

Playing our role in the economic and community life of the East Midlands

BT is one of the world's leading providers of communications solutions and services and as well as in the UK, we operate in some 170 other countries. Our vision is to be dedicated to helping customers thrive in a changing world, making our customers' lives and businesses better with products and services that are tailored to their needs and easy to use.



Mick McLoughlin
BT Regional Director,
East Midlands

This means getting closer to customers, understanding their lifestyles and their businesses and establishing long-term relationships with them. As regional director and chair of the East Midlands BT board, I am committed to

supporting the ongoing economic development of this region in a sustainable and responsible way. The insight and understanding that we as a board gain from developing local relationships, helps us better understand the regional business, economic and social agenda.

The board is represented by senior BT people who work for the different parts of the company. We have representation from our business, consumer, government and health lines of business, as well as strategy and social responsibility. We are uniquely positioned to work right across the business and to develop solutions to meet the region's ongoing opportunities and challenges.

In this issue, we profile one of our board members, Trevor Curzon, BT Quality Assurance Director. Trevor has been undertaking a lead role in driving the environmental and climate change programme across the region. The strength of this board is that members have an interest in the local area: they are either based locally or live, play and do business in their regional communities. This enables them to truly understand what makes those communities tick and know the issues which affect them.

It is a cliché to say that technology has changed our lives and perhaps the most dramatic indicator of this change has been the internet, which allows us to communicate in new ways and to do new things that would have been unimaginable 15 years ago. Here in the region, using the advice and guidance of the regional board, BT has actively supported local communities with programmes that enable more people to benefit from technology.

Sustainable development is firmly on the regional and UK agenda. The most successful



and forward thinking businesses are grasping the potential and challenge of delivering a sustainable future for their key stakeholders. The term "sustainability" for any business, can be off putting and complicated at times. We understand this in the region. In response, we are hosting an event with partners on the 13th of March to explore the ideas and activities at the heart of achieving a healthy, more inclusive environment for the East Midlands. It's crucial you play your part in building the momentum and taking action and you can find out more on how to register in this issue.

The board members and I look forward to working with you in 2008.

Bringing it all together for London 2012

I am delighted to confirm that BT has been chosen as the Official Communications Services Partner for the London 2012 Olympic and Paralympic Games.

As the communications services partner, BT will supply communications infrastructure and services for the most connected Games of all time. At venues right across the regions, BT technology will play a critical role in delivering the first Olympic Games to be staged in Britain since 1948.

It is a hugely complex task and one for which BT has unique credentials. As London 2012's second Sustainability Partner we will also play our part in seeing these Games make a difference to men, women and children everywhere – enabling more and more people to release their potential



and showing our dedication to helping them be the best they can be.

An enormous amount of work lies ahead and I am looking forward to working alongside partners in the region to maximise any prospects this 'once in a lifetime' opportunity will bring to the East Midlands.

Mick McLoughlin
BT Regional Director, East Midlands

50 people who could save the planet

Chris Tuppen, BT's head of sustainable development, has been named by a special Guardian panel of prominent environmental figures as one of the 50 people who could save the planet from climatic disaster. Throughout Chris's time at BT we have constantly taken the lead on environmental issues, buying electricity from renewable sources, cutting down on travel and announcing that we will build our own wind farms to meet our energy demands.

Meet your East Midlands board

Trevor is a BT East Midlands Region Board Member, with specific lead responsibilities for the board in Nottingham and on the theme of sustainability. He is also Head of BT Retail Quality with leadership and management responsibilities for BT Retail Quality Assurance worldwide.

Name: Trevor Curzon
Job title: BT East Midlands Board Member and Head of BT Retail Quality, Worldwide

Trevor has a proven and successful track record of managing complex, high profile business relationships with extensive change management, programme management, process, and system & people management expertise. He also has extensive experience within the UK Business Customer Sales & Service environment, having delivered a number of high profile UK wide, cost reduction and change programmes to time, cost and quality.

Q1. The biggest challenge facing the region is...

Bridging the skills gap and addressing the lack of IT knowledge amongst large sections of the community. Many people still fail to grasp the benefits of the technology. This is particularly the case amongst small and medium enterprise businesses, the socially excluded and disadvantaged groups.

Q2. The special quality that makes this region distinctive is...

The enthusiasm for innovation of the people who operate and grow their home based businesses using technology to work more flexibly to attain a better work life balance.

Innovate for sustainable growth

BT and Cisco have worked together to sponsor a paper, 'A new mindset for corporate sustainability'. Six academics from around the world recommend a mind-altering approach to corporate sustainability. They emphasise innovation as the crucial driver, dispel myths, illuminate the investment environment and provide real examples of how to transform your organisation for sustainable growth.

You can download the white paper or listen to the audiocast at www.biggerthinking.com/en/sustainability/innovation.aspx

Q3. I wish people would take more notice of...

The fact that technology is a great enabler to address climate change and yet in the East Midlands, many people and businesses are not engaged with the digital revolution and proactively helping to address this critical issue.

Q4. I'm not a politician but...

I believe we can all make a difference, after all, we are all using the earth's resources and would wish to leave the planet in good shape for our children and generations that follow. That's why I support initiatives to tackle root causes, engage everyone, promote community cohesion and ensure long term sustainability.

Q5. I'm good at...

Listening, connecting people, building lasting relationships, solving problems and helping people reach their full potential.



Q6. I'm bad at...

Taking "no" or "not my problem" for an answer

Q7. In weak moments I.....

Believe that we have a great football team in Nottingham and I spend my money supporting Notts County Football

Q8. My philosophy is...

Life is a challenge, lets "step up to the challenge"

Free weekend calls

BT has made UK weekend call charges a thing of the past by extending free weekend landline calls to its 10.8 million Option 1 customers.

The move means that, for the very first time, all 14.8 million BT households no longer have to pay for weekend calls. More than 150,000 customers have signed up for the free evening calls in the first fortnight alone. The giveaway is the first step in a revision of BT's prices that will also see the cost of its two most inclusive calling plans slashed from April 1.

The main changes are:

- Unlimited Weekend Plan (replaces BT Together Option 1) – this plan is free with customers paying line rental only. Customers who take a 12 month renewable contract will also get free evening calls, saving them a further £32.40 a year.
- Unlimited Evening & Weekend Plan (replaces BT Together Option 2) – BT is cutting the price of this plan, which offers free calls at weekends and evenings, by 22 per cent to just £2.70 a month (it was £3.45).
- Unlimited Anytime Plan (replaces BT Together Option 3) – BT is cutting the price of this plan, which offers free calls at all times, by 25 per cent to just £5.95 a month

(it was £7.95). The plan includes discounts of up to a third on calls to mobiles as well as 200 inclusive texts.

Gavin Patterson, BT group managing director, consumer, said: "These are radical changes. Millions of people will see the price of their call plans fall whilst millions more will enjoy free weekend calls for the very first time."

From April 1, for the first time in two years, the price of line rental will go up, by 75p to £11.75. Customers who take paper-free billing will see no change as the discount for that option is increasing by 75p to £1.25.

The price of daytime calls is being revised from 3.25p a minute to 4p a minute. These calls are free for customers on the Unlimited Anytime Plan which now costs less than 20p a day.

The price of evening calls for Unlimited Weekend Plan customers is changing to 1.5p a minute. Those customers can enjoy these calls for free if they sign a 12-month rolling contract. The existing set-up fee of 6p will apply to all chargeable evening calls.

First-of-its-Kind Entertainment Experience

A groundbreaking partnership with Microsoft will enable any BT Broadband customer to use an Xbox 360 to access the BT Vision service and its extensive library of on-demand content, giving instant access to hundreds of movies and thousands of hours of sporting events, television programs, music videos and other digital content. BT Vision customers who also own an Xbox 360 will gain the option of accessing BT Vision from either the Xbox 360 or a set-top-box.

BT Vision on Xbox will combine the richness of the TV service, with the benefits of next-generation gaming, as well as unique new capabilities that the integrated solution brings.

Such as social networking in the living room, which will be seamlessly integrated into the experience, providing people with a wide range of community-based features, such as voice chat, sending and receiving text and voice messages, all while watching TV. For example, while a viewer is enjoying a sporting event, they can receive a message from a friend inviting them to join a chat while watching the game.

Mick McLoughlin, BT regional director, said: "We are pleased to partner with Microsoft to deliver a compelling entertainment experience to our customers."



For the first time people in the UK will be able to experience the advantages of an advanced TV service with the benefits of next generation gaming. Our aim is to provide BT Vision on multiple platforms – giving people greater convenience, control and flexibility over what they watch when they watch and how they watch TV."

Have any phone you like (as long as it's green)

BT has unveiled a new range of more energy efficient phones, heralding the start of a £2 million commitment to improve the energy efficiency of its entire home-phone range. More than ninety per cent of the entire home phone range supplied by BT will be more energy efficient by July 2008 at no extra cost.

The new handsets boast power units designed specifically to consume around half the power of previous units, not only reducing electricity costs but also contributing significantly to cutting CO₂ emissions.

We estimate that the replacement of all our cordless and fixed-line phones with more energy-efficient equivalents will result in an overall reduction in CO₂ emissions in excess of 195,000¹ tonnes over the next three years -

the equivalent of taking 57,000 cars off the road for a year². Consumers are also set to save a total of more than £39m³ through reduced electricity bills.

We have also reduced the amount of packaging for each phone. This includes replacing user guides with smaller 'quick-start' leaflets, whilst making the detailed guides available online or on request.

Trevor Curzon, East Midlands Board Member said: "BT has continued to address environmental concerns by launching phones that consume approximately half the electricity of previous models; this will make a major contribution to the reduction of CO₂ emissions. We know that our customers are just as keen to reduce environmental impact and through these phones we will jointly make a significant difference."

Notes

1. 195,000 tonnes CO₂ saving calculated from forecast product sales for next 3 years. Utilising 0.523kg per kWh as defined in Guidelines to Defra's GHG conversion factors for company reporting. Annexes updated June 2007 – 5 year rolling average.
2. Based on a typical family car with CO₂ emissions 175g per km and 12,000 miles per year.
3. Electricity costs based on 10.41p per unit (1 unit = 1kWh)



Championing Sustainability in the East Midlands

As an experienced communications company and an increasingly global operator, we see opportunities to maximise our positive contribution to society and in this way build the foundations for long term business success.

This attitude is at the core of our corporate social responsibility (CSR) strategy. At BT our ultimate goal is to use enhanced communications and technology to help create a better, more sustainable world.

Our world is changing and there is an increasing focus on the role that all businesses have to act responsibly and address pressing global issues. Whether it's tackling climate change, promoting a more inclusive society or helping to support sustainable economic growth in the region, what is clear is that all organisations have a part to play in the sustainable development of the East Midlands' environment.

On March 13th 2008, BT is bringing together business influencers and key stakeholders from across the East Midlands to work together to tackle big global issues on a local level. BT is encouraging delegates to share best practise, develop new ideas and drive new opportunities. We need your commitment to support the future economic growth of the East Midlands within environmental limits.

Speakers include:

- Phil Hope, MP and Regional Minister, East Midlands;
- Jonathon Porritt, Founder Director, Forum for the Future;
- Adrian Hosford, BT Director, Corporate Responsibility;
- Michael Carr, Executive Director Business Services, EMDA
- Martin Traynor, Group Managing Director, Leicestershire Chamber of Commerce
- Stephen Smith, Chief Executive, Business East Midlands
- Julia Middleton, Chief Executive, Common Purpose

The complimentary event will run from 9:30am until 2:30pm at Holywell Park in Loughborough. For more information contact

lucie.killick@btregionsevents.co.uk.

More information on BT's Sustainability and environmental approach can be found at www.bt.com/betterworld and www.btplc.com/Climatechange

Young entrepreneur wins top Prince's Trust award

A young entrepreneur from Chesterfield is the cat's whiskers after winning the BT Enterprise Award at The Prince's Trust's Celebrate Success ceremony in Nottingham.

Nyree Clark, 26, left school without any qualifications, and with little to look forward to, drifted from job to job. Her love of animals took her to college, where she studied animal care but, with no business experience, she couldn't see a way of translating this into a career so she turned to The Prince's Trust for help.

The result was Clark's Pet Couriers, which was set up with financial and business support from The Trust. Offering pet transport, dog walking, day care and pet sitting services in Chesterfield and North Derbyshire, she works closely with a number of local vet's surgeries and her liveried vehicles are a familiar sight in the area.

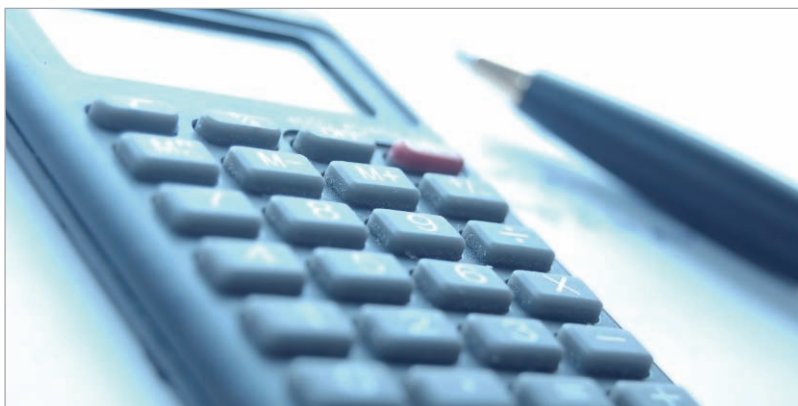
Nyree said: "I'm thrilled to win this award. Having my own business has brought back my confidence and I feel a real sense of achievement. My business is going from strength to strength and I know I can achieve anything I want to."

Nyree was among the volunteers, young people and partner organisations from across the East Midlands honoured in a total of



eight categories at The Celebrate Success Awards at the East Midlands Conference Centre in Nottingham.

The Awards honour the achievements of disadvantaged young people supported by The Trust who have succeeded against the odds, improved their chances in life and had a positive impact on their local community. The ceremony also recognised the dedication and inspiration of its volunteers and staff throughout the East Midlands who, together, have supported over 2,600 young people in the region over the past year.



Small businesses waste a month a year on admin

According to research¹ from BT, half of the UK's small businesses waste more than 24 working days a year on non-core business activity, such as finance, IT and HR.

And ten per cent of small businesses are only running their businesses for two thirds of the year because they are distracted by admin tasks for a day and a half every week.

Government legislation and regulation are the biggest concern for more than half (56 per cent) of small business decision makers, followed by company finance, which is the number one worry for 27 per cent of companies.

1. Based on a working year of 240 days per year and businesses decision makers spending more than ten per cent of their time on non-core business activities, such as IT, finance and HR. Independent research conducted by Vanson-Bourne amongst 435 businesses with less than 50 employees across England, Northern Ireland, Scotland and Wales.

Rogue traders

As part of its ongoing commitment to ensuring consumer protection, BT has been working closely with Trading Standards on an initiative to address the issue of 'Rogue Traders' advertising in The Phone Book from BT.

Any advertiser who is under investigation by Trading Standards for possible offences such as untruthful or misleading advertisements or for misuse of a logo, such as indicating affiliation to a trade organisation, could be removed.

BT and Trading Standards are working to develop a fair and reasonable policy that will enable these advertisements to be removed, thus safeguarding the information provided to consumers whilst enabling BT to continue to provide a quality service to reputable advertisers.

