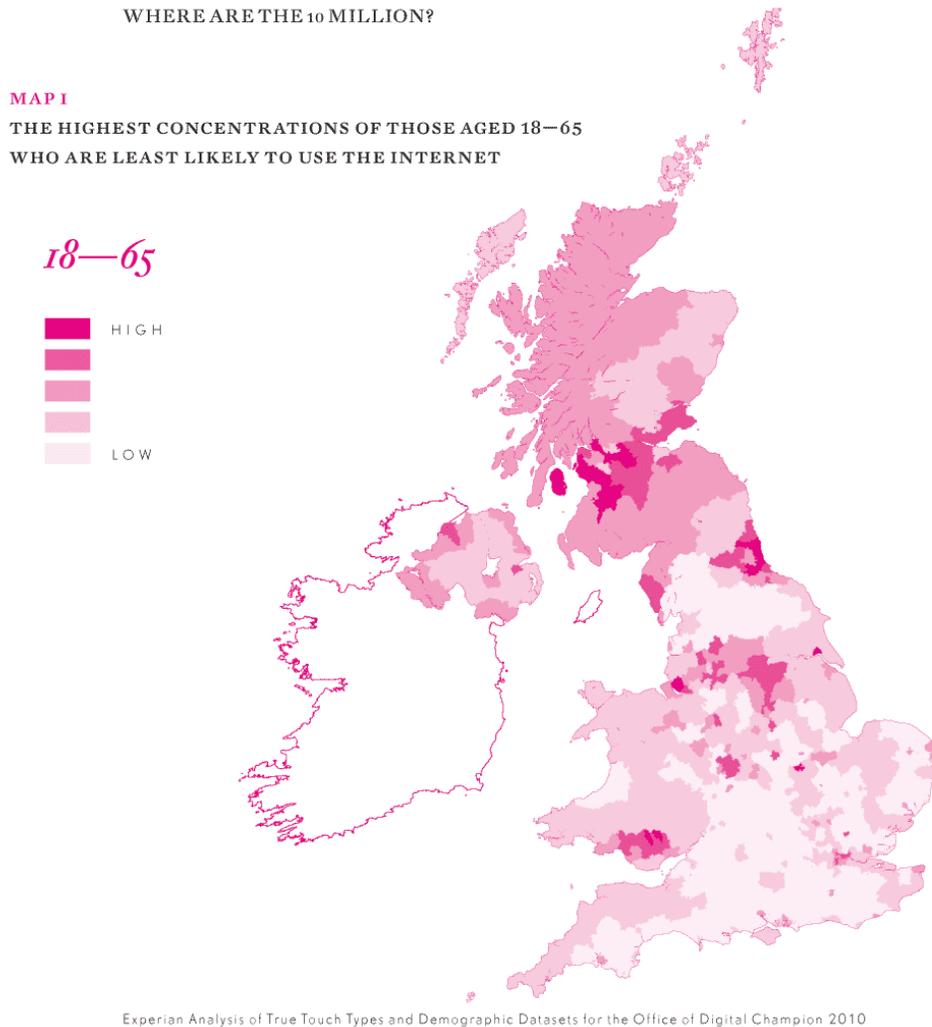


Aside from age and income, other social factors, such as health and employment status, also influence internet use. 48% of people with disabilities are offline, more than twice the national average of non-users. The unemployed, particularly those living in households without children, are also more likely to be offline.

The links between social disadvantage and internet take-up are strong and it is estimated that around four million of the non-users are among the most socially disadvantaged people in the UK, of whom 39% are over 65, 38% are unemployed<sup>9</sup> and 19% are adults in families with children.

There is an increasing amount of evidence on where you find the highest concentrations of offline populations. Map 1 illustrates local authority areas where the highest concentrations of working-age people with the lowest propensity to use the internet live. It shows that areas of the Midlands, North West and North East have the highest concentrations in England, together with Glasgow and areas of South Wales, correlating with areas of lower than average income in the UK. In contrast, Map 2 illustrates that the highest concentrations of older residents (65 years and over) with the lowest propensity to use the internet are concentrated in rural and coastal areas.<sup>10</sup>

## Map 1



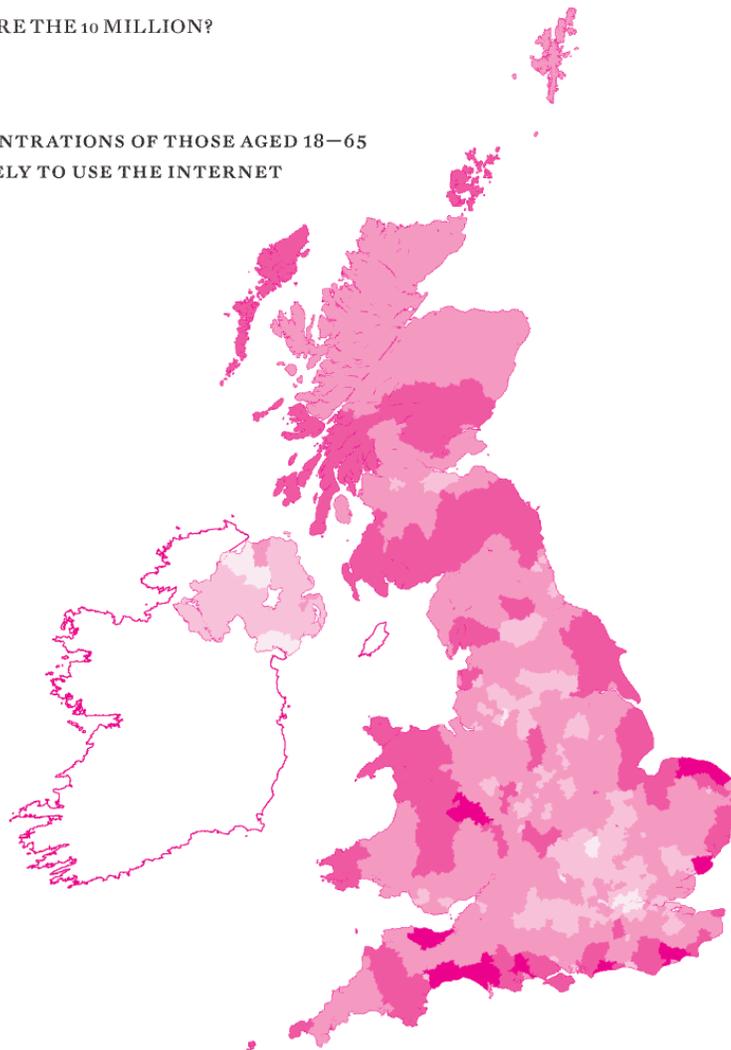
## Map 2

WHERE ARE THE 10 MILLION?

### MAP 2

THE HIGHEST CONCENTRATIONS OF THOSE AGED 18–65  
WHO ARE LEAST LIKELY TO USE THE INTERNET

65+



Experian Analysis of True Touch Types and Demographic Datasets for the Office of Digital Champion 2010

‘What’s your email address? Let me send you a copy of the digital photos I took. Look on Facebook. Find us at web page [www](#). This is the world we live in, and as an individual not able to understand or apply these terms I felt like a dinosaur.’

**Frederick Briggs, 72, Race Online 2012 People’s Taskforce**

## WHY MUST WE ACT NOW?

Forty million people in the UK use the internet, with 30 million of us doing so every day. The disadvantages of being offline are increasing as more people get online and do more online. We are now at a tipping point where even traditional ‘bricks and mortar’ organisations in all sectors are increasingly making the web their primary means of communication and interaction.

Many retailers and utility companies now offer online-only discounts, we have internet-only banks, and people get better deals when they compare prices online. Some airlines run virtually online-only booking, check-in and customer services. Many rail discounts require online booking. The UK Top 40 now includes download sales as music is available and bought more and more online.

Charities are increasingly offering advice and support services to vulnerable people online. Citizens Advice expects to help more than six times as many people (13 million) every year through its website — [adviceguide.org.uk](http://adviceguide.org.uk) — than face-to-face in Citizens Advice Bureaux by 2014.

The Government is increasingly sharing information and data on the web as part of its commitment to greater transparency. One initiative is a plan to let citizens suggest where efficiency savings should come as part of the current Spending Review.

In summary, the disadvantages of being offline are becoming so great, & growing at such pace, that for reasons of social justice & economic necessity we must act now.

‘You can’t reach what you’re capable of achieving these days if you can’t use a computer. You can get by without it. You can disengage. But it’s a form of isolation. You’re cutting yourself off from the world.’

**Vivian John-Philip, Race Online 2012 People’s Taskforce**

## WHAT ARE THE BENEFITS?

PwC estimate that getting everyone online would bring an economic benefit of at least £22 billion to the UK economy.<sup>11</sup> *These benefits accrue through increases in lifetime earnings for those with access to the internet and through savings to individuals through online shopping and to government through efficiencies in service delivery.*

For children and their parents, being online at home improves attainment levels, helps parents engage with school, and offers schools an opportunity to reduce administration costs.

The benefits to young people are startlingly clear: internet access makes for confident and capable technology users, who can carry those skills through their learning and future employment. In the short term it improves educational performance, with research showing that *children who are online at home can achieve a two-grade improvement in a subject at GCSE.*<sup>12</sup> Longer term, PwC estimate that increases in educational attainment if all children of school age were online at home could result in a lifetime increase in earnings of £10.5bn. Online school reporting and communication with parents gives schools potential savings in administration costs.

Home access to the internet can mean the difference between a child getting an 'A' & a 'C' at GCSE.

Getting unemployed adults online will help them find work more quickly and could reduce benefit expenditure.

There are 1.5 million unemployed people in the UK who claim Jobseekers Allowance (JSA); of whom an estimated 270,000 do not currently use the internet<sup>13</sup> and they claim an estimated £0.8 billion a year in JSA benefits. *More than 90% of all new jobs require basic internet skills* and there are many new job opportunities advertised online: approximately seven million job adverts were placed online last year,<sup>14</sup> with some advertised solely online and only accepting internet applications. PwC estimate that if just 3.5% of offline jobseekers found work more quickly by being online it would increase each of their lifetime earnings by £12,430, and bring total benefits to the UK economy of £566m a year.

270,000 people on jobseekers allowance have not used the internet. 90% of all new jobs today require internet skills & 7m job adverts were placed online last year.

You have to be competent in a computer these days. Look in your local paper today and all the job ads point you to a website. If you don't know how to go online, you're lost. The 21st century is the computer age — you need to get involved with it.

**Norman Stewart, Hackney Silver Surfers**

Getting older people online is a cost effective way of improving their standard of living.

There are 6.4 million over-65s in the UK who have never used the internet and they are most likely to be offline because they don't think the internet is for them — but being online can bring older people and the service providers who support them a huge range of benefits. *Average household savings of £560 a year can be made by shopping and paying bills online.*<sup>15</sup> Achieving a similar increase to over-65s' disposable income by increasing the Basic State Pension by £10 a week — ie £520 a year — would cost around £6bn a year.

To give over-65s the same amount that the average household saves from shopping and paying bills online via the state pension would cost government £6bn every year.

Creating and reinforcing social networks through the internet supports a stronger society and reduces isolation.

Social isolation is a growing issue in the UK, particularly for our ageing population, as it can lead to physical and mental ill health, and increased demands on public services. *Currently, 3.1 million people in the UK over the age of 65 see a friend, neighbour or family member less than once a week and 1.8 million have contact less than once a month.*<sup>16</sup>

In contrast, there are now over two million active users of Facebook in the UK who are over 50 years old. *Around half of all internet users say that using the internet increases their contact with friends or family who live further away, and around one quarter say their contact with friends who live nearby has increased.*<sup>17</sup>

Independent Age recently found that internet use can help some older people remain at home longer.<sup>18</sup> The total annual cost of residential care for over 65s is £4.8bn and total social care provision for this group costs £9.08bn a year so there is a huge prize to be won even if we can save a fraction of these costs by using technology to reduce isolation and delay or prevent the need for residential care.

**Lucy Berry**, 80, member of **Race Online 2012 People's Taskforce** says her computer helped her get over the death of her husband and her son moving to Australia with her two-year-old grandson. 'With my computer I was there in the house with them when he opened his Christmas presents, my grandson came and kissed the computer. It stops you feeling alone.'

Access to high quality digital public information and services has the dual impact of empowering individuals and delivering significant efficiency savings to government.

Dealing with government online is often much easier than offline channels and puts users more in control. Despite there being some online services with very high take-up, including close to 100% online applications for school admissions in four local authorities, government analysts estimate that *online contacts currently account for only 20% of the estimated 1.8 billion individual contacts with public services made every year.* Each contact with government switched online is estimated to

generate savings of between £3 and £12. *If every currently offline adult moved just one contact a month with government online then we would save an estimated £900m per annum.*<sup>19</sup>

As Government data becomes increasingly publicly available via the web, the transparency of Government, and particularly its spending, increases, allowing more extensive public scrutiny and challenge. This also allows individuals and communities to increase their engagement with local and national democratic structures and to be empowered to challenge government to make the changes they want to see in their local area. *The internet is a powerful tool for joining up communities of interest and giving them a voice to call more loudly for those changes.*

Only 20% of our 1.8bn annual contacts with public services currently take place online. Each offline contact is between £3 and £12 costlier than online.

*'The 'Digital Revolution' has the potential to deliver huge benefits to public services, to reduce social exclusion and to improve government transparency.'*

**Rt Hon Nick Clegg MP, Deputy Prime Minister**

## WHAT CAN WE BUILD ON?

In April, we launched Race Online 2012<sup>20</sup> - a partnership campaign to get as many people online as possible in the next two years. More than 700 industry and public-sector partners have made pledges to help over 1.7 million new people online over the next few years. We can do more.

There are a number of existing campaigns, such as *Silver Surfers Day* and *Get Online Week*, which are useful events around which to bring partners together. They provide a good foundation from which to achieve much greater scale.

We have *good community ICT infrastructure* in our schools, libraries, and in UK online centres — which recently received an additional investment of £30m to help an extra one million people to get online by 2013. *Toolkits* have also been created to support local community champions via programmes such as Everybody Online.

There are *other community facilities* such as GP surgeries, Post Offices and Citizens Advice Bureaux that may also play a part in supporting those without access to the internet at home.

Around *90% of homes can readily get a broadband connection at 2Mbps* (or higher) and the Government supports the commitment to ensure a universal service level of 2Mbps as the very minimum that should be available.<sup>21</sup> Broadband prices are falling, with average monthly charges for broadband via a copper phone line being £13.61 (excluding VAT) in 2009 compared to £23.30 in the last quarter of 2005.<sup>22</sup> *UK prices are now among the lowest in the world.*

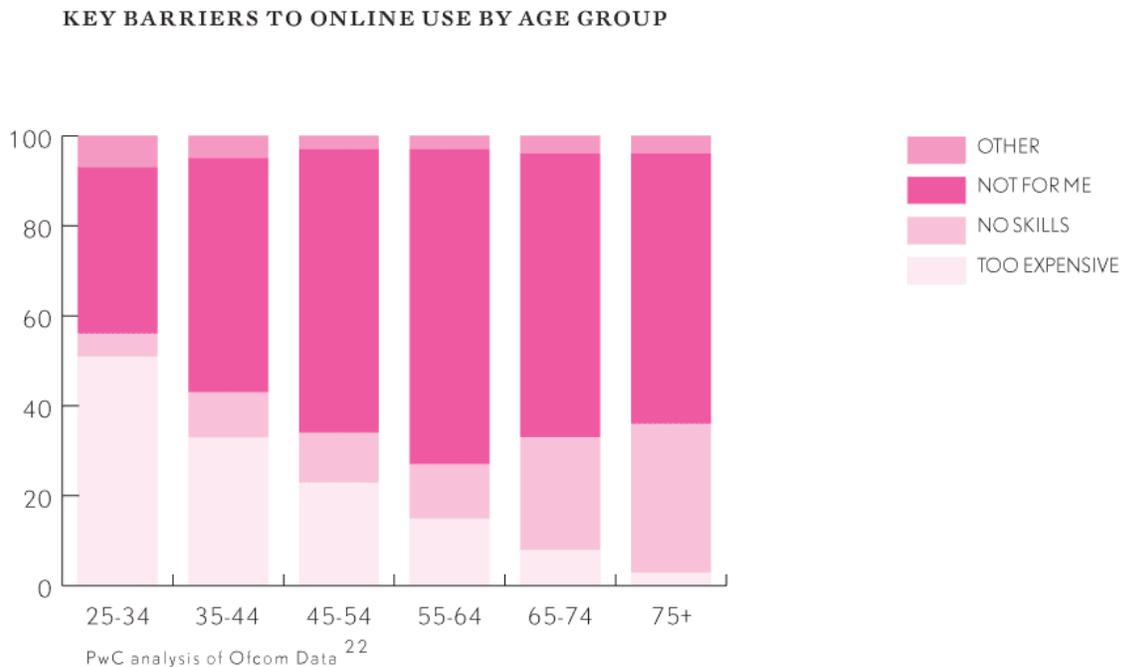
Community-based web access and informal training leads to *home access* for many people as they improve their understanding of the real costs and benefits of being online. 41% of those completing a basic IT course at a UK online centre go on to purchase their own computer and broadband connection.<sup>23</sup> In recognition of the importance of home internet access to young learners, the Government is providing financial support for devices and broadband connections for more than 250,000 low-income families with school-age children.

## RECOMMENDATIONS

Over a decade of research into the barriers to use of the internet has reached the same findings, namely that *lack of motivation, access and skills are the key reasons why people don't get online*.

### Graph 3

Key barriers to online use by age group<sup>24</sup>



As the graph above shows, not believing that the internet is for them is the most commonly cited reason for not using the internet. It also shows that affordability is a key factor, particularly for younger people, often those who are unemployed. Lack of confidence and skills is a very common reason, and this tends to be higher among older (retired) people.

Our more detailed recommendations for action are based on the evidence of the barriers, on what works to overcome them, and our belief that partnership across sectors will be vital to increasing the scale and pace of change. Our simple framework for action is therefore:

- To inspire more people to go online.
- To encourage people to go online and reward them for doing so.
- To support those who need a helping hand.

## INSPIRING MORE PEOPLE TO GO ONLINE

‘Some friends may be frightened or think it’s not for them — but I tell them to have a go. There’s so many places to have lessons and the teachers are brilliant,’ says 84-year-old member of the **Race Online 2012 People’s Taskforce Fay Wall**. Fay first went online when her grandson introduced her to online Solitaire, ‘and it just grew’, she says. ‘I live on my own, so it really takes my day up. I find it absolutely fabulous, I’m always finding something new.’

For those who have never been online, recognising the potential benefits that they will enjoy, and being sufficiently inspired to act on them, can be a major challenge. *Of current non-users, 59% say they see no reason to get online*, and this is particularly the case amongst older groups, who have lived a greater portion of their life without the internet.

The experience of people working in local communities is that learning how to use the internet is generally taught most effectively by a friend or trusted intermediary. In addition, starting the process by finding out what people are most interested in is the most effective route. *Local charities are a fundamental part of trying to bring disadvantaged groups online because of their trusted relationships with those that they serve*. Defining their role is hard because there are so many different types of charities with varied objectives and their IT capacity differs so much. Some charities are helping people get online as their core function but the vast majority serve other needs. We want to tap into the incredible work that local charities do so that they can help us get to some of the people who would otherwise be too difficult to reach. We are asking charity funders to help us do this.

‘In Brighton, Hove & Portslade, we have 1,400 community voluntary organisations for 250,000 people: 400 are networked through the local forum, but that leaves 1,000 charities you wouldn’t know where to find them. There’s more voluntary organisations that talk to funders than talk to each other — to make a change in how these organisations think about technology talking to funders is key.’

**Mark Walker, regional ICT champion, National Association for Voluntary and Community Action**

Non-users are unlikely to be inspired by traditional technology marketing that advertises the features of new devices and broadband connectivity. To attract new users we need the benefits of the web to be communicated much more effectively in the media and in industry advertising. We need to do more to target marketing and the communication of benefits to specific groups, such as older people and adults on low incomes, and ensure that messages can be found in the media and places that these groups use.

Rather than focus on the technology itself we need to focus on questions like: ‘What message about the benefits of the internet would we want an older person with a low income to see on the side of

their local bus?’ For those who remain offline we need to redouble our efforts to inspire them that there is something on the web for them.

Several of our Race Online 2012 partners have already begun to run campaigns to inspire people to get online. Skype launched a ‘Be a Skype Hero’ campaign for people who want to pass on the benefits of the internet to others, which attracted over 21,000 visitors in the UK, and its guide to all the amazing things people can do on the internet was downloaded over 4,000 times. Google is developing a printed guide to the internet targeted at those who aren’t yet online and many other partners are embedding the messages of Race Online 2012 into their communication channels.

**This is a great start but to accelerate progress and motivate millions more people to get online:**

**1. Leaders at every level of industry, government and the charitable sector should embed manifesto challenges into corporate plans and make race online 2012 pledges by the end of 2010**

- 1.1 National and local *leaders in all sectors should back our ambition for a networked nation* and embed our recommendations in their corporate plans.
- 1.2 Organisations in every sector, including all government departments, agencies, and local authorities should back *Race Online 2012* by making a pledge at *RaceOnline2012.org* by the end of the year.
- 1.3 *All public sector employees should be positively encouraged to use the web* and should have access to the internet at work. Industry groups — such as the CBI, the IOD, BCC and Intellect — should ask their business members to make the same commitment.
- 1.4 *Cabinet Office should develop a Networked Nation Business Plan* for all cross-government activity to deliver the manifesto challenges and recommendations.

**2. Industry and media partners should develop specific strategies to communicate the positive benefits of the internet to the 10 million potential new online customers**

- 2.1 Industry partners should develop marketing strategies to attract new internet users that *focus on the benefits of internet use* to specific groups (eg older women who have family overseas, men over 45 who like football).

2.2 The media should develop plans to *include more positive messages about internet use in mainstream programming and campaigns.*

2.3 Government should *develop a fast-track framework for approving Race Online 2012 campaign partnerships* between commercial partners and public sector delivery agencies (eg Jobcentre Plus).

### **3. Funding organisations should develop plans to do more to support charities, social enterprises and community groups to raise awareness of the benefits of internet use to the people that they serve**

3.1 We will work with Race Online 2012 partners and the Charity Technology Exchange (CTX) Trust to ensure that all charities are aware of the hardware and software support available from industry partners.

3.2 *Industry should consider extending its hardware and software support* for registered charities to social enterprises and local community groups.

3.3 *Charitable funders should review their funding guidance* to ensure that it supports capital investment in IT infrastructure by small charities so that they can inspire the vulnerable groups whom they help to then get online.

*'The internet has transformed business and society, but people have perhaps been slower to grasp how a population fully engaged with the web can dramatically improve our national competitiveness.'*

**Lionel Barber, Editor, The Financial Times**

*'Getting everyone in the UK online is good for business and good for UK plc. The Internet is the most egalitarian thing ever invented, it is a tremendous tool for social mobility and everyone should have access.'*

**Charles Dunstone, CEO, TalkTalk**

*'A pen and a piece of paper is a massive barrier to a kid who's been told to wait in a corridor, who's been sent back and forward like a yo-yo between staff. A computer is a familiar thing. It's something they enjoy. It's a toy. With the programmes we run with computers, you can tackle literacy problems, you can open that door and let young people see there's a world out there – that there's more out there than the dole. It's primetime.'*

**Andrea Hunter, EducationCoordinator, Pennywell Youth Centre, Sunderland**

## ENCOURAGING MORE PEOPLE TO GO ONLINE AND REWARDING THEM FOR DOING SO

Industry has already recognised the business benefits from online services and taken the lead in creating a reward-led approach to encouraging people to transact online. Online purchases are often quicker, more convenient and, most importantly, cheaper both for the end consumer and the retailer. Users have created a demand for online access to everything from news and music consumption to telecoms and social networks. In return industry has offered savings and enhanced services to those who let go of costly face-to-face and postal transactions.

Government and citizens need to learn from this approach to changing behaviour. While most current internet users will not have been initially inspired to go online by the availability of digital public services, the public sector can now play a vitally important role in encouraging or nudging users of public services — and in particular recipients of benefits — to go online. The public sector can also play a prominent role in promoting access to financial enablers to transacting online such as bank accounts and debit cards.

For most information requests and services, online should be the highest quality, most convenient and cost effective way of dealing with organisations in the public sector. Government should concentrate on improving the range and ease of use of online services and empower people to take more control of their interactions with public services. *Government should 'think internet first' in designing services rather than trying to modify incumbent models of service delivery.*

This has already been achieved for some services. *School applications are close to 100% online in four local authorities,<sup>25</sup> and the numbers among other local authorities are growing.* Such applications are more convenient for parents and cheaper for councils to administer and the evidence from existing schemes shows that parents without access at home will use work, family or community access to get online. These initiatives should be expanded to a wider range of services, following industry's lead.

### **4. Government should expect people to use some key online public services and signpost those that need help to local web access and training points** (see linked recommendation 7)

4.1 To encourage all parents of school-age children to get online, local authorities should signal that they expect all school admissions and Free School Meals applications to be submitted online by 2011.

4.2 DWP should introduce an expectation that people of working age should apply for benefits online and have the skills to look for, and apply for, work online. They should work with Race Online 2012 partners to provide support to those that need it.

4.3 Race Online 2012 partners should support work by DWP that is ensuring that no-one enters retirement unable to use the internet.

4.4 All government departments and agencies should follow DWP's lead in identifying key information and services that they should expect working- age adults to pursue online.

## **5. We should expect adults starting informal or formal education, training and welfare to work programmes to have basic it skills**

- 5.1 UK online centres and Online Basics teams should ask industry partners to partner with them to improve current web training tools *and then open up these tools to 'crowd-source' improvements and tailor them for specific groups.*
- 5.2 Government should introduce an informal web skills check on entrants to all adult learning, training and welfare to work programmes.
- 5.3 Government should ensure that short informal web skills courses, such as Online Basics, are accredited for funding support in all mainstream adult education, training and welfare to work programmes.
- 5.4 Government should place a high value on the internet skills of its frontline workers and encourage them to pass these skills on to colleagues and service users, *so that all frontline workers can get online by the end of 2012.*

## **6. Race Online 2012 partners from all sectors should develop a package of rewards for going online and passing on web skills**

- 6.1 The Cabinet Office should commission a cross-government (rather than service-by-service) *strategy for incentivising higher take up of online public services.*
- 6.2 Industry should develop reward packages — for example, *discounted devices or broadband packages*, or online retail vouchers — for people who complete basic web skills training, and government should partner with industry to extend rewards to those using online public services for the first time.
- 6.3 We should embed *rewards for passing on basic web skills* into existing community volunteering programmes — for example Girl Guide and Scout badges, Duke of Edinburgh awards and in the new proposals for civic service.
- 6.4 We should develop ways of recognising and rewarding the contribution of informal volunteers who pass their web skills on to friends, family and neighbours.

'The faster and better delivery of online public services could not only revolutionise how the public sector does business but also serve to improve lives dramatically.'

**Sir Gus O'Donnell, Cabinet Secretary & Head of the Home Civil Service**

'Whatever age you are you should never stop learning,' says **Meredith Markham**, a member of **Race Online 2012 People's Taskforce** who volunteers to train people in computers so they can use programmes to boost their literacy and numeracy skills. 'I've seen so many success stories — people who've lost their confidence, and you see their confidence rise so far so fast. I love doing this. I'm totally committed to it.'

## SUPPORTING PEOPLE WHO NEED A HELPING HAND

While people may be motivated to get online, and see the benefits of doing so, they may be prevented by a lack of skills or physical access to the necessary technology. 22% of people cite a lack of knowledge or skills as the reason why they don't go online, rising to 33% of over 75s. *Internet literacy should be seen as just as important as traditional literacy and numeracy for those of working age and an important life skill for the over 65s.* Provision of the requisite skills must be a key responsibility for education and training providers across the public and voluntary sectors, and we should all support those around us as they seek to get online.

A further 14% of people think that internet access is too expensive for them, over 50% of households with children cite this as a barrier. Despite the improvements in technology and a proliferation of internet capable devices (particularly mobile phones), physical access to places or equipment may be a barrier for some due to cost, location or disability. Some people will need to be given support both with where and how they can get started and who might give them a helping hand.

Industry has already recognised the need to make products affordable and accessible if it is to tap into the online market of the additional 10 million. TalkTalk is currently in the process of creating a scheme where existing customers can sign up their offline parents and grandparents to a discounted broadband package. These first time internet users will be connected to the web at a reduced price, with the added convenience that their family member, as an existing TalkTalk customer, can set up and manage the account for them to further remove barriers to people getting online. Google are working with internet developers to create and launch new online tools to make the internet more accessible, particularly for over 65s, and Comet are developing a low-cost hardware package. We need to build on this to make sure everyone is able to get online.

Government is supporting access to community based internet, with a £30m investment in UK online centres. Libraries across England are pledging to use their existing resources to help half a million more people learn to use the internet. *There should be no wrong door for anyone wanting to access the internet*, and these commitments should be built on to ensure that an individual can access or be signposted to where to access the internet through any public service or community facility.

### **7. People must know where they can find local web access and/or training points and where they can go to get assistance with any online only public services, supported by local digital champions in every community**

- 7.1 Organisations in every sector should encourage their employees to be local digital champions who will identify people needing help, find and map support available locally from organisations in all sectors and signpost people to it. Industry trade bodies and national charitable organisations should encourage local champions from SMEs and smaller charities. Central and local government should ensure that there are local digital champions in all local authorities, all 750 Jobcentre Plus offices and all public libraries by the end of 2010. We should also look to some of the thousands of proposed new community organisers and health visitors to help people in their local communities get online.
- 7.2 Local digital champions should work with local authorities, UK online centres, Age UK, and public libraries to map, co-ordinate and signpost local web access and training points, including commercial premises like coffee shops and pubs.
- 7.3 The Cabinet Office, supported by the Efficiency Board should explore with departments and local authorities the potential for a joined up ‘front office’ or government agent in local communities to support those people who are temporarily (they lack access or skills) or permanently unable to access online public services.
- 7.4 Local authorities should embed support for local people to get online and co-ordination of local digital champions in to their corporate plans and service design and delivery models.

## **8. We should work towards ensuring that people should have easy and affordable access to the internet in the same way they can access water and electricity or gas**

- 8.1 Industry should introduce affordable entry level starter packages of equipment and connectivity packages tailored for low income families and older people. These might feature a low payment up front — less than £50 — and manageable monthly costs.
- 8.2 Industry should work with government to develop a national equipment recycling programme so that the best lifetime use is made of the 12 million devices shipped into the UK every year.<sup>26</sup>
- 8.3 Community groups and local digital champions should have a right to expect reasonable availability to publicly funded facilities with ICT equipment in any area where there is inadequate web access and/or training facilities.
- 8.4 Government should consider the internet as a utility and embed its provision into its future consideration of eligible benefit and personal social care budgets. Local authorities and industry

should collaborate on issuing clearer guidance and case studies on the technology options available to people with personal budgets for social care.

8.5 Social housing and residential care home providers should provide internet access and some ongoing support as a basic utility for their residents.

## **9. We should ensure that products and services are usable and accessible for older and disabled people**

9.1 Industry should ensure that specific products and services to support internet use are tailored to the needs of the very old and people with disabilities. This help can be anything from making stores more user friendly, developing more usable and accessible products and services, to offering more intensive follow up support. *We are asking industry partners for proposals on developing good practice and reporting progress by the end of 2010.*

9.2 Government should close down publicly funded websites that consistently fail to meet its own web accessibility guidelines.

9.3 In recognition of the complexity and importance of engaging older people with the internet, the Digital Champion will commission further work on the many different age, income, and lifestyle groups of the older population. This work will be completed by the end of October and inform an action plan of further practical steps that Race Online 2012 partners in all sectors should take to support older people's use of the internet.

'I want to see libraries right at the heart of the digital inclusion mission. To reduce the digital divide, the library network will work together to reach out to half a million digitally excluded people and support them to become confident digital citizens by the end of 2012.'

**Ed Vaizey MP, Minister for Culture, Communications & Creative Industries,  
Department of Culture, Media & Sport**

'For the individual, it can break down barriers, it builds social cohesion in the community, it can raise skills and aspirations. Then just think about what underachieving young people cost a local authority or DWP in terms of benefits and allowances and how this can help get people back on the ladder and back into employment. It's a no-brainer.'

**Debbie Ross, Community IT Programme Manager, Sunderland City Council**

There's an almost insatiable appetite among our residents to use and access the internet. It's key in getting people in to work, delivering everything from basic

skills English and maths to high-level programming skills. Our average learning centre will have 20 computers in it, with 1,000 people using it in any 12-month period. Forget the business case: access can transform people's lives — we see it all the time.

**Stephen Burns, Director of Community Services, Peabody Trust**

## WHAT CAN YOU DO?

Our list of recommendations and suggested actions is not exhaustive. It is essential that we gather feedback and build on all the ideas. We ask that you use our suggestions as a checklist for what your organisation could be doing to help ensure everyone in the UK can enjoy the wonders of the web.

**What can your organisation do to help? Sign up to Race Online 2012 and send us your pledge.**

**[RaceOnline2012.org](http://RaceOnline2012.org)**

In the internet age, we need to ensure that people aren't being left behind as more and more services and businesses move online. But this issue isn't just about fairness — promoting digital inclusion is essential for a dynamic modern economy and can help to make government more efficient and effective.

**David Cameron**  
**The Prime Minister**

'Access to technology lets me feel part of the gang. Without it, I feel the odd one out,' says **Heather Lyons**, 24-year-old member of the **Race Online 2012 People's Taskforce**, who is severely visually impaired. 'If you're partially sighted, without accessible IT, you get confused. You are up the creek without a paddle. And you're dependent. I want to be independent.'

'I used to think it was a gimmick, but it isn't. There are lots of benefits I didn't realise. It's beautiful and I'd be at a bit of a loss without it.'

**John Storey**, 70, first went online last year,  
**Race Online 2012 People's Taskforce**

'It's opened up a new world to me.'

**Frederick Briggs**, 72  
**Race Online 2012 People's Taskforce**

## Endnotes

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<sup>1</sup> The Economic Case for Digital Inclusion: Report for the Champion for Digital Inclusion, October 2009

<sup>2</sup> BECTA Home Access case study

<sup>3</sup> [number10.gov.uk/news/statements-and-articles/2010/06/letter-of-appointment-to-martha-lane-fox-52045](http://number10.gov.uk/news/statements-and-articles/2010/06/letter-of-appointment-to-martha-lane-fox-52045)

<sup>4</sup> Eurostat

<sup>5</sup> IMRG

<sup>6</sup> [ebay-mediacentre.co.uk/About-eBay/The-changing-face-of-eBay-UK-c4.aspx](http://ebay-mediacentre.co.uk/About-eBay/The-changing-face-of-eBay-UK-c4.aspx)

<sup>7</sup> PhoCusWright — Dec 2009

<sup>8</sup> [clickymedia.co.uk/2010/04/uk-facebook-user-statistics-april-2010/](http://clickymedia.co.uk/2010/04/uk-facebook-user-statistics-april-2010/)

<sup>9</sup> 38% of the 4m are classed as workless. This figure is made up of 23% of the 4m who are unemployed, defined by being in receipt of JobSeekers Allowance and 15% who are defined as being economically inactive.

<sup>10</sup> Experian Analysis of True Touch Types and Demographic Datasets for the Office of Digital Champion 2010

<sup>11</sup> The Economic Case for Digital Inclusion: Report for the Champion for Digital Inclusion, October 2009

<sup>12</sup> BECTA Home Access case study

<sup>13</sup> An estimated 82% of JSA claimants access the internet

<sup>14</sup> The Nielsen Company 2009

<sup>15</sup> PwC ibid

<sup>16</sup> [participle.net/particles/post/get\\_together1/](http://participle.net/particles/post/get_together1/)

<sup>17</sup> [ofcom.org.uk/advice/media\\_literacy/medlitpub/medlitpubrss/adultmedialitreport/adults-media-literacy.pdf](http://ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/adultmedialitreport/adults-media-literacy.pdf)

<sup>18</sup> Independent Age: Older people, technology and community

<sup>19</sup> PwC ibid

<sup>20</sup> Raceonline2012.org

<sup>21</sup> [culture.gov.uk/news/ministers\\_speeches/7132.aspx](http://culture.gov.uk/news/ministers_speeches/7132.aspx)

<sup>22</sup> [ofcom.org.uk/media/news/2009/8/nr\\_20090811](http://ofcom.org.uk/media/news/2009/8/nr_20090811)

<sup>23</sup> UK online centres research

<sup>24</sup> 24 % of population segment without home internet access and not likely to get access in the next 12 months, 2010

<sup>25</sup> The 4 authorities currently at 90% or higher: Hertfordshire, Gloucestershire, Cambridgeshire and Devon

<sup>26</sup> [gartner.com](http://gartner.com)