

UK **onlinecentres**

digital inclusion in the UK

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What I will cover

- Overview
- Network history
- Network structure
- UK online centres customers
- Network management
- Current activities and projects

UK online centres

- A telecentre network in England. 6,000 UK online centres **improve lives** and life chances.
- UK online centres have developed **myguide**, a digital literacy tool for digitally excluded customers.
- UK online centres team work with UK government departments and services, and with industry.
- UK online centres team delivers digital literacy projects, campaigns and research.
- The role of the network is to engage hard-to-reach and take them on a '*journey*' from digital exclusion to digital inclusion.

UK online centres history

- Set up in 2000/2001 by Education Department
- £300m initial investment, £200m for Community and Education Centres, £100m for Libraries
- Provide a variety of opportunities and support
- Support a range of disadvantaged people

UK online centre network structure

6000 self managing venues

- 3000 Public Libraries
- 2000 Community & Voluntary centres
- 1000 Education venues

3000 are “member” centres accessing enhanced support and resources

UK online centre customers

- 2 million people visit centres per annum
- 100,000+ new customers of online government services per annum

› Half of all UK online centres customers have no formal qualifications

› Nearly 1/3 of customers progress to take up information, advice and guidance, further education or employment

UK online centre customers

- Those **most disadvantaged** are also **least likely** to be online
- 50% of those without access are 65+
- 49% in social class DE
 - 29% over 65 in social class DE
- 75% not working

UK online centres & ICM poll of 7,655 people
without internet access, 2008

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UK online centre Network Management

- Regional Managers
- Central functions
 - Marketing, Research, Product Devt, Comms
- Centre extranet & regular communications
- Funding distribution
- Campaign management
- Centre Database
- myguide

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digital inclusion activities

What do we mean by digital inclusion?

“The use of digital technology, either directly or indirectly, to improve the lives and life chances of all citizens and the places in which they live.”

Our goal is not to get people using technology, it's about the uses of technology to impact on and transform people's lives.

Digital Inclusion Campaigns

- Get online day 2007 & 2008
 - 500 centres and 10,000 visitors each year
 - Partnerships with private sector
- Feeling fine online 2009
- Older people, parents

Digital Inclusion for Government

Online government services

- NHS Choices
- Home Access programme
- Directgov

Digital Inclusion Partnerships

Partnerships

- Microsoft
- Ofcom

Digital Inclusion Research

Research

- Understanding Digital Inclusion
- The Economic Benefits of Digital Inclusion
- Digital Inclusion, Social Impact

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myguide

What is myguide?

- **myguide** is a tool for closing the digital divide. It offers a free, easy-to-use email service, search device and a range of learning content from a simple, banner-free, ad-free website.
- allows people to personalise and save their settings, change screen colours or font size, and choose to have the text read to them without additional software.
- carefully designed for absolute beginners and those with physical or sensory disabilities.
- **myguide** is used in more than 500 centres.
 - Registrations this year total **90,000**, around **2,500** per week
 - There have been **835,000** course uses in the last 12 months
 - Numbers rising : during last 4 months **400,000** course uses

How does myguide work?

It supports the digital journey

- Pre-registration engagement
- Entry-level learning
- Communication
- Information Searching
- Learning progression

All leading the customer towards digital inclusion

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- www.ukonlinecentres.com
- www.myguide.gov.uk