

# Totally Online Barnsley TOBy

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## What's in IT for me?

# The wider context Digital Barnsley in Digital SY

Digital Region  
**Digital Region**

Making IT Personal

*Totally Online Barnsley*

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# TOBy the ambition

- everyone in Barnsley online by the 2012 Games
  - everyone appreciates the benefits they can get from using digital technologies
  - everyone can use digital technologies:
    - they have the confidence and skills to use them effectively
    - they have affordable access to the equipment they need

# Digital inclusion the benefits

- richer lives
- stronger communities
- better economy
- improved services
- service efficiency

# Digital exclusion who

- nationally one third of adults
- Barnsley estimated 35-40%
- preponderance of
  - socially excluded
  - older people
  - C2DE

# Digital exclusion why

- motivation / relevance
- confidence / skills
- access / cost

# TOBy the campaign

- high profile publicity
- champions and heroes
- “guerrilla” campaign

# TOBy

## the guerilla campaign

- touch people's lives
  - their interests
  - where they live their lives
- digital mentors (DOTs)
  - embedded
  - trained and accredited

# The campaign : who's involved

- One Barnsley
- NHS
  - PCT
  - hospital
- private sector
  - utilities
  - globals
  - nationals
  - local
- BMBC
- UK Online
- colleges
- universities
- schools
- third sector
- social landlords
- BPL
- individuals

# The campaign – next key stage National Get Online Day

- Friday 23<sup>rd</sup> October
- national launch in Barnsley
- a full week of activities
- organisations do what suits them
- then 6 month stages to Olympics



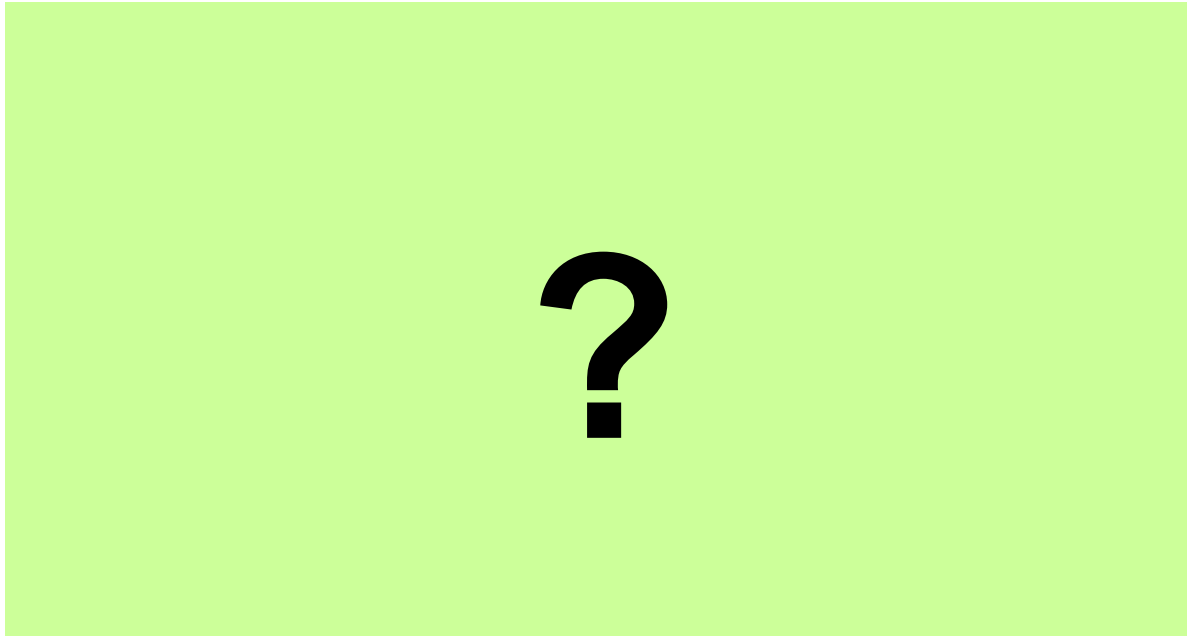
# TOBy

## the excitement

- locally
- nationally
- internationally

# The campaign

## What will you do?



# The campaign some pledges

- get five neighbours each side of my house online
- ensure all Barnsley College students (8,000 a year) become IT literate as part of study programme
- encourage and assist all staff to get online
- provide space in hospital waiting rooms for advice and taster sessions

