



## **Older people Spring Online in one of the biggest digital inclusion campaigns of the year**

Nearly 2,000 events have been held throughout the UK as part of the Spring Online campaign to help older people and less confident users to get online. It's one of the biggest digital inclusion campaigns of the year and Spring Online events have been held at amazing locations, from the European Commission in the UK, the Victoria and Albert Museum and the DVLA to Brenda's cowshed in Lancashire and a fish and chip shop in Stockport!

Libraries, schools, sheltered housing schemes, UK Online Centres, cafes and community groups have opened their doors to give thousands of people their first taste of the benefits of getting online.

Nearly seven million over-55s in the UK have never used the internet.\* They're missing out on a huge range of benefits – from saving money to keeping in touch with friends and family.

Emma Solomon, Managing Director of Digital Unite says: "Access to computers and the internet can enhance people's health and wellbeing – and open up whole new worlds. Often, all people need is someone to get them started, show them the basics and make it fun. Holding a Spring Online session can really help."

Martha Lane Fox, UK Digital Champion, said: "There are still a staggering 8.2 million people in the UK who are yet to experience how magic the web really is. Saving money, keeping in touch and reducing feelings of isolation are just a few examples of how the internet can change lives for the better. Fantastic initiatives like Spring Online play a vital role in highlighting these benefits and helping us achieve the ambition of creating a truly networked UK."

Spring Online with Silver Surfers' Day is delivered by Digital Unite in partnership with UK Online Centres and Race Online 2012 and is supported by major Government departments. The campaign has been going for 11 years and during that time, has helped more than 150,000 people get more out of life online.

Iain Duncan Smith, Secretary of State, Work and Pensions says: "I know from my own involvement with Spring Online last year how effectively it promotes older people's digital inclusion."

Rural Affairs Minister Richard Benyon says: "Going online is very important for people living and working in rural areas. In particular, the internet can improve older people's quality of life – helping them to keep in touch and to access vital services and information."

ENDS

\*ONS Internet Access Quarterly Update 2011,Q4

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