



Dear Leader,

Scouting has a great track record in supporting local communities. The work that you do has a real impact, not just on the young people you work with, but also on society.

As the UK Digital Champion, I am writing to invite you to take advantage of a major new '**Race Online 2012**', which will be launched by the BBC in October. It will urge people to '**Go On, Give an Hour**' to inspire, encourage and support a friend, family member or neighbour to take their first steps online.

Scouts around the UK are already supporting the campaign. You may recall that earlier this year Jonathan from Carre Glas Explorer Scout Unit in Pembrokeshire joined me on the BBC Breakfast sofa to talk about what his Unit are doing.

Working in partnership

Jonathan talked about how his Unit teamed up with a local residential home helping the residents get online for the first time. This makes a real difference to the residents; some of them are in contact with family members using the internet, others just finding that the internet is making their daily lives easier.

There are 8.7 million people in the UK who have never been online, and helping them to do so makes a real difference to the community. It is also a great way of covering the community zone of the Scout programme as Jonathan and the rest of his Unit discovered.

What can you do?

When the clocks go back on 29-30 October we all gain an extra hour. The BBC will use their channels and best loved talent (and hopefully some Scouts!) to encourage those online everyday to use this extra hour to help someone take their first steps online (see attached one pager).

If you want to find out how your Scout Group can get involved, there is a range of material available at www.scouts.org.uk/raceonline explaining how supporting the campaign fits in with the Scout programme as well as practical ideas and support on how to get started. For your Scouts to sign up as digital champions please see <http://champions.go-on.co.uk/>. We also have a Facebook page for sharing resources, tips and advice and spreading the word: www.facebook.com/digitalchampions

We need your support and enthusiasm to make this happen! Please help us with this valuable cause.

Very best wishes,

A handwritten signature in black ink, appearing to read "Martha Lane Fox".

Martha Lane Fox, UK Digital Champion