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This month, the government will publish guidance for projects that aim to bring fibre-based broadband to rural areas, with funding

to follow from May. Every area and region will want its communities to benefit quickly but limited funding means only the best-planned projects will have a chance of success. Therefore, the choice of broadband partner will be crucial.

Activity in the four designated pilot areas – Cumbria, Herefordshire, the Highlands and Islands and North Yorkshire – will be centrally funded by BDUK. However these projects, and those that may take place in other areas, must attract broadband partners who are ready to invest as well as to provide infrastructure and services.

BT's recent White Paper, *Accelerating Next Generation Access Roll-out*, highlights the economic and social benefits of fast internet access. The key challenge is not technology but finding the right business model. The White Paper explains the advantages and pitfalls of different models and sets out BT's willingness to invest in projects that provide openly competitive solutions for infrastructure, wholesale and retail services to benefit businesses, public services and citizens alike.

BT's 'working in partnership' model addresses all the key EU requirements for projects receiving state funding. In this issue you can read about our current partnership in Cornwall where the first customers have already been connected two months ahead of schedule.

Paul Bimson
BT Regional Partnership Director

BT marks Olympic milestone

BT Tower lit up the skies above London in March to celebrate 500 days to go to the start of the London 2012 Olympic Games.

BT Ambassador Lee Pearson, nine-times Paralympic gold medallist, and Rebecca Adlington, double Olympic gold medallist, started the BT Tower pyrotechnics and light show by pressing a button at BT's '500 days to go' event at the Gherkin.

BT has come a long way since it started the journey as a London 2012 partner three years ago. As well as providing the critical communications services for London 2012, BT is helping to tell the story of the Games, and are proud to have been at the heart of the '500 days to go' celebrations.



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Superfast scheme connects first customers ahead of schedule

The ambitious Superfast Cornwall initiative, managed by Cornwall Council's economic development company, has announced that fibre-based broadband is available to the first customers just six months after the signing of the contract.

More than 14,000 homes and businesses in Chiverton Cross, Chacewater, St Agnes, St Day, Portreath, Devoran, Leedstown, Stenalees and Par are already or soon to be connected. These areas are part of a pilot scheme run in advance of the main roll-out programme, which in its early phases will focus particularly on South East Cornwall. By 2014 the programme, funded by BT and

the European Regional Development Fund Convergence programme, is expected to have delivered super-fast fibre broadband to at least 80% of households and businesses in Cornwall and the Isles of Scilly. Up to £53.5 million of the funding is coming from ERDF Convergence, whilst BT is investing £78.5 million. It is expected to create 4,000 new jobs and protect a further 2,000, while making Cornwall and the Isles of Scilly one of the best connected locations in the world.

The super-fast service will boost the competitiveness of local firms, allowing faster back-up of computer systems and wider use of high quality video conferencing. Meanwhile, household users will be able to download a music track in just two seconds,

a whole music album in 30 seconds and a feature-length HD movie in ten minutes.

Ranulf Scarbrough, BT South West regional board member and BT programme director for the Superfast Cornwall programme, added: "Already this scheme is starting to make an important contribution to the success of the Cornwall economy and to the lives of Cornish residents. We have a team of about 50 engineers, contractors, planners and technicians working together to ensure that the project is able to deliver the immense benefits of super-fast broadband to customers as soon as possible."

To find out more about the programme, visit www.superfastcornwall.org



Pictured at the Superfast Cornwall launch from left to right, Ranulf Scarborough (BT), Michael Owen (Local resident) and Nigel Ashcroft (Superfast Cornwall)

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BT keeps businesses trading after Japanese earthquake and tsunami

Following the earthquake and tsunami in Japan, BT were quick to respond to customers in the country affected by these devastating events, making every effort to get them up and running again as soon as possible. The core network held up well and customers experienced only minor delays as BT continued to monitor the situation.

Banking giant HSBC – one of BT's key customers – was very pleased with the BT team and complemented them on their responsiveness and execution, especially in such difficult circumstances. BT had to reschedule a major systems release to allow HSBC to successfully implement its disaster recovery plan and continue trading from Singapore.

BT shows regions how it can aid regeneration

Senior BT executives recently met with representatives of local authorities and devolved assemblies from across the UK at an event at the BT Tower in London, which focused on how super-fast fibre broadband can jump-start rural regeneration.

Sixty-five guests from regions spanning the UK – from Kent to Cornwall, Somerset to Scotland, the Isle of Wight to Wales and Northumberland to Northern Ireland – heard presentations from BT, government agencies and small business leaders whose firms have benefited from BT's super-fast broadband roll-out. Liv Garfield, Chief Executive of Openreach, focused on the need for regional authorities to partner with BT to extend the 21st Century Network to the 'final third' of rural communities – which are largely outside the reach of BT's £2.5bn investment in Next Generation Access (NGA).

She said: "The challenge of the final third is not a technology challenge, it's a

business model challenge. So we are working with groups all over the country to create business models that work – for them and for us."

A number of regional business case studies also demonstrated the progress and benefits of NGA. These were presented by key figures including Nigel Ashcroft, project director of the Cornwall Development Company, and Ranulf Scarbrough, BT's Cornwall SuperFast Broadband programme director.



Pictured left to right: Bill Murphy, Nigel Ashcroft, Liv Garfield, Brendan Dick and Neil Rogers

BT to extend next generation copper broadband to around 80% of the UK



BT Wholesale has announced plans to extend the availability of next generation copper broadband – offering customers speeds of up to 20Mbps – to around 80% of UK homes and businesses by the end of 2011.

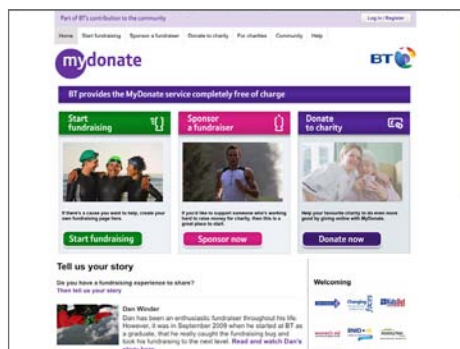
BT Wholesale's ADSL2+ copper broadband service, called Wholesale Broadband Connect (WBC), is now available from more than 1,000 exchanges – serving more than 15.5 million end user premises. Already more than 2.25 million end users are enjoying this advanced copper service and BT is upgrading around 30,000 additional lines per week.

In addition, BT Wholesale has announced it has reached 1,000 live fibre Ethernet nodes in the UK. It has the largest customer-ready copper and fibre delivered network of Ethernet in the UK market, with plans to reach 1,090 fibre nodes by the end of 2011.

WBC forms part of the UK broadband 'mixed economy', where businesses and households are increasingly able to choose the broadband service that best suits their needs, whether delivered over copper, fibre or mobile. BT Wholesale's broadband portfolio also includes an up to 8Mbps service serving more than 99% of UK homes and businesses.



BT launches new free online fundraising service for UK charities



Charities and fundraisers across the UK are set to benefit from a boost in donations following the launch of a new free online charitable fundraising service from BT. Called MyDonate, it guarantees that 100% of all monies donated go direct to the charity (excluding credit/debit card charges).

BT has worked with a number of charities in developing MyDonate to ensure that it is a service that the charitable sector wants, making it the first not-for-profit fundraising service not to charge a subscription fee, set-up fee or commission. The service has been designed to include all UK registered charities and grow the online donation market.

The MyDonate website is now open to fundraisers who wish to raise money for charities that are currently registered to use the service. Thousands of UK registered charities are also being encouraged to sign up to MyDonate over the next year, so that as many people as possible can give more money to their favourite charities.

BT's Regional Partnership Director Paul Bimson said: "We've launched MyDonate as we want to ensure that 100% of people's fantastic fundraising efforts, and donations, go to the charity of their choice. BT already has a proud history of helping communities with charitable events, such as the recent Comic Relief telethon, and we're delighted we can now take this knowledge and technological expertise to help charities become more effective in the vital work they do."

Nick Hurd, Minister for Civil Society, said: "This initiative is a great example of how business can play its part in building the Big Society. BT has shown real leadership by using their expertise to make it easier for people to do their bit for their community. I look forward to seeing this new platform for giving go from strength to strength."

BT is committed to investing a minimum of 1% of its pre-tax profits in community and environmental programmes every year, which amounted to money, time and in-kind contributions of over £26 million in 2010. BT will run MyDonate completely free of charge, with all money going to charity, and the service will form a key part of the company's charitable programme.

The MyDonate service will enable fundraisers to build and customise their own event pages in support of their chosen charities, as well as link to social media sites such as Facebook and Twitter to help promote their fundraising events. Secure transaction engines and the very latest 'cloud computing' technologies will also power the site and help make it simple to use.

Charities wanting to sign up to MyDonate or looking for further information about the service should visit the website at: www.bt.com/mydonate

More East Midlands communities set for super-fast broadband

Since the last issue of intouch, further announcements have been made regarding BT's roll-out of super-fast fibre broadband in the East Midlands.

Following BT's pledge to provide faster broadband speeds to more rural parts of the country it was announced in January that two market towns in the region are set to benefit by spring 2012. Fifteen thousand households and businesses in Alfreton and Ripley will have access to speeds of up to 40Mb/s. More recently a further 26 exchanges, including Basford, Birchwood, Chellaston, Corby, Ibstock, Nottingham Archer and Wellingborough, have been added to the roll-out programme covering an additional 178,000 homes and firms in the region that will be able to receive fibre broadband by the end of next year at the latest. This means that half a million homes and businesses in the East Midlands will have access to the sophisticated technology by the end of 2012.

While the majority of premises in an upgraded area will be able to benefit from fibre broadband, BT estimates that some will not initially have access. However, it will continue to work to find solutions for this small minority.

Paul Bimson, BT's Regional Partnership Director said: "This latest investment in super-fast broadband is great news for many homes and businesses in the East Midlands. It has huge implications for the way we live, learn and do business, with massive opportunities for entertainment, education and entrepreneurs. People in these communities will soon be able to experience the internet as they've never seen it before."

For further information on Openreach's super-fast broadband programme, visit www.superfast-openreach.co.uk

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BT's half-billion pound boost for East Midlands economy

The latest version of Social Study 2010 – 'The Economic Impact of BT across the United Kingdom' – has now been published. Produced in partnership with DTZ Consulting, the report highlights that BT in the East Midlands:

- Is responsible for the employment of 4,172 people – 3,826 direct employees and 346 contractors – with a total income of £125 million
- Provides work for a further 4,100 people through the company's expenditure with businesses supplying its equipment and services and the spending of its workers
- Spent £127 million with regional suppliers last year

- Committed almost £1.9 million to community, charity and voluntary programmes in 2009/10
- Has enabled about 80% of its employees to work flexibly, with 597 home workers – 14% of the workforce.

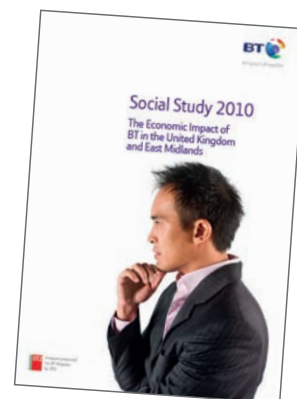
The overall beneficial financial impact of BT activities is expressed as a 'Gross Value Added' (GVA)* contribution. For the East Midlands, the BT GVA totalled £370 million – representing 0.6% of the region's total.

Paul Bimson, BT Regional Partnership Director for the East Midlands, said: "BT contributes some very big numbers to the East Midlands bottom line.

"These latest figures confirm the unique and vital role the company plays in the prosperity and well-being of the region.

"It is vital as a business that we continue to grow and help our customers, stakeholders and employees to thrive as we work together to create a more prosperous East Midlands."

The full report is available at: www.btplc.com/Thegroup/BTUKandWorldwide/BTRegions/England/Factsandfigures/Factsandfigures.htm



BT manager lends support to sustainability campaign

Lucy Lynch, a business improvement manager from BT Global Services, is on secondment at Business in the Community (BITC) in the East Midlands region.

Since August 2010, Lucy has been applying her business skills to the charity's Mayday campaign, convened by BITC in 2007 in response to HRH the Prince of Wales' appeal to take action against climate change. The aim of the campaign is to support businesses and organisations on their own journey to sustainability, helping them work collaboratively, share knowledge and leverage business opportunities by moving towards a sustainable future.

Lucy's time at BITC began with a once-in-a-lifetime opportunity to meet HRH the Prince of Wales when he visited the East Midlands region as part of a BITC Seeing is Believing visit. Since then, she has been working with East Midlands Mayday members and local environment partners to establish the Mayday Network in the East Midlands as a

key regional player, ensuring its operations are integrated with those of existing strategic partnerships working towards the same goal.

In addition, Lucy has implemented news and content online specifically targeted at East Midlands members and has been involved in the formation of a Steering Group of local leaders from the private and public sector who will advise and support the Mayday Network in the region. She has also been tasked with managing the region's Mayday Carbon Positive awards, and her secondment has been extended for a further six months to end late summer, allowing her to continue developing the Mayday Network.

Lucy's enthusiasm is obvious. "I was delighted to take up the challenge to support BITC and the Mayday Network in the East Midlands," she said. "There is so much to do and such limited resource within the charity, so being able to apply my time and knowledge to such an important campaign whilst acquiring many new

transferrable skills is mutually beneficial to both the charity and BT. I'd recommend a charitable secondment to anyone who is lucky enough to be offered the opportunity."

Climate change is affecting us all and the more people we can rally to take action, the better. You can help by encouraging your customers, suppliers or contacts in any organisation of any size to get involved and spread the word. It's easy – just sign up to the Mayday Network for free at: <http://www.maydaynetwork.com/home/East-Midlands>



Lucy being introduced to HRH the Prince of Wales