



## **Review of Silver Surfers' Day 2009**

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## 1) Management Summary



At the risk of repeating myself for the eighth year in a row, Silver Surfers' Day (SSD) 2009 was the biggest, most creative yet. This year, we counted 1055 IT Taster Events for Older People on or around Friday May 15<sup>th</sup> and reached 8 million people through local and national on and offline media. This is tremendous, and due in no small measure to the excellent partnership working between Digital Unite and UK online centres, who clocked up over 500 of these Events. I am grateful – and extremely heartened – by what has been achieved by this co-working.

### Stars come out for SSD09

This year, we took SSD to new people and places. We used **Twitter**, **YouTube** – and thanks to **Ofcom's** help, we were able to make a film of celebrity Silver Surfer endorsements from Joan Bakewell, Martyn Lewis, Angela Rippon and Patricia Routledge. We published these on our new YouTube channel, called **Silver Surfers TV**. We also ran a **Joke Roll** and had older learners and SSD supporters spreading smiles – and groans – online. We opened our website for interaction and SSD Event Holders and their visitors **blogged** their SSD experiences.

### Thanks to the 'faithful'

We wouldn't have exceeded 1000 Events without the energy and enthusiasm of local and community organisations, faith groups, schools, colleges, housing providers, and local businesses, to name but a few. One sector – schools – grew dramatically and the term **Schools for Silver Surfers** was coined and we hope it will run and run.



This liaison, of young computer-enthusiasts with older would-be enthusiasts, has resulted in some touching images, many depicted in our co-operative **Flickr album**, which netted 150 or so free-use pictures including plenty that illustrate the beauty of these age-groups together. These groups and people make up our core 'SSD Faithful' and they grow in number and in levels of participation every year. The sheer diversity of participating organisations is inspiring and so rewarding for us to see. Thanks to all of them for running Events, and for their contributions public and private to making the Events better, the resources better, the support better by joining conversations and supplying feedback – and even gentle criticism. We welcome it all.

### SSD – Power to inspire individuals

We have many examples in our full report of what I'd call 'creative, local interpretations of SSD'. Margaret's example is one that made a great impression on us. Her story illustrates very simply how a large amount of very public momentum and activity around an agenda can act as a catalyst for an **individual**, intimate piece of digital engagement work.

Margaret, aged 84, encouraged by her family, used the learning resources on the Silver Surfers' Day website's Learning Zone to encourage a near neighbour to give digital technology a go. The result was an educationally and socially enriching experience for both learner and self-styled mentor, and importantly, gave Margaret the confidence and appetite to explore **digital mentoring** further.

Not that she'd call it digital mentoring, but that's not the point: Silver Surfers' Day is a mechanism that can support all sorts of people and organisations - individuals as well as collectives - to interpret digital inclusion as it makes sense to them and those around them.

If we are, collectively, really to reduce digital disenfranchisement, it is this personalisation and contextualisation of both need and intervention that will ultimately bring the walls of exclusion crashing down.

### **SSD – power to inspire communities**

SSD is also proving a brilliant **launch pad** and **learning "glue"** for all sorts of other local initiatives around digital literacy, older people and wider community participation. For example, we heard how the **Salcey Cluster of Schools**, in Northamptonshire used SSD09 as part of their intergenerational work between older people and school children. "It is fantastic to see the students engaging with the older community in such a positive way, hopefully this will inspire them to work towards one of Northamptonshire Voluntary Youth Action's accreditation schemes."

The example of the Salcey Cluster – and their enthusiasm and success - is not unique; it is one example that makes us very proud of SSD's power to **galvanise** and **sustain** learning and inclusion work at a local level.

### **Sponsors with (good) attitude**

Thanks are due to sponsors in 2009 who, notwithstanding difficult economic conditions, were as good as their word and stood by their commitments to promote digital skills and confidence to older people.

**McCarthy and Stone**, Britain's largest retirement builders, are old friends, and for them, we ran 24 SSD Events at McCarthy and Stone housing developments in England, Wales and Scotland. "I've absorbed sufficient knowledge to give me confidence to 'go for it'. I've found it immensely valuable," commented one learner: job done.



**Wiltshire Farm Foods** are new friends and contributed some excellent learning resources to Learning Zone as part of their sponsorship. We've enjoyed their energy and enthusiasm.



### **Working together gets more done**

We have so many people to thank for their support, but I'd like to mention two in particular: our good friends **NIACE**, the adult learning charity, whose integration of SSD into Adult Learners' Week in 2002 was a stroke of genius and one we are still thankful for and benefiting from. Thanks also to **BBC Nations and Regions** whose persistence this year in sowing SSD across production grew great results.

On which note, SSD09 netted again greater publicity gains than ever before, again helped enormously by our UK online centres' liaison. We had national and local TV, radio, online and print media coverage, including prime time shows and slots with BBC radio and TV. An estimated 8m people heard about SSD through local and national media this May.

I'd also like to give sincere thanks to **IT4 Communities**, who loaned SSD their volunteer-matching service and made several successful liaisons between third-sector organisations and volunteer IT professionals. Some of these may become lasting relationships.

### **SSD – partnership in action, delivering social benefit**

There's always a lot of talk about the need for public and private sectors to come together to solve some of our big social issues. The digital inclusion and digital literacy of older people is, I would suggest, a very important social issue, with clear and oft-cited ramifications for the emotional, social and economic health and well being of not just older people, but society as a whole. (Digital Britain, Morris Review of ICT User Skills, the Learning Revolution White Paper, Ofcom's Media Literacy Reviews will give you ample references, to name but a few sources.)

We are very proud that over the years, SSD has come to embody well managed, highly effective partnership working. Year on year it not only raises awareness to the whole of the UK of this issue, but by working in partnerships of all shapes and sizes, simultaneously creates and supports under its banner **locally-owned, practical and accessible activities** to promote older people's digital inclusion. And because they are locally owned – and well resourced and supported by the SSD campaign - they have far greater chance of being re-generating and self-sustaining.

### **May 21<sup>st</sup> 2010 – where will you be?**

So, roll on 2010 (May 21<sup>st</sup> is the date – put it in your diary with a big red ring round it!). May 2010 may feel a way away, but we're already working towards it here at Digital Unite. We welcome your feedback and comments whoever you are, on SSD or any other aspect of our work: if you've got something to suggest, something you want added, improved on or even taken away, do tell us. Thanks once again to everyone who helped make this year's SSD such a resounding success.



***Emma Solomon, MD, Digital Unite, July 2009***

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***Blog with us at <http://dnc.digitalunite.com>***

## **2) Sponsors and Partners**

### **a) Wiltshire Farm Foods**

SSD09 benefited hugely from the support of Wiltshire Farm Foods, who contributed a number of excellent new learning resources to Learning Zone as part of their support. Matt Curry, Head of New Media, rolled up his sleeves and blogged some really thoughtful pieces about supporting older people online: "Wiltshire Farm Foods is honoured to sponsor Silver Surfers' Day. The Internet can be a confusing place, which is compounded by a focus on younger demographics by website managers. Encouraging and supporting more and more seniors to go online can only be of benefit. We have a saying at Wiltshire Farm Foods – 'With Age Comes Wisdom' - age and wisdom are two things money can't buy! There's certainly a level of life skills and experience that the over-50s have that younger audiences don't. Celebrate that." We look forward to continuing to work with Wiltshire Farm Foods on promoting digital inclusion and digital literacy to older people.

### **b) McCarthy & Stone**

McCarthy & Stone sponsored Silver Surfers' Day Events at 24 of its properties throughout Britain during the week 11 – 15 May. A total of 240 invited visitors attended sessions in small groups with a Digital Unite Tutor to show them what the Internet could do for them and to answer their questions about digital technology.

Staff from McCarthy & Stone supported the Events with refreshments for the visitors. The initiative was very successful for participants, McCarthy and Stone schemes – and DU tutors who staffed them. This comment from a DU Tutor sums it up: "I thoroughly enjoyed the day and, with Sheila and her colleague Karen's fantastic hospitality, it all went like clockwork. From the feedback forms it is clear that the visitors also enjoyed the day." A separate Report on this SSD initiative is available on request.

### **c) UK online centres**

Digital Unite became aware in 2008 that UK online centres would be running a campaign in the Spring of 2009 called "It's Never Too Late" - to encourage UK online centres to engage local older people with digital technology. Given that we knew many UK online centres were already participating annually in SSD, we formalised a relationship around the agenda, which resulted in the two organisations defining and committing to a three year Strategic Alliance Agreement to work together to promote and deliver digital inclusion for older people. From the start of 2009, we defined marketing and promotional messages that would make sense to – and inspire – both DU's "traditional/ historic/ eclectic" group of SSD Event Holders, and as many of UKonline's 6,000 centres as possible. We also worked on some specific initiatives to create better resources for both learners and all Event Holders. The result of this work includes three videos showcasing the achievements of a number of older people online. These are hosted on [www.youtube.com/silversurferstv](http://www.youtube.com/silversurferstv) . It also included the development and delivery of some training and "good practice guidance" to UK online centre's Older Peoples' Community Champions, who are nine specially selected centres with a remit to promote digital technology to older people amongst other centres in their region. As noted in the Executive Summary, this proved to be an exceptionally productive relationship with a total of 1055 SSD

Event Holders across the UK, 513 of which were UK online centres. We will be building on the success of this partnership throughout 2009 and beyond as we work together to further the commitments outlined in our Strategic Alliance Agreement 2009-2012. A copy of this agreement is also available on request.

**d) NIACE**

We worked once again with NIACE England who run Adult Learners' Week (ALW) for England and more closely this year with NIACE DC (Wales Adult Learners' Week). NIACE England are the people who actually allocated the Friday of Adult Learners' Week every year as Silver Surfers' Day, and encouraged Digital Unite to co-ordinate it back in year 2002.

This has always been a fruitful collaboration for both sides, always with constraints on both sides as regards time/personnel. A system of routine phone calls was established between Gill Adams for DU and Mary Moss of NIACE which helped enormously this year. Website analytics showed 735 referrals during March – May from the ALW website to the SSD website.

### 3) Analysis of Events

#### a) Definitions/counting methodology

For the purpose of this Report,

- An **Event** is defined as having taken place at a single location on a given day. An Event may take place in the morning or afternoon only, or run all day.
- An **Event Holder** is an organisation that holds one or more Events.

Many Events were one-off, i.e. organised by a single Event Holder at a single location on one day, generally Friday 15 May. However, a significant number of Event Holders organised a series of Events, over several days, often covering different topics, e.g. an Introduction to the Internet on the first day, then Digital Photography, or Online Shopping, or Family History research on subsequent days. Single Event Holders often ran Events at several locations, e.g. across multiple branches of a local authority library.

#### b) Overview of Events

542 SSD Events were registered on the <http://silversurfers.digitalunite.com> website by 317 Event Holders. Most registered only one or two, but Hampshire County Council coordinated their Silver Surfers' Day programme again this year and registered no fewer than 68 Events in libraries, schools and community facilities across the county. Events were held from the Isles of Scilly to Peterhead in north east Scotland, and from Ramsgate, Kent to Ballymoney, Northern Ireland, and Penrhyndeudraeth, Gwynedd, Wales. Event Holders represented a wide range of organisations.

Event Holders could choose to restrict access to invited visitors or residents; 87% chose to make their Events "open". As well as those who restricted access because the Events were in a private location, such as a workplace, housing scheme or even a private home, some libraries chose to make their Events closed as they already had a long waiting list of people wanting to attend.

Event Holder feedback suggests that average attendance was 13 visitors per Event, which would give a total of 13,715 people reached by Silver Surfers' Day 2009. The same feedback data suggests that half of these were first-time users of the Internet.

UK online centres held 513 "It's Never Too Late" Events across England in conjunction with Silver Surfers' Day. It should be noted that the majority of UK online centres did not register their events on SSD website, promoting and recording them under the UK online banner. We have taken great care in our counting of Events to remove all duplicates (UK online centres who did register on SSD and were also counted by UK online).

This makes a total of 1,055 countable events under the banner Silver Surfers' Day 2009.

#### c) Analysis by Location

Although Events were spread across the whole of the United Kingdom, there were big differences between regions, and between the coverage in England, Northern Ireland, Scotland and Wales.

Once again the largest number of Events was in the South East. Hampshire County Council again led the way in promoting the campaign and there were 95 Events in Hampshire, organised by a variety of Event Holders, not just Hampshire CC libraries and schools. Kent and Sussex also made good contributions with 22 and 29 Events respectively.

Very good numbers of "It's Never Too Late" Events boosted Yorkshire, London and the South West.

Numbers were much lower in Northern Ireland, Scotland and Wales, but these were not part of the Ukonline campaign.

Two "online events" were held; one by The New Curiosity Shop, an online training company ([www.newcurioshop.com](http://www.newcurioshop.com)) and the other by The Virtual University of the Third Age ([vu3a.pbwiki.com/Silver-Surfers](http://vu3a.pbwiki.com/Silver-Surfers)), part of U3A.

### Details of Events by Region

<b>Region Name</b>	<b>Events registered on SSD09 website</b>	<b>Uk online centres "It's Never Too Late"</b>	<b>Total Events</b>
North East	30	38	68
North West	26	62	88
Yorkshire	22	96	118
East Midlands	49	41	90
West Midlands	26	57	83
Eastern	52	42	94
London	37	68	105
South East	189	54	243
South West	48	55	103
Total for England	479	513	992
Northern Ireland	28	-	28
Scotland	21	-	21
Wales	12	-	12
Online Events	2	-	2
<b>Total</b>	<b>542</b>	<b>513</b>	<b>1055</b>

## d) Analysis by Event Holder Category

The detailed breakdown relates only to those Events registered on the SSD09 website. "It's Never Too Late" Events are shown separately.

Libraries once again provided the largest number of Event Holders, while Schools and 6<sup>th</sup> Form Colleges and Housing Associations / Residential Social Landlords made useful contributions. Faith Groups were also active in SSD09 and we look forward to building on this in 2010. Community Groups and Individuals also played bigger parts in this year's activities than in previous years.

<b>Event Holder Category</b>	<b>No. Events 2009</b>	<b>% of total for 2009*</b>
Age Concern Branch	23	4%
Schools and Colleges	66	12%
Further Education College	11	2%
Higher Education	3	1%
School / 6 <sup>th</sup> Form College	52	10%
Library	215	40%
Housing Association/RSL	52	14%
McCarthy & Stone	23	4%
Other	186	34%
Charity / Voluntary Organisation	39	7%
Community Group	26	5%
Faith Group	4	1%
Government Organisation	2	0%
Health and Social Care	2	0%
Internet café	2	0%
Local Authority (not Library)	19	4%
Museum/Gallery	2	0%
Private Individual	3	1%
Retail / Commercial	0	0%
Training Company	9	2%
UKOnline centre	35	6%
Other	20	4%
<b>Total Registered on SSD09 website</b>	<b>542</b>	
<b>UK online centres "It's Never Too Late"</b>	<b>513</b>	
<b>Grand Total</b>	<b>1055</b>	

\* Percentages relate to Events registered on SSD09 website.

## 4) Event Holder and Visitor Feedback

Event Holders were encouraged to give feedback on their Events. Those who wished could blog their activities "live" and post pictures to Flickr and videos to YouTube. (See Section 5 for full details.)

All Event Holders were sent a simple questionnaire by email. Those who returned it were sent an "Event Holder's Certificate" to acknowledge their participation in Silver Surfers' Day 2009.

The questions asked were:

1. How many people attended your Event?
2. How many were beginners, who had never used the Internet before?
3. When they had seen what the Internet had to offer, did they say that they wanted to learn more and become regular users?
4. If they did not want to - why not?
5. What went well at your Event?
6. What could have gone better, or what do you wish you had done differently?
7. Do you have any stories of people who thrilled you, made you laugh or made you cry at your Event?

91 Event Holders responded (29% of the total) reporting on 124 Events.

### Visitor Numbers

1608 people attended the 124 events, an average of 12.97 per Event.

The actual numbers ranged from 0 (one response) to 50 (also one Event, but several others also reported 30 or 40 visitors.) Some Event Holders restricted numbers to ensure that all visitors had one-to-one attention from the people helping them.

The proportion of beginners among the visitors varied widely, some Events had all visitors who had never used a computer before, while others had a majority who had some experience. Overall it seems that Silver Surfers' Day 2009 was a first taste of the Internet for about half the visitors.

### Wanting to learn more

Most Event Holders reported that their visitors were inspired to learn more, either by attending sessions at the Event Holder's site or by exploring further for themselves. Several said that they would be starting regular programmes of tuition or computer clubs, e.g.:

"We have planned future training sessions which can build on the enthusiasm fired up by today's event."

A few visitors said that there was "nothing that interested them" on the Internet, but the main reason for not going further was reluctance to commit the time and energy to learning a new skill late in life.

"99% were keen for sessions to learn how to use computers and surf the internet. The 1% who did not were dragged along by partners and just said they were too busy with life!"

The issue of security also featured:

"All of them asked about security of information on the internet and about receiving unwanted and potentially harmful emails."

## What went well

Event Holders were generally very pleased with how their Event turned out. Many gave credit to the people who helped, often volunteers, and also said how rewarding it was to see the way that their visitors responded to their new found skills.

For instance, this comment from an Event Holder in a **community project**:

"One particular memory that I have is of a lady who came in, a recent widow and obviously shy. She looked like a rabbit in headlights, was very nervous and unsure of whether to get involved. She wouldn't try the Wii but went with the group to the "computers don't bite" session. That lady stayed the whole day and took part in all the sessions. At the end of the afternoon I was delighted to say goodbye to someone who was smiling and very comfortable in the environment and determined to return to learn more. It was one of those occasions when I felt that if nothing else, we made a difference to someone's life."

*Denise Belshaw, Buchan IT & E-learning Service (Bites), Peterhead, Scotland.*

And from the other side of **Scotland**:

"All of the visitors thoroughly enjoyed the day and most said they would like to come back to the college and learn more about computers, it really did give them an introduction to computers. It was amazing to see these elderly people get on-line, some of whom had never touched a computer again. One lady said that her family would buy her computer if she could learn to use them and that was another reason she was there, she was 84 years old.

"I am so glad that I brought Silver Surfers to Cardonald College and the community and I'm sure it's something they will take part in every year now. I am sure I now have 22 extra people hooked onto the internet. So another successful event for Silver Surfers."

*Deirdre Campbell, Student, Cardonald College, Glasgow*

Those running Events in **schools** found them particularly rewarding, e.g.:

"It is fantastic to see the students engaging with the older community in such a positive way, hopefully this will inspire them to work towards one of Northamptonshire Voluntary Youth Action's accreditation schemes. The Silver Surfer event has been a very worthwhile experience, one which we hope will signify the beginning of a wider Intergeneration Project involving all of the schools within the Cluster and tenants from the housing schemes managed by South Northants Homes.

"The outline idea is for the younger generation to help the older generation develop their IT skills and the older generation to reciprocate and help the younger generation with their reading skills."

*Karen Roberts, Extended Services Co-ordinator, Salcey Cluster of Schools, commenting on the Event at Roade School Sports College, Northants.*

An interesting comment on the relative values of one-to-one or group sessions came from Wendy White, at Kimberley **Library**, Nottinghamshire:

"The most successful part was working with two or three people together. Joint experiences = much laughter."

Southwark Irish Pensioners Project has just established an UKonline Centre. They have contracted Digital Unite to run a programme to help their members on the Learning Journey. Their response said:

"An engagement day was held at the Southwark Irish **Pensioners Project** on SSD 09 and was attended by 20 of the users of the centre. Almost all were new to computers and were delighted with the possibility of learning new skills. We watched both the video on Silver Surfers TV and the BBC interview with Julie Goodyear. All expressed an interest in learning how to surf the internet and in using Skype to talk to family and friends. In total 24 people signed up for a 9 week course."

We think a lot of **micro-events** happen that aren't recorded. But here is a record of one from 84 year old Margaret that could be the tip of the iceberg:

"My daughter first got me interested in the computer. I find it compulsive, although frustrating but sometimes uplifting. I have a neighbour, Gloria, who is 70 years old and I was amazed to hear she had a computer and broadband but had never tried to use it. What a waste, I thought! This isn't right. I get regular emails from Digital Unite and amongst their suggestions was the idea that people like me could help their neighbours to get online during Silver Surfers' Day.

**"Can I become a teacher at 84 years old, I wondered?** Gloria asked me if I would try to get her on email. First, I had to get her an email address so I contacted Digital Unite who pointed me towards one of their instruction leaflets. The instructions were very easy for me to understand and I used them first to get myself on to Gmail, so I could show Gloria how to proceed. She was delighted and the first email she sent was to her sister in Ireland who had given her the laptop. We have fun sending each other emails although she lives about 50 yards away! She is eager to learn more. I quite like this teaching lark. What shall I teach her next? Surfing the Net, maybe?"

## **What could have gone better**

As may be expected, those Event Holders who had a poor response were frustrated:

"Despite all of the advertising on websites and numerous posters and leaflets being distributed, I was extremely disappointed that I did not get any response. I really don't understand it!"

As in previous years, the mantra for getting visitors was "Publicity, publicity, publicity", although this clearly does not always work.

Others reported on local problems. Failure of the broadband connection caused at least one Event to be postponed and one respondent complained bitterly about being let down by her helpers!

Interestingly, some respondents said that they would have shorter sessions next time, while others said that they wished they had given people more time.

## Visitors' Stories

There were many stories of visitor's reactions to their experience:

"A lady was brought in by her husband (who was very used to computers!) and was almost shivering with fear. I persuaded her to stay and he stayed also. I showed him Youtube which he had not seen and got her quite interested in what would be on in the area when she went on holiday. She went off quite determined to learn more."

*Elaine Baudouin, Bourne End **Library**, Buckinghamshire.*

"I think that seeing the people's responses when shown different aspects made us feel quite emotional. One example of this is when one of the surfers was able to see the street where her son lives in Australia, she was overwhelmed!"

*Dawn Thomas, Deudraeth Cyf, a regeneration non-profit in Penrhyndeudraeth, Gwynedd*

"One of our silver surfers was a gentleman of 78 with a lot of stories to tell in respect of his life and kept us very entertained, he was very meticulous in his working through the guide and did exceptionally well. He will purchase a computer and return to learn, he didn't want to go home after 4hrs!"

*Lesley Cumper, Boston **College**, Spalding, Lincolnshire*

"We also had a customer who was dyslexic and she was so happy to realise that you could use Google, and not have to have the correct spelling, she went away with a huge smile on her face!"

*Helen Ingman, Market Harborough **Library**, Leicestershire*

"One gentleman who speaks little English attended and he was about to leave because he said he couldn't understand. We found some internet news sites from South America and he was the last to leave. As a sort of skill share, one of the older people at the end of the session showed the international young people how to play snooker."

*Ben Long, **Age Concern** Kensington and Chelsea, London*

"What thrilled me most? The look on a face when the guy who had struggled in isolation with his laptop realised he had just sent his first email - ok it was only to me and it only said 'testing' but that smile said it all."

*Wendy White, Kimberley **Library**, Nottinghamshire*

## **5) Interactive SSD Events**

### **a) Film – Why be a Silver Surfer**

This year, with the support of UK online centres and Ofcom, we made a series of very powerful films that SSD Event Holders – and any other intermediaries and mentors – could use to inspire older people to “give digital technology a go”. We hosted them all on a YouTube channel ([www.youtube.com/silversurferstv](http://www.youtube.com/silversurferstv)) created for us by Form Films ([www.formfilms.co.uk](http://www.formfilms.co.uk)) and we thank them also for their support in SSD09. We are very grateful for the support and endorsement Joan Bakewell, Martyn Lewis, Patricia Routledge and Angela Rippon have given SSD09. We have also produced an “all year round” version of the Celebrity SSD Film so that it can be used at any time to encourage novice users. To date, silversurferstv has received 2,551 views and is the 85<sup>th</sup> “Most Subscribed (All Time) Not for Profit” which considering the scale and reach of YouTube is pretty impressive. On SSD itself, it was the “Most Viewed Non Profit Channel”.

### **b) Tell us a Joke**

Tell us a Joke was an idea the DU Team had in the Spring 2009 for introducing a fun, interactive element to SSD for both Event Holders and participants. Using the underpinning blog structure of our SSD site, we were able to bolt on a Joke Roll relatively easily and certainly we learned a great deal from the exercise which we can build on next year. Joke Roll really did capture people’s imaginations, and we had jokes from all sorts of people, many of whom weren’t attending an SSD Event but wanted to join in. We also had a lot of people telling SSD jokes on Twitter rather than on the site. We approached George and Chris, from Silver Comedy - the first and only organisation dedicated to promoting comedy, including stand-up comedy, to older people – to pick the winning joke. They are also making a video to post to silversurferstv, which will be most interesting!

### **c) Twitter**

We promoted SSD09 through Twitter and used hash tags #ssd09 and #jokes. (We tweeted as DU not SSD as we already had a small tweetbase under that profile and thought to consolidate rather than split that would be sensible.) To use Twitter you really do have to be “beyond beginner”. Twitter is not difficult operationally; it’s just fairly complex as a concept for a new user of web 2 technologies. For SSD, Twitter was important for raising visibility of the campaign amongst those engaged with the digital literacy agenda, and certainly the rippling-wave-effect generated by tweets, retweets and followers becomes exponentially impressive. We managed 169 followers who each had anything from 1 to over 3,000 followers. This means that one tweet from SSD/ DU can go out to 169 x 300 (as an average follower base) = 50,000-ish people. We will be working with a specialist in 2009/2010 to create a more strategic plan for SSD’s use of Twitter, but this was an interesting – and gratifyingly fairly instantaneous – start. Twitter has a (unpublicised!) time limit on hash tag searches, which means we have now have no accurate way of measuring the number of times #ssd09 was used by the end of May 2009. This is all learning for SSD10.

## d) Flickr Photo Albums

A co-operative Flickr Photo Album, where event holders were helped to open their own Flickr account and upload their photos marked with the tag #ssd09, resulted in a haul of 157 photos (so far):

<http://www.flickr.com/search/?ss=2&ct=6&w=all&q=ssd09&m=text> .

Those who used this facility included:

### **Piggott School, Wargrave, Berks**

[www.flickr.com/photos/38731770@N08/](http://www.flickr.com/photos/38731770@N08/)

### **Westminster Adult Education Service, London**

[www.flickr.com/photos/31055009@N05/](http://www.flickr.com/photos/31055009@N05/)

### **Oaken Grove Centre Haxby, York**

[www.flickr.com/photos/cyberqueen2009/](http://www.flickr.com/photos/cyberqueen2009/)

### **The User Centre Group, University of Dundee**

They preferred to use Picasaweb. They had some very interesting pictures of their session which featured the Wii.

<http://picasaweb.google.co.uk/PaulaJForbes/SilverSurferDay?authkey=Gv1sRgCMTrrrj0jc7OLw&feat=email#>

Dr Paula Forbes from the University of Dundee also posted pictures from the Event at Strathmore Primary School, Forfar, Angus.

<http://picasaweb.google.com/PaulaJForbes/StrathmorePrimarySilverSurferDay#>

### **Chesham High School, Chesham, Buckinghamshire**

Sent their photos on a CD. These have been uploaded to the silversurfersday album at [www.flickr.com/photos/38260608@N08/sets/72157619839204799/](http://www.flickr.com/photos/38260608@N08/sets/72157619839204799/).

## e) YouTube

Event Holders were invited to post videos of their Events to YouTube.

### **Greenlawns UKonline Centre, Greenwich**

4 videos, including interviews with VIP visitors Rosie Winterton, Secretary of State for Pensions and Helen Milner, Chief Executive of Ukonline Centres. Daniel, manager of the Centre, is also shown teaching "silver surfer" Rosie Winterton.

[www.youtube.com/user/greycatonafarm](http://www.youtube.com/user/greycatonafarm)

### **Soha Housing, Didcot Girls' School, Didcot, Oxfordshire**

3 videos showing students helping visitors and one lady speaking to The Senior Centre in Wallingford, Connecticut, USA via Skype and a webcam.

[www.youtube.com/user/sohasilversurfers](http://www.youtube.com/user/sohasilversurfers)

### **Westminster Adult Education Service, London**

1 video of their Event - [www.youtube.com/watch?v=8H0VFE42Wus](http://www.youtube.com/watch?v=8H0VFE42Wus)

### **Channel Chamber of Commerce, Folkestone, Kent**

2 videos of visitors to their Event at Sainsbury's store, Park Farm Retail Park.

[www.youtube.com/watch?v=or48RRf6YTY&feature=channel](http://www.youtube.com/watch?v=or48RRf6YTY&feature=channel)

[www.youtube.com/watch?v=Mh1oYGxStds&feature=channel\\_page](http://www.youtube.com/watch?v=Mh1oYGxStds&feature=channel_page)

## **6) Resources for Event Holders and Visitors**

### **a) Event Holder Resources**

The following resources were provided to assist Event Holders to plan, publicise and run an Event. All were available as downloads from <http://silversurfers.digitalunite.com> . These resources remain available for anyone who wants to run an IT taster event at any time, until they're updated for 2010.

### **Event Holders' Planning Guide**

This has seven sections:

1. Introduction
2. People, place and equipment – the roles that need to be filled, whether by different people or all by one person, the requirements for the place to hold an Event and suggestions for suitable equipment;
3. Where to find help – ways to find volunteers to help or ideas on how to find funds to pay for your Event;
4. Publicity – where to publicise an Event, and how to do it effectively so visitors know where to come and when;
5. Two weeks before the Event – what to do in the weeks just before the Event to make sure that everything is in place when the doors open;
6. On the day – checklists so that everyone involved in an Event knows what they should be doing!
7. Follow-up – suggestions on ways to follow up the Event.

A new appendix gave suggestions for a risk assessment for anyone using a venue that is not usually used for such activities.

There was also a Visitors' Questionnaire.

### **Quick Guide**

A single page checklist to show the steps needed to hold a successful Event.

### **Event Holders' Media Pack**

- An online picture album of pictures and logos which could be downloaded.
- An outline press release.
- A DIY Poster for SSD09, to be printed and completed by hand.
- A short Advice Document with pointers to all kinds of publicity activities including how to respond to Press approaches (The Three-Point Trick!).

### **Quick Guide for Sheltered Scheme Managers**

A modified version of the Planning Guide with advice to them on partnering with local schools.

### **Silver Surfers' Day Flyer**

To promote the idea of running a Silver Surfers' Day Event.

## **b) Learner Resources**

These simple, jargon-free guides all remain free on <http://learning.digitalunite.com> for anyone to use until they're updated prior to SSD 2010.

### **Help for Beginners**

- LG001 What is the Internet?
- LG002 Using the Mouse
- LG003 Using the Keyboard
- LG004 Ten Hints for Silver Surfers
- LG005 Make the Computer Fit You
- LG006 Surfing the Web
- LG007 What is a Browser? (for IE6, IE7 and Firefox)
- LG008 What is a Browser? (Safari)
- LG009 About Macs

### **E-mail and Online Telephones**

- LG010 E-mail
- LG011 Internet Telephones and Webcams
- LG012 More about e-mail
- LG013 Use Skype

### **Finding Information**

- LG014 Government Services
- LG015 News Online
- LG016 Searching the Web
- LG017 Introduction to Wikis
- LG018 Claim your benefits
- LG019 Google Earth
- LG044 More about Google

### **Games and Hobbies**

- LG020 Family History
- LG021 Games & Puzzles

### **Photos and Videos**

- LG022 Digital Photo Sharing
- LG023 Download and use Picasa

## **Shopping and Banking Online**

- LG024 Managing Money
- LG025 Shopping Online
- LG026 Book Travel Online
- LG027 Internet Banking
- LG028 Price Comparisons

## **Social Networking and Blogs**

- LG029 Introduction to Blogs
- LG030 Finding Friends
- LG031 Getting things done
- LG032 Social Networking
- LG033 Introduction to Second Life
- LG034 Set up a blog
- LG035 Start a petition
- LG036 Join a Social Networking site
- LG037 Setting up a Wiki

## **TV, Radio and Music Online**

- LG038 Digital TV
- LG039 Music Online
- LG040 TV and radio on the Internet

## **Useful Tools and Security**

- LG041 Stay Safe Online
- LG042 Bookmarks for Firefox
- LG043 RSS Feeds
- LG045 How safe are you?
- LG046 Favorites & Links (for IE6, IE7 and Firefox)

## 7) Website

### a) Features

A new Digital Unite website was launched at the beginning of March, <http://digitalunite.com>. It was built on Wordpress, and is a series of interconnected blogs, which makes it very quick and easy to add and update content and to involve "guest" contributors. It is designed to be clear and easy to use and every effort has been made to make it fully accessible for users with special needs. The website was managed DU side by Sophie Theunissen who joined the SSD Team specifically for this. It was built by Ruralnet (RN), and special thanks are due to Duncan Arrow at RN for his patience and creativity.

There are four sections which appear to users as an integrated whole, but which are in fact separate blogs/ sites:

- Silver Surfers' Day <http://silversurfers.digitalunite.com/>

This supports all the Silver Surfers' Day activities, with Event Holders' Planning Resources, Event Listings (no longer publicly available) and the "Tell Us a Joke" feature.

- Learning Zone <http://learning.digitalunite.com/>

This also supported Silver Surfers' Day, but it is intended to be active all year, supporting learners and those helping them.

It has the Learning Guides, short, easy to understand guides on a range of topics, grouped by themes. These are PDF documents which can be viewed online using Acrobat Reader, or printed for easy reference. A full list of Guides is given in Section 7b.

It also has an "Ask a Question" feature, which enables users to post a question on any topic to be answered, by a Digital Unite Tutor or another user.

- Tutors and Training <http://tutors.digitalunite.com/>

This has profiles of Digital Unite Tutors and enables users to find a Tutor near them and to contact Digital Unite to arrange a visit.

It also has information for anyone interested in becoming a Tutor.

- DNC Blog <http://dnc.digitalunite.com/>

This is where Digital Unite staff and invited contributors give their views on topics relating to digital inclusion, hopefully to start a debate with other interested parties.

## b) Website Analytics

A report was drawn up by Sophie for internal analysis and a summary produced for publication. This shows traffic from Launch in March to the end of May for <http://digitalunite.com> and its companion sites <http://silversurfers.digitalunite.com> and <http://learning.digitalunite.com>.

The figures for the site overall shows visits per week – building and peaking in SSD week.

### General Metrics

	March	April	May
Visits	5,285	8,756	17,807
Pages views	26,021	36,927	71,432
Pages per visit	4.9	4.3	4.2
Unique visitors	3,316	5,607	12,912
Time on site	4'29	3'51	3'34
<b>Traffic Sources</b>			
Direct	44%	39%	24%
Referral	33%	32%	51%
Search	21%	27%	23%
<b>Top 5 Content</b>	DU home page	SSD home page	SSD home page
	SSD home page	DU home page	DU home page
	LZ home page	LZ home page	LZ home page
	LZ: for beginners	LZ: for beginners	DNC blog
	DNC blog	SSD: holding an event	LZ: for beginners

### Some deductions:

- Traffic to the site grew enormously month on month in the run-up to Silver Surfers.
- As our traffic grows, it doesn't change. People spend more or less the same amount of time on the site, view the same number of pages etc – it's just more of them doing it – suggesting we're delivering what they are looking for.
- People spend a healthy amount of time on the site too, viewing a healthy number of pages – which suggests they're finding what they're looking for and reading it too.
- Traffic behaves slightly differently on each part of the site, again suggesting it's meeting their needs as they use each part differently.

- Online activity alone isn't enough to grow traffic and reach our target audience. Though it's important the site is optimised for search, it's never going to be its primary source of traffic – principally because we have a very wide set of aims, and all relevant keywords are fiercely contested. (Most of our traffic from search comes through very direct searches e.g.: "digital unite").
- Off-line activity is crucial in growing traffic and interest for our target audience. For example, every time we publish an e-zine we see a spike of interest targeted usually to specific parts of the site mentioned in the e-zine (event registration for example).
- We get a huge number of referrals from small organisations. A mention in [www.Housemark.co.uk](http://www.Housemark.co.uk) which is an organisation for social landlords can bring us as much traffic as referral from the BBC.
- Keeping small and targeted is a very good way to reach people working in this field. We're providing information they value. It has also allowed us to build a strong network of small organisations who are beginning to share their experiences/ knowledge.
- Traffic patterns suggest the site is visited by professionals across the scope of digital inclusion/ working with older people – who use it as a resource at work. (Though some used it for emergency planning for SSD over the weekend before!)

## 8) Publicity Report – summary

**The full report is in Appendix 1**

**What is SSD publicity for?** Publicity for SSD isn't just about news – it's a call to action that starts early.

So, success is less about topline press (although we get plenty of that and it's good for general awareness raising, see below) and more about recruiting and retaining event-holders through painstaking relationship building and maintaining contact.

We know that older learners respond best to learning in social groups, but with some one-to-one contact, within organisations that they already trust. So the aim of publicity was to engage with as many as possible suitable "cascade" organisations, within the constraints of time-frame Dec 08 – April/May 09 and personnel hours, and encourage them to hold events.

**Finding Event Holders** The good news is that we know that, given the resources, we can create and sustain event-holder activity within an organisation or at an organisational "hub" level. This year we had personal contact with 61 organisations that feed into potential event-holder networks. This resulted not only in new relationships but in improved "old" relationships: UK online centres, most notably, who fielded 513 events and gained publicity that went out to an estimated 8million people; NIACE/Adult Learners' Week who sent 700ish referrals to our website; the BBC who wrote Silver Surfers' Day into their policy advice for BBC England regional units; IT4 Communities who supplied a volunteer-matching service for organisations who needed IT-professionals to help them.

**Schools for Silver Surfers** Each year we have a sector that we concentrate on – this year it was schools. As with other years, any sector that we concentrate on produces a bubble of increased activity. (Sustaining these bubbles, year on year across all sectors is then the challenge.) Our new creation was a fundamental relationship with SSAT, Specialist Schools Academies Trust, brought to us by an old friend, ERoSH (Sheltered Housing charity). (We thank both organisations.) This resulted in some happy marriages on the ground between schools and sheltered housing. We fielded 66 schools inviting in elders for IT tasters – these were schools of all sorts all around the country.

**Co-creation** We also concentrated newly on co-creation of publicity, using event-holders and visitors as partners. We "started" a Silver Surfers' Channel on You Tube [www.youtube.com/user/silversurferstv](http://www.youtube.com/user/silversurferstv) to which others could contribute; a co-operative photo album on Flickr which resulted in some 150-ish free-use photos of older people learning IT; and a collection of Jokes! Event Holders were also able to "blog live" using their Event Listing page on the site, though we did have some trouble integrating this feature in time, and look forward to building on it better as we work towards SSD 2010.

**Hard press** In terms of "hard" quantifiable Press, UK online centres gained much for the cause and were able to quantify theirs as an audience of nearly 8million. This included results on mainstream TV such as The One Show and Working Lunch. DU gained a great deal of local radio coverage, an article in *The Times* and enormous amounts of local responses especially online. DU managed to get professionally filmed endorsements by high-profile Silver Surfers, Joan

Bakewell, Martyn Lewis, Patricia Routledge and Angela Rippon. Martyn Lewis and Patricia Routledge were then used in a series of interviews by the BBC which went out to 15 local BBC Radio stations. Some BBC stations (10 or more) became event-holders themselves.

**Raising awareness/call to action** We know that engaging with people is what makes people act, whether they be individuals or part of organisations. Simple publicity is useful but not enough. We delivered educational workshops to about 70 cascade organisations in London and Sheffield in Jan and March 09 – we probably achieved about 30 or more Events, and countless word-of-mouth referrals, through this method.

**Google search snapshot** We did this on 1<sup>st</sup> June 09 as we'd been watching items drop into our feed reader sometimes at 10minute intervals almost as soon as our last press release left us on May 13<sup>th</sup>. It gave us a sense of how "modern" and immediate the online press is – and how much more quickly people who are already online can receive information even than through mainstream press. We've attached a snapshot of this in Appendix 1 (about 100 hits) to try to convey the importance of working through small, influential, trusted, local communications networks and how readily these networks take up the challenge, when they have the information presented in an easy-to-use manner.

**Lots to learn** There are more Learning Points in Appendix 1. Also, at the end of Appendix 1, is the report from UK online centres which estimates the audience exposed to the core message (getting older people online) gained through combining the strength of DU's Silver Surfers' Day (May 15<sup>th</sup>, 09) with UK online centre's It's Never Too Late project (throughout May, 09).

## Appendix 1: Publicity – full report

Publicity for SSD isn't just about creating news – it's a call to action that starts early.

### 1. Relationships

This was the aim: to build relationships with partner organisations (mostly third-sector/public-sector) who would have a reason to publicise SSD09.

We already had: plenty of good relationships with partners built over prior seven years. Some needed refreshing.

The process: to spend time face to face and on phone with organisations that sit above networks from November/December 08 onwards. To spend email time with other organisations November to March. To collate a group of "best friends" (A, B and C categories) and start to round-robin messages to them from mid-March.

#### Outcomes:

A good, current "best friends" A-list (still growing) of about 61 with annotations about their website presence (the idea was to feed into these on a regular basis but have not yet managed to do this). These 61, at an informed guess, represent quality contact with 250,000 of potential activists/event-holders and, through them to some potential 2.5m beneficiaries. All of this A-list had sufficient personal contact with us so that we can make email requests for publicity which is 90% acted upon. Heartfelt thanks go to these swift, consistent responders.

#### How this translates:

Out of this came some "star" results, e.g.:

1. Strategic relationship with **UK online centres** which resulted in them fielding 513 events co-branded with SSD under their It's Never Too Late banner and getting publicity to an audience of approx 8million. (PR link-up could have gone better but see general suggestion re SSD PR Central.)

2. **IT4 Communities.** This charity lives to match IT volunteer professionals with third-sector organisations, uk-wide, linked with us to source volunteers to help organisations. Anne Stafford of IT4 communities reports, late May 09: "I have just been calling our SSD contacts and have spoken to some happy people – it was obviously a great success for them! We advertised for 10 organisations in the end (some asked for several volunteers). We placed 6 volunteers. All but 3 organisations who advertised had at least one volunteer interested and most had over 2 so a good response. I think some left it a bit late to advertise – one asked on 18/5 for example and otherwise location could have been why volunteers could not help.

"Age Concern Okehampton has a volunteer who is now reinstalling their network, upgrading all their computers and running a SSD session (in June)! This project is probably worth at least £1,000 to them but more than that, they have high quality IT support that they can trust. Thank you for the opportunity to work together on this, our volunteers have responded well and despite low numbers of requests for help, those that did request have been pleased with the result."

3. **BBC relationship** This came to fruition after two prior years of working in a stop-start way. The results was good contact with not only BBC head of English regions and CSV action desks but also BBC raw which exists to promote basic literacies. We made it into BBC's policy, as follows:

[www.bbc.co.uk/info/statements2009/nations\\_regions/eng\\_regions.shtml](http://www.bbc.co.uk/info/statements2009/nations_regions/eng_regions.shtml) .

DU is thankful for this year's excellent strategic relationship with Kathryn Morrison co-ordinator between SSD and the BBC English regions - she deserves a pat on the back for her patience and logic in teasing out the stories and placing them as our bits of media tumbled in. Also, as in previous SSD years, some BBC stations became event-holders themselves: Nottingham City, Derby/Leicester; Sussex; Merseyside; Solent; Glos; Coventry & Warwickshire.

BBC online reports were recorded in Hampshire and Lancashire:

[www.bbc.co.uk/hampshire/content/articles/2009/05/11/silver\\_surfers\\_feature.shtml](http://www.bbc.co.uk/hampshire/content/articles/2009/05/11/silver_surfers_feature.shtml);  
[www.bbc.co.uk/lancashire/content/articles/2009/05/06/silver\\_surfers\\_feature.shtml](http://www.bbc.co.uk/lancashire/content/articles/2009/05/06/silver_surfers_feature.shtml)

4. New relationship with **SSAT**, Specialist Schools and Academies trust – a charity who want to promote **Schools for Silver Surfers** .

5. Improved relationship with **NIACE** which included better publicity (could still be better) but very good in terms of getting out to **Councils** via Chips with Everything (hard copy) and Excellence Gateway (online). This resulted in an idea for **Councils for Silver Surfers**.

### Learning Points

Much was learned from this relationship-building phase, especially how important it is that partner organisations have a coherent PR point so that stations can react to one point of contact.

**Suggestion:** All PR activity is managed at a central point next year, and all those making films, or creating story opportunities in any way, report to "**SSD Central**".

Kathryn, BBC, also requested a "**bank of real life stories** available to BBC Local Radio" which would require a dedicated budget and piece of work to make come true. The existing Silver Surfers of the Year stories weren't sufficient to feed the press, and are quite time-consuming to produce. On being offered contacts with event holders to research her own Silver Surfer stories, Kathryn's comment was, "we don't have time to research these ourselves – you need to present them to us as known entities that you can vouch for and phone numbers/contact/availability is verified and current". We did our best with this, but it was almost impossible to respond reliably and quickly enough.

**Suggestion:** we have a "**reaction team**" for next year, able to source a Silver Surfer story within, say, 48h via tutors, or via the event-holder bank from the previous year. It's not necessarily useful to source these in advance as we can never cover all the regions that might enquire in advance, circumstances change, people are on holiday, unwell, etc. Possibly better to be reactive, i.e., the query comes in from, say, BBC Hull, and then the job is to trawl through all Hull area event holders (blanket email) and end up with, say, three phone numbers to screen.

## 2. DU Workshops

We delivered 2 workshops in Sheffield and London in January and March 09 and these engaged 70 organisations generally in digital inclusion activities for older people, and specifically in thinking about Silver Surfers' Day events. Probably about 30 of these organisations actually held events as a result of this intervention.

**Learning Point:** Although this was cost neutral, and successful, it was labour-intensive. It might be an idea not to facilitate workshops or run them ourselves

but **enable others to do so**, and also to present material using **webinars** and other smart technology to reduce travel and venue costs.

### 3. DU Electronic newsletters (e-zines)

**Distribution:** At May 09, there were 7405 unique opt-in email addresses (mostly self-subscribed via website). This list had increased by about 1500 since May 08 (note only about two-thirds are successfully delivered each time and there's a "churn" of unsubscriptions and subscriptions but there's a general steady trend upwards, currently at the rate of about 25%pa – we could reach 20,000 in about 5 years at this rate).

**Query:** how can we build this number more quickly? And how can we upgrade the e-zine so that it's more enticing?

SSD 09 was mentioned briefly in all general DU e-zines during the last quarter of 2008. From early 2009, DU e-zines were almost exclusively given over to SSD09; a series of 7 e-zines announced links to resources as they were published up until the week after the event – May 22. Subject headings were e.g.:

*SSD Event Holders' Planning Guide is ready + FREE volunteers offer + Call for Tutors.*

March 22, 09:

*Q. What is happening on May 15<sup>th</sup>? A: Silver Surfers' Day (SSD)!!!*

May 22, 09

*Laugh on a Friday + Pots of money for next year? + We all need a Betty*

### 4. Press Releases

Three press releases were produced, one on April 20/21 on unusual events (one version was adapted for the English regions for BBC); one on May 6 for Nigel Kendall of The Times (which was reproduced in full with by-line and flagged from The Times home page); one on the celebrities and Live Online events on May 13.

**Learning Point:** if we'd had the celebrity material we could have pressed it earlier. Kathryn, BBC, complained she didn't have time to react to the galaxy of stars.

**Outcomes:** We had picked up over **100 mentions** of SSD09 on **Google news** for the search string Silver Surfers' Day at **June 1, 09**. We were watching the Google feed reader at one point and shortly after the May 13 press release saw results tumbling in at a rate of about 3 or 4 an hour as local journalists or specialist website editors cut and pasted into their websites.

### 5. Twitter, YouTube, Flickr Album, Tell Us A Joke, Blog

These were all ways to publicise SSD but they had a dual purpose; they were also practical, creative, simple opportunities for visitors to events to practise skills and get an idea of some of the opportunities that modern IT brings to them. For example, Silver Surfers TV (on YouTube) gave Angela Rippon a chance to tell her silver surfer story, and also gave Kent Chamber of Commerce a chance to tell the story of how it promoted digital inclusion in Sainsbury's, and gave an additional platform for the self-styled Grannies for You Tube from a sheltered home in Worcester. All these initiatives are recorded under item **5) Interactive SSD Events** in the main body of this document.

## 6. Mainstream news

The message was given airtime on **TV**, thanks to UK online centres press office: Working Lunch, BBC News 24, Sky TV , BBC Northern Ireland and 15 regional TV stations. DU also generated **15 slots on regional radio**, using interviews with Martyn Lewis or Patricia Routledge; an additional **3 local radio slots** were covered by DU staff. In all, we covered Cornwall, Kent, Jersey, Devon, Somerset, Ulster, Cumbria, York, Solent, Surrey/Sussex, Humberside, Essex, Lancashire.

**The Times:** The Times Online asked us to write a 750 word feature for which Digital Unite was by-lined:

[http://technology.timesonline.co.uk/tol/news/tech\\_and\\_web/article6282606.ece](http://technology.timesonline.co.uk/tol/news/tech_and_web/article6282606.ece)

### Also:

BBC One Show "Passions";

Sunday Express, May 10 [www.express.co.uk/posts/view/100030/So-you-think-you-know-what-the-web-really-is](http://www.express.co.uk/posts/view/100030/So-you-think-you-know-what-the-web-really-is);

BBC England online:

[http://www.bbc.co.uk/england/content/articles/2009/05/12/silver\\_surfers\\_day\\_feature.shtml](http://www.bbc.co.uk/england/content/articles/2009/05/12/silver_surfers_day_feature.shtml)

The Guardian, Tech supplement, Apr 23

[www.guardian.co.uk/technology/2009/apr/23/newsbytes](http://www.guardian.co.uk/technology/2009/apr/23/newsbytes);

The Guardian, as part of ALW; BBC RAW (literacy project): online, in delegates packs for employers during their roadshow, and in their hard-copy publication;

### News via NIACE:

O&B email group + hard-copy mailout; NIACE, New Horizons, and Discover, hard-copy mags, and Chips with Everything newsletter to Councils; Excellence Gateway (to ACL, Councils) [www.excellencegateway.org.uk/page.aspx?o=200360](http://www.excellencegateway.org.uk/page.aspx?o=200360) ; Wales newspapers, as part of ALW;

### News via other routes:

TPAS, Tenants' Participation good practice hard-copy newsletter; AEA hard-copy and online; U3A hard-copy mag; SSAT website; Ofcom Media literacy bulletins (three or four); Chailey Parish Council; Rhondda Libraries; Staffordshire University Diary; Kent Chamber of Commerce press release; media alert from Skype; Erosh ezine and website (several mentions): [www.shelteredhousing.org/campaigns/index/id/the-8th-annual-silver-surfers%27-day](http://www.shelteredhousing.org/campaigns/index/id/the-8th-annual-silver-surfers%27-day) ;

British Computer Society blog :

[www.bcs.org/server.php?show=ConBlogEntry.1119](http://www.bcs.org/server.php?show=ConBlogEntry.1119) ;

headlines in Mental Health Equality: [www.mentalhealthequalities.org.uk](http://www.mentalhealthequalities.org.uk) ;

press release from Chailey school; DC10Plus (government organisation) blog – Surfing with Mother; Brackley and Banbury newspapers (as a result of McCarthy & Stone); Louth newspaper; Mc&S event, Highworth.

## 7. DU Tutors as PR "hubs"

DU Tutor Ray Bunnage was on Radio Gloucestershire and was on duty at three events in his local area. Richard Adams was at BBC Coventry & Warwickshire on May 15th at request of Maggie Smith from BBC for an "open house" session in their computer centre. This was not broadcast.

## Appendix 1a: DU's Google snapshot at 1 June 2009

Snapshot of results on Google News, 1 June 09, search string Silver Surfers' Day (excluding all links back to Silver Surfers' Day website and any referring back to previous years' SSDs). We had about 100 news sources showing at this point. Wide variety of types of pick-up.

### [SS Northern Ireland - Business in the Community](#)

**Silver Surfers' Day** is a national **day** set aside to focus on helping the over 50s to have a taste of what the Internet offers and to help them gain the ...  
[www.bitc.org.uk/northern\\_ireland/what\\_we\\_do/in\\_the\\_community/deprived\\_areas/ssni.html](http://www.bitc.org.uk/northern_ireland/what_we_do/in_the_community/deprived_areas/ssni.html) - 58k - [Cached](#) - [Similar pages](#) -

### [EGSA Website](#)

**Silver Surfers' Day** always catches the imagination of the over-50s and we're delighted that ...For more information on **Silver Surfers' Day**, click online at ...  
[www.egsa.org.uk/Content.aspx?nSectionId=1024&nSubSectionId=1024&nContentId=1753](http://www.egsa.org.uk/Content.aspx?nSectionId=1024&nSubSectionId=1024&nContentId=1753) - 28k - [Cached](#) - [Similar pages](#) -

### [14 May 2009 - Ritchie joins tenants in celebrating Silver Surfers ...](#)

14 May 2009 ... Social Development Minister, Margaret Ritchie MLA, today joined tenants in North Belfast to help celebrate **Silver Surfers Day** 2009. ...  
[www.northernireland.gov.uk/news/news-dsd/news-dsd-140509-ritchie-joins-tenants.htm](http://www.northernireland.gov.uk/news/news-dsd/news-dsd-140509-ritchie-joins-tenants.htm) - 22k - [Cached](#) - [Similar pages](#) -

### [Silver surfers' day 15 May 2009 | NIDirect](#)

15 May 2009 ... **Silver surfers' day** 15 May 2009. If you are over 50 and would like to find out more about computers, then this is an opportunity for you! ...  
[www.nidirect.gov.uk/index/newsroom/news-may-silver-surfers-day-2009.htm](http://www.nidirect.gov.uk/index/newsroom/news-may-silver-surfers-day-2009.htm) - 17k - [Cached](#) - [Similar pages](#) -

### [Citizens Online: display Celebrate Silver Surfers Day 15 May 2009](#)

Celebrate **Silver Surfers Day** 15 May 2009. Get ready for the one of the biggest digital inclusion campaigns of the year - **Silver Surfers day!** ...  
[www.citizensonline.org.uk/conline/news/display?contentId=5593](http://www.citizensonline.org.uk/conline/news/display?contentId=5593) - 10k - [Cached](#) - [Similar pages](#) -

### [librariesni.org.uk - Silver Surfers Day 2009](#)

NI Libraries related information. Libraries NI, Northern Ireland Library Authority, Are you 50+ and want to know about computers?, **Silver Surfers Day** 2009.  
[www.ni-libraries.net/news/silver-surfers-day-2009/](http://www.ni-libraries.net/news/silver-surfers-day-2009/) - 36k - [Cached](#) - [Similar pages](#) -

### [Today is Silver Surfers Day 2009 - ISPreview UK](#)

UK Internet Service Provider news, Today is **Silver Surfers Day** 2009 « ISPreview UK. ...Today is officially known as **Silver Surfers Day**. ...  
[www.ispreview.co.uk/story/2009/05/15/today-is-silver-surfers-day-2009.html](http://www.ispreview.co.uk/story/2009/05/15/today-is-silver-surfers-day-2009.html) - 16k - [Cached](#) - [Similar pages](#) -

### [Silver Surfers' Day | Ofcom](#)

Today is **Silver Surfers' Day**, a nationwide initiative to help encourage older people across the UK to try out computers and learn about life online. ...  
[www.ofcom.org.uk/media/features/surfersday](http://www.ofcom.org.uk/media/features/surfersday) - 14k - [Cached](#) - [Similar pages](#) -

[Redirected from hackneysilversurfers.org.uk : Hackney Silver Surfers](#)

Hackney **Silver Surfers** Talking. **Silver Surfers' Day**, 15 May 2009. ... Hackney **Silver Surfers** is an Age Concern Hackney (registered charity 1061633) project. ...  
[lawns.org.uk/resources/redirected-from-hss/](#) - 14k - [Cached](#) - [Similar pages](#) -

[ANNUAL SILVER SURFERS' DAY | www.illuminateict.org.uk](#)

Please invite your audience: to phone 0800 100 900, freephone National Learning Helpline, to find a local **Silver Surfers' Day** Event in England, Wales, ...  
[www.illuminateict.org.uk/annual-silver-surfers-day](#) - 33k - [Cached](#) - [Similar pages](#) -

[Silver Surfers' Day -- Count me in Calendar](#)

**Silver Surfers' Day** brings you a series of computer and internet training for older people who want to experience first hand the benefits of being digitally ...  
[www.countmeincalendar.info/show\\_campaign.php?calid=7&campaignid=1706&categoryid=88&banner\\_area=3...](#) - 33k - [Cached](#) - [Similar pages](#) -

[Moat supports nationwide 'Silver Surfers' Day' in Maldon, Essex ...](#)

18 May 2009 ... On Friday 15 May local older residents were invited to the Moat East Residents' Association (MERA) resource centre in Maldon, Essex to take ...  
[www.24dash.com/news/Housing/2009-05-18-Moat-supports-nationwide-Silver-Surfers-Day-in-Maldon-Essex](#) - 28k - [Cached](#) - [Similar pages](#) -

[Equalities in Mental Health | News > Silver Surfers Day 15th May 2009](#)

15 May 2009 ... **Silver Surfers Day** 2009 is finally here! Today, thousands of people up and down the country are attending SSD09 events and enjoying IT Today ...  
[www.its-services.org.uk/equalities/news-/silver-surfers-day-15th-may-2009/](#) - 12k - [Cached](#) - [Similar pages](#) -

[BBC - England - Silver Surfers' Day](#)

Friday, 15th May 2009 is the **day** to get involved, when older people up and down the country can try out computers and enjoy what the internet has to offer.  
[www.bbc.co.uk/england/content/articles/2009/05/12/silver\\_surfers\\_day\\_feat](#)  
[ature.shtml](#) - 16k - [Cached](#) - [Similar pages](#) -

[Silver Surfers Day at Sainsbury's :: Hawkinge Gazette ...](#)

7 May 2009 ... You can find out more about **Silver Surfers day** at <http://silversurfers.digitalunite.com/>. Only logged in users are allowed to comment. ...  
[www.localrags.co.uk/index.php/News/2009/5/7/Silver-Surfers-Day-at-Sainsburys/](#) - 35k - [Cached](#) - [Similar pages](#) -

[Over 55's silver surfer's day at Barnsley libraries](#)

Barnsley Libraries are holding a **Silver Surfer's Day** on Friday, 15 May at libraries across the borough to encourage people aged over 55 to have a go online. ...  
[www.barnsley.gov.uk/bguk/Council.../Press.../Over%2055s%20silver%20surfers%20day%20at%...](#) - 24k - [Cached](#) - [Similar pages](#) -

[Experimental Blog: Silver Surfers Day](#)

Today is **Silver Surfers' Day**, a **day** when older people across the UK are encouraged to try out computers and learn about life online. ...  
[www.joecar.demon.co.uk/2009/05/silver-surfers-day.html](http://www.joecar.demon.co.uk/2009/05/silver-surfers-day.html) - 25k - [Cached](#) - [Similar pages](#) -

[Ritchie joins tenants in celebrating Silver Surfers Day ...](#)

14 May 2009 ... Northern Ireland Assembly. Ritchie joins tenants in celebrating **Silver Surfers Day**. Print article Printer friendly page ...  
[www.whitehallpages.net/modules.php?op=modload&name=News&file=article&sid=196526](http://www.whitehallpages.net/modules.php?op=modload&name=News&file=article&sid=196526) - 86k - [Cached](#) - [Similar pages](#) -

[Silver Surfers Day to offer elderly internet advice \(From Evesham ...](#)

9 May 2009 ... A **SILVER Surfer's Day** will give elderly residents around the Vale the chance to freshen up their computing skills. ...  
[www.eveshamjournal.co.uk/news/4354725.Silver\\_Surfers\\_Day\\_to\\_offer\\_elderly\\_internet\\_advice/](http://www.eveshamjournal.co.uk/news/4354725.Silver_Surfers_Day_to_offer_elderly_internet_advice/) - 32k - [Cached](#) - [Similar pages](#) -

[Family Records Centre - Silver Surfers' Day](#)

For the fourth year running, the Family Records Centre (FRC) took part in **Silver Surfers' Day**, a national event (now in its sixth year) aimed at helping ...  
[www.familyrecords.gov.uk/frc/extra/silver\\_surfers.htm](http://www.familyrecords.gov.uk/frc/extra/silver_surfers.htm) - 12k - [Cached](#) - [Similar pages](#) -

[Joomla! • View topic - Silver surfers day friday](#)

3 posts - Last post: 14 May

From now on, **Silver Surfers' Day** 2009 (it's this Friday) is all about ... We want to hear from you this **Silver Surfers' Day!** (And you don't ...  
[forum.joomla.org/viewtopic.php?p=1695253](http://forum.joomla.org/viewtopic.php?p=1695253) - 70k - [Cached](#) - [Similar pages](#) -

[Digital Birmingham - Events - Silver Surfers Day 2009](#)

Preparations for **Silver Surfers' Day** 2009 are well under way. This annual, UK-wide effort will take place on 15 May this year and a range of organisations ...  
[www.digitalbirmingham.co.uk/city/events/silver-surfers-day-2009](http://www.digitalbirmingham.co.uk/city/events/silver-surfers-day-2009) - 17k - [Cached](#) - [Similar pages](#) -

[Silver Surfers' Day 2009 #ssd09 - video « The Hedon Blog](#)

Tagged: #ssd09, Martyn Lewis, **Silver Surfers Day**, **Silver Surfers'** TV, VodPod. You can follow any responses to this entry through the RSS 2.0 feed. ...  
[hedonblog.wordpress.com/2009/05/15/silver-surfers-day-2009-ssd09-video/](http://hedonblog.wordpress.com/2009/05/15/silver-surfers-day-2009-ssd09-video/) - 58k - [Cached](#) - [Similar pages](#) -

[Silver Surfers Day 2009 | We Share Stuff](#)

8 out of 10 older people in the UK still can't access online services - they aren't media literate. SSD09 gives us all the chance to change that. Media.  
[wesharestuff.org/blog/2009/05/15/silver-surfers-day-2009/](http://wesharestuff.org/blog/2009/05/15/silver-surfers-day-2009/) - 25k

[Bite Size gears up for Silver Surfers Day - Price By Price](#)

Timed to be close to National Learning **Day** at Work, on May 14th, Bite Size will also hold an event for **Silver Surfers Day** 2009 on the 15th. ...  
[www.pricebyprice.com/news/general/latest-news/1121/Bite-Size-gears-up-for-Silver-Surfers-Day.aspx](http://www.pricebyprice.com/news/general/latest-news/1121/Bite-Size-gears-up-for-Silver-Surfers-Day.aspx) - 17k - [Cached](#) - [Similar pages](#) -

[Silver Surfers' Day is coming to Yeovil! \(From Yeovil Express\)](#)

9 May 2009 ... OLDER people in Yeovil are being invited to dip their toes in the waters of the World Wide Web on **Silver Surfers Day** on Friday, May 15.

[www.yeovilexpress.co.uk/news/4327968.Silver\\_Surfers\\_\\_Day\\_is\\_coming\\_to\\_Yeovil/](http://www.yeovilexpress.co.uk/news/4327968.Silver_Surfers__Day_is_coming_to_Yeovil/) - 34k - [Cached](#) - [Similar pages](#) -

[UK's oldest Tweeter celebrates Silver Surfers' Day - Saga](#)

Right on time for **Silver Surfers' Day** (May 15) and at the grand age of 104, Ivy Bean has embraced the Twitter phenomenon so loved by celebrities barely a ...

[www.saga.co.uk/homeandlifestyle/people/real-lives/uks-oldest-tweeter-silver-surfers-day.asp](http://www.saga.co.uk/homeandlifestyle/people/real-lives/uks-oldest-tweeter-silver-surfers-day.asp) - 24k - [Cached](#) - [Similar pages](#) -

[Silver Surfers' Day, 15 May 2009. : Hackney Silver Surfers](#)

15 May 2009 ... Hackney **Silver Surfers All-Day Silver-Surfing** Party. ... You can find out more about national **Silver Surfers' Day** on the Digital Unite ...

[lawns.org.uk/silver-surfers-day-15-may-2009/1810/](http://lawns.org.uk/silver-surfers-day-15-may-2009/1810/) - 15k - [Cached](#) - [Similar pages](#) -

[Citizens Online: Page 1 Celebrate Silver Surfers Day in Portsoken](#)

Celebrate **Silver Surfers Day** in Portsoken. EverybodyOnline City of London, in partnership with London City's Retired & Senior Volunteer Programme (RSVP), ...

[www.citizensonline.org.uk/everybody\\_online/news/display?contentId=5594-10k](http://www.citizensonline.org.uk/everybody_online/news/display?contentId=5594-10k) - [Cached](#) - [Similar pages](#) -

[Silver surfers day, Launceston](#)

5 May 2009 ... OLDER people are being invited to dip their toes in the waters of the World Wide Web on **Silver Surfers Day** (Friday May 15).

[www.thisiscornwall.co.uk/launceston/Silver-Surfers-Day-help-older-people-grips-internet/article-964656-detail/article.html](http://www.thisiscornwall.co.uk/launceston/Silver-Surfers-Day-help-older-people-grips-internet/article-964656-detail/article.html) - 45k - [Cached](#) - [Similar pages](#) -

[The City of Edinburgh Council - Silver Surfers' Day 2009](#)

Home > Leisure > Libraries > Events in Libraries > **Silver Surfers' Day** 2009. Arts and entertainment ... **Silver Surfers' Day** 2009 ... [www.edinburgh.gov.uk/internet/leisure/libraries/news\\_and\\_events/events\\_for\\_children/CEC\\_silver\\_surfers\\_day\\_2009](http://www.edinburgh.gov.uk/internet/leisure/libraries/news_and_events/events_for_children/CEC_silver_surfers_day_2009) - 15k - [Cached](#) - [Similar pages](#) -

[Silver Surfers Day - Belfast Forum](#)

2 posts - 1 author - Last post: 4 May

Please see this link for further details and venues outside Belfast

<http://silversurfers.digitalunite.com/category/events-listing/nireland> ...

[www.belfastforum.co.uk/index.php?topic=20788.0](http://www.belfastforum.co.uk/index.php?topic=20788.0) - 25k - [Cached](#) - [Similar pages](#) -

[Twitter / Dave Briggs: Silver Surfers' Day today! ...](#)

**Silver Surfers' Day** today! <http://silversurfers.digitalunite.com/> #ssd09. [twitter.com/davebriggs/statuses/1804642969](https://twitter.com/davebriggs/statuses/1804642969) - 9k - [Cached](#) - [Similar pages](#) -

[Channel Chamber of Commerce: Silver Surfers Day \(Shepway Liberal ...](#)

You can find out more about **Silver Surfers day** at

<http://silversurfers.digitalunite.com/>. Bookmark this story at: del.icio.us · Digg · Facebook · LibDig ...

[shepwaylibdems.org.uk/news/001525/channel\\_chamber\\_of\\_commerce\\_silver\\_surfers\\_day.html](http://shepwaylibdems.org.uk/news/001525/channel_chamber_of_commerce_silver_surfers_day.html) - 18k - [Cached](#) - [Similar pages](#) -

[Going Online For Silver Surfers Day - AOL Video](#)

Going Online For **Silver Surfers Day** Video on AOL Video - Find out more about **Silver Surfers Day** as Sky's Martin Stanford reviews the top online stories with ...

[video.aol.co.uk/video-detail/going-online-for-silver-surfers-day/2038441840](http://video.aol.co.uk/video-detail/going-online-for-silver-surfers-day/2038441840) - 30k -

[SILVER SURFERS' DAY IS ON FRIDAY, MAY 15th | Voscur](#)

THE EIGHTH, UK-WIDE, ANNUAL **SILVER SURFERS' DAY** IS ON FRIDAY, MAY 15th. Joan Bakewell, Angela Rippon, Martyn Lewis and Patricia Routledge are all involved: ...

[www.voscur.org/silversurferday2009](http://www.voscur.org/silversurferday2009) - 10k - [Cached](#) - [Similar pages](#) -

[Exmouth Journal - Silver surfers' day at Exmouth Library](#)

EXMOUTH Library is holding a **silver surfers' day** on Friday May 15, giving people the chance to learn more about computers. ...

[www.exmouthjournal.co.uk/exmouthjournal/news/story.aspx?brand=exjonline&category=news&tBrand=devon24...](http://www.exmouthjournal.co.uk/exmouthjournal/news/story.aspx?brand=exjonline&category=news&tBrand=devon24...) - 51k - [Cached](#) - [Similar pages](#) -

[Silver Surfers Day -](#)

Today, 15th May 2009, is **Silver Surfers' Day**, a nationwide initiative to help encourage older people across the UK to try out computers and learn.

[www.idf50.co.uk/clubhouse/clubroom/19270-silver-surfers-day.html](http://www.idf50.co.uk/clubhouse/clubroom/19270-silver-surfers-day.html) - 58k - [Cached](#) - [Similar pages](#) -

[Silver Surfers Day -> Campaigns](#)

You are here > Campaigns » **Silver Surfers Day**. Campaigns are the life-blood of working with learners, providers and organisations throughout the region. ...

[www.wmld.org/pages/campaigns/silversurfersday/](http://www.wmld.org/pages/campaigns/silversurfersday/) - 19k - [Cached](#) - [Similar pages](#) -

[Silver Surfers Day 2009 - Digital Engagement](#)

9 May 2009 ... Get involved in **Silver Surfers' Day** 2009! \* It's on May 15th, and is Britain's biggest campaign to help older people get online.

[net.digitalengagement.org/events/silver-surfers-day-2009](http://net.digitalengagement.org/events/silver-surfers-day-2009) - 27k - [Cached](#) - [Similar pages](#) -

[Going Online For Silver Surfers Day - SKY News - Truveo Video Search](#)

Find out more about **Silver Surfers Day** as Sky's Martin Stanford reviews the top online stories with guest James Holland from electricpig.co.uk. - SKY News.

[uk.truveo.com/going-online-for-silver-surfers-day/id/2038441840](http://uk.truveo.com/going-online-for-silver-surfers-day/id/2038441840) - 73k - [Cached](#) - [Similar pages](#) -

[Citizens Online: Page 1 Silver Surfers Day in Alamein](#)

Older people who haven't used the internet or a computer before are invited to take part in National **Silver Surfer's Day** on 15th May 2009 at Askalot, ...

[www.citizensonline.co.uk/everybody\\_online/news/display?contentId=5566](http://www.citizensonline.co.uk/everybody_online/news/display?contentId=5566) - 9k - [Cached](#) - [Similar pages](#) -

[Equalities in Mental Health | News > Silver Surfers Day 15th May 2009](#)

**Silver Surfers Day** 2009 is finally here! Today, thousands of people up and down the country are attending SSD09 events and enjoying IT Today, ...

[www.mentalhealthequalities.org.uk/news-/silver-surfers-day-15th-may-2009/](http://www.mentalhealthequalities.org.uk/news-/silver-surfers-day-15th-may-2009/) - 12k - [Cached](#) - [Similar pages](#) -

[Larne Borough Council](#)

You are invited to go along to your local library and put your name down for one of the free computer sessions taking place during **Silver Surfers' Day**, ...

[www.larne.gov.uk/event\\_detail.asp?eventid=796&area=4&text=text=1](http://www.larne.gov.uk/event_detail.asp?eventid=796&area=4&text=text=1) - 11k - [Cached](#) - [Similar pages](#) -

### [Silver Surfers](#)

30 Apr 2009 ... Hampshire's **Silver Surfers'** week is part of the UK-wide **Silver Surfers' Day**(SSD). SSD is co-ordinated by Digital Unite. ... [www3.hants.gov.uk/silversurfers.htm](http://www3.hants.gov.uk/silversurfers.htm) - 12k - [Cached](#) - [Similar pages](#) -

### [Bite Size supports Learning at Work Day & Silver Surfers Day with ...](#)

7 May 2009 ... Bite Size will once again be opening their entire Microsoft Lesson Library to support two very important Learning Events in May being run by ...

[www.personneltoday.com/articles/2009/05/07/50550/bite-size-supports-learning-at-work-day.html](http://www.personneltoday.com/articles/2009/05/07/50550/bite-size-supports-learning-at-work-day.html) - 36k - [Cached](#) - [Similar pages](#) -

### [DC10plus - The Network for change](#)

15 May 2009 ... "O frabjous **day!** Callooh! Callay!", as Lewis Carroll would say - it is **Silver Surfers Day** today #SSD09 if you want to follow it on Twitter. ... [blog.dc10plus.net/2009/05/silver-surfing/](http://blog.dc10plus.net/2009/05/silver-surfing/) - 35k - [Cached](#) - [Similar pages](#) -

### [Silver Surfers' Day 2009](#)

**Silver Surfers' Day** is Britain's biggest campaign to help older people get online. If you'd like to play a role in helping older people get online, ...

[www.excellencegateway.org.uk/page.aspx?o=200360](http://www.excellencegateway.org.uk/page.aspx?o=200360) - 22k - [Cached](#) - [Similar pages](#) -

### [sky-news-video - Sky News Video Player](#)

15 May 2009 ... Find out more about **Silver Surfers Day** as Sky's Martin Stanford reviews the top online stories with guest James Holland from ...

[news.sky.com/skynews/Home/video/sky-news-video/Video/200905315282822?lpos...5...Silver+Surfers+Day...](http://news.sky.com/skynews/Home/video/sky-news-video/Video/200905315282822?lpos...5...Silver+Surfers+Day...) - 56k - [Cached](#) - [Similar pages](#) -

### [Hampshire County Council will be holding 'Silver Surfers Week ...](#)

File Format: Microsoft Word - [View as HTML](#)

This will coincide with the national **Silver Surfers Day** on Friday 15 May. This is the sixth year running that the County Council has supported this ...

[www.farehames.org.uk/Silver%20surfers%20schools%20comm.doc](http://www.farehames.org.uk/Silver%20surfers%20schools%20comm.doc) - [Similar pages](#) -

### [Silver Surfers Day - make sure you re covered - Press Release](#)

**Silver Surfers Day** (May 23rd) is now in its 7th year, and reaches out to the 10 million1 strong over 50s audience **surfing** the net, which makes it hard to ...

[https://www.rias.co.uk/media-centre/silver\\_surfers](https://www.rias.co.uk/media-centre/silver_surfers) - 28k - [Cached](#) - [Similar pages](#) -

### [Cardiff Entertainment & Events, a local guide to events in Cardiff](#)

UWIC are running computer sessions to support **Silver Surfers Day** 2009.

The aim of the event is to attract people over 50 to come along and improve their ...

[www.cardiffontheweb.com/whatson/from\\_26-04-2009/to\\_25-06-2009/UIWC+/Silver+Surfers+Day+2009/](http://www.cardiffontheweb.com/whatson/from_26-04-2009/to_25-06-2009/UIWC+/Silver+Surfers+Day+2009/) - 26k - [Cached](#) - [Similar pages](#) -

### [Lottery cash gets silver surfers online in Essex](#)

12 May 2009 ... The training will also help older people to take part in the online events of**Silver Surfers Day** and the International **Day** for Older People ...

[www.biglotteryfund.org.uk/pr\\_120509\\_ee\\_rc\\_lottery\\_cash\\_gets\\_silver\\_surfers?.....](http://www.biglotteryfund.org.uk/pr_120509_ee_rc_lottery_cash_gets_silver_surfers?.....) - 20k - [Cached](#) - [Similar pages](#) -

[Silver surfers log on to IT - Dumfries and Galloway Standard](#)

6 May 2009 ... **Silver Surfers Day** is really for those older people who have little or no experience of the Internet, and the Digital Unite tutors are ...  
[www.dgstandard.co.uk/dumfries-news/local-news-dumfries/local-news.../05/.../silver-surfers-log-on-to-it-51311-23546745/](http://www.dgstandard.co.uk/dumfries-news/local-news-dumfries/local-news.../05/.../silver-surfers-log-on-to-it-51311-23546745/) - 80k - [Cached](#) - [Similar pages](#) -

[Fulston Manor School](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)  
staff and students of Fulston Manor School will be participating in **Silver. Surfers Day** (a part of Adult Learners week) by hosting two computer skills ...  
[www.fulstonmanor.kent.sch.uk/content/2008-2009/pdf/letters/2009-04-29%20-%20Silver%20Surfers%20Day.pdf](http://www.fulstonmanor.kent.sch.uk/content/2008-2009/pdf/letters/2009-04-29%20-%20Silver%20Surfers%20Day.pdf) - [Similar pages](#) -

[UK Online - Silver Surfer's Day on Flickr - Photo Sharing!](#)

UK Online - **Silver Surfer's Day**. ... see all public photos and videos tagged with **silver surfer silver surfer**. Show machine tags (0) Hide machine tags (0) ...  
[www.flickr.com/photos/stephenlang/3548488535/](http://www.flickr.com/photos/stephenlang/3548488535/) - 54k - [Cached](#) - [Similar pages](#) -

[City of Bath College | Silver Surfers Day - 15th May 2009](#)

**Silver Surfers Day** - 15th May 2009. Adult Learners Week - 9th to 15th May 2009 · Cultural Diversity Weekend - 9th and 10th May 2009 ...  
[www.citybathcoll.ac.uk/home/580/More-News/Events/silver-surfers-day-15th-may-2009.html](http://www.citybathcoll.ac.uk/home/580/More-News/Events/silver-surfers-day-15th-may-2009.html) - 15k - [Cached](#) - [Similar pages](#) -

[Silver surfers day](#)

laterlife.com interest section. 50+ UK site aimed at making life more enjoyable and fun for those of us over 50. Wealth of lifestyle and lifetime ...  
[www.laterlife.com/laterlife-silver-surfers.htm](http://www.laterlife.com/laterlife-silver-surfers.htm) - 31k - [Cached](#) - [Similar pages](#) -

[Adult Learners' Week and Silver Surfers' Day 2009](#)

All **Silver Surfers' Day** events take place on Friday 15 May ... Bring them along to our Computer Club on Friday May 15 for a taster on **Silver Surfers Day** ...  
[www.birmingham.gov.uk/printer/GenerateContent?CONTENT\\_ITEM\\_ID=157221&CONTENT\\_ITEM\\_TYPE=0...](http://www.birmingham.gov.uk/printer/GenerateContent?CONTENT_ITEM_ID=157221&CONTENT_ITEM_TYPE=0...) - 13k - [Cached](#) - [Similar pages](#) -

[Silver Surfers' Day tomorrow at the BBC in Hull « The Hedon Blog](#)

14 May 2009 ... Following on from an earlier blog post about **Silver Surfers' Day** I am pleased to report that the BBC is staging a two hour session tomorrow ...  
[hedonblog.wordpress.com/2009/05/14/silver-surfers-day-tomorrow-at-the-bbc-in-hull/](http://hedonblog.wordpress.com/2009/05/14/silver-surfers-day-tomorrow-at-the-bbc-in-hull/) - 58k - [Cached](#) - [Similar pages](#) -

[May 15 - Silver Surfers' Day](#)

Britain's biggest campaign to help older people get online.  
[www.debenradio.co.uk/index.php?option=com\\_content&view=article&id=50:may-15-silver-surfers-day&catid...](http://www.debenradio.co.uk/index.php?option=com_content&view=article&id=50:may-15-silver-surfers-day&catid...) - 18k - [Cached](#) - [Similar pages](#) -

[Silver Surfers' Day - 15 May 09 / News / Home - ASA South West](#)

Amateur Swimming Association South West - meet the challenge.  
[www.swimwest.org/region/index.php?/news/news/silver\\_surfers\\_day\\_15\\_may\\_09](http://www.swimwest.org/region/index.php?/news/news/silver_surfers_day_15_may_09) - 37k - [Cached](#) - [Similar pages](#) -

[Tiscali User - Today is \*\*Silver Surfers Day 2009\*\*](#)

Today is officially known as **Silver Surfers Day**. The event is organised by Digital Unite - in partnership with Ofcom and UK online centre's, ...  
[www.tiscaliuser.net/broadband\\_news/today\\_is\\_silver\\_surfers\\_day.html](http://www.tiscaliuser.net/broadband_news/today_is_silver_surfers_day.html) - 15k - [Cached](#) - [Similar pages](#) -

[Felixstowe TV - \*\*Silver Surfers' Day\*\*](#)

Really local TV for Felixstowe - where your community makes the news. All the latest video reports, news and events, links and local information and forum.

[www.felixstowetv.co.uk/index.php?option=com\\_events&task=view\\_detail&agid=573&year=2009...05&day...](http://www.felixstowetv.co.uk/index.php?option=com_events&task=view_detail&agid=573&year=2009...05&day...) - 26k - [Cached](#) - [Similar pages](#) -

## Appendix 1b: UKonlinecentres Press Pickup



<b>It's never too late</b>					
<b>Publication</b>	<b>Date</b>	<b>Content</b>	<b>Audience figure</b>	<b>Circulation</b>	<b>Reach</b>
<b>National Broadcast</b>					
BBC 1 - The One Show	11.05.09	Interview with Julie Goodyear	5,500,000	n/a	n/a
Sky News	15.05.09	Interview with Sir Geoff Hurst	150,000	n/a	n/a
Working Lunch	15.05.09	Interview with Sir Geoff Hurst	500,000	n/a	n/a
BBC News Channel	15.05.09	Interview with Sir Geoff Hurst	100,000	n/a	n/a
BBC Radio 2	15.05.09	Phone in session about Silver Surfers Day	1,000,000	n/a	n/a
Talksport	15.05.09	Interview with Sir Geoff Hurst	400,000	n/a	n/a
<b>Regional Broadcast</b>					
BBC Radio YORK	11.05.09	Interview with Julie Goodyear	12,700	n/a	89,000
BBC Radio HUMBERSIDE	11.05.09	Interview with Julie Goodyear	30,900	n/a	216,000
BBC Radio OXFORD	11.05.09	Interview with Julie Goodyear	11,000	n/a	71,000
BBC Radio LEEDS	11.05.09	Interview with Julie Goodyear	31,000	n/a	214,000
BBC Radio West Midlands	11.05.09	Interview with Julie Goodyear	58,000	n/a	404,000
BBC Radio NORFOLK	11.05.09	Interview with Julie Goodyear	29,000	n/a	198,000
BBC Radio WILTSHIRE	11.05.09	Interview with Julie Goodyear	14,700	n/a	103,000
BFBS	11.05.09	Interview with Julie Goodyear		n/a	n/a
BBC Radio CUMBRIA	11.05.09	Interview with Julie Goodyear	19,500	n/a	129,000
BBC Radio NEWCASTLE	11.05.09	Interview with Julie Goodyear	38,000	n/a	266,000
BBC Radio JERSEY	11.05.09	Interview with Julie Goodyear	5,000	n/a	35,000
BBC Radio BRISTOL	11.05.09	Interview with Julie Goodyear	22,000	n/a	154,000
BBC Radio DERBY	11.05.09	Interview with Julie Goodyear	22,300	n/a	156,000
<b>Consumer Print</b>					
Mature Times	01.05.09	Advertorial	n/a	200,000	500,000
Yours Magazine	TBC	Interview with Julie Goodyear	n/a	307,064	767,660
Mature Times	TBC	Follow up news article on success of SSD	n/a	200,000	500,000
<b>National Print</b>					
Daily Mirror	TBC	Interview with Julie Goodyear	n/a	1,340,131	3,350,328
<b>Online</b>					
BBC One Show online	11.05.09	Feature on Silver Surfer's Day	n/a	TBC	TBC
Mature Times	15.05.09	News feature including Julie Goodyear image	n/a	32,000	32,000
Saga	15.05.09	News feature	n/a	654,742	163,685
BBC Radio 2 - Jeremy Vine Online	15.05.09	Silver Surfer's Day News piece and link to UK online centres	n/a	TBC	TBC
<b>TOTAL</b>			<b>7,944,100</b>	<b>2,733,937</b>	<b>5,469,673</b>