

intouch



With less than 500 days to go to the start of the London 2012 Olympic games BT is determined to ensure that

its involvement will make a world of difference by supplying the essential communications infrastructure, by supporting athletes, and by being an active, determined sustainability partner.

And as a responsible business we also need to ensure that our wider stakeholders are ready too by considering and preparing for the potential impact of the Olympics.

Previous experience and research from other host countries has shown that congestion

was one of the biggest challenges for businesses during the games and that they should have done more to improve flexible working facilities. In excess of 800,000 more passenger journeys will be made each day on London's public transport network during the games period, placing great pressure on the system at peak times.

BT - an early adopter of flexible/agile working is ideally positioned to be able to advise and help London's public and private sector communities implement and realise the benefits it can have on the businesses effectiveness and productivity for both customers and employees.

Resilience and business continuity has also got to be a high priority to ensure that there is minimum impact on business both during the games and in the long-term future.

Duncan Ingram
BT Regional 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.



- Foreword
- BT marks Olympic milestone
- BT keeps businesses trading after Japanese earthquake and tsunami
- BT launches new free online fundraising service for UK charities
- BT to extend next generation copper broadband to around 80% of the UK
- Super-fast, fibre-based broadband goes live in 13 more locations across London
- BT sales team helps connect community
- Croydon ex-forces personnel help BT deploy super-fast broadband
- Bromley schoolboy wins BT Internet Rangers award
- BT's half-billion pound boost for London's economy

intouch



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 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. Regional Director Duncan Ingram 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."

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. www.bt.com/mydonate

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.

intouch



Super-fast, fibre-based broadband goes live in 13 more locations across London

Over 250,000 householders and firms across Bexleyheath, Cricklewood, Northwood, Pinner, Ponders End, Putney, Romford, Sutton Cheam, Stratford, Uxbridge, Vauxhall, Walworth and Wimbledon are among the first in the UK to benefit from BT's roll-out of fibre-based broadband.

BT has announced plans to invest up to £2.5 billion in the technology, which could become available to around two-thirds of UK premises by 2015 subject to an acceptable environment for investment. This planned investment is one of the largest in the world that doesn't rely on public sector funding and where the network is open to all service providers on an equal basis.

BT's fibre plans build on existing initiatives such as its 21st Century Network programme, which has already placed faster speeds of up to 20Mbps within reach of around 90% of London homes and businesses using the existing copper network. New fibre to street cabinet technology however offers download speeds of up to 40Mbps, potentially rising to 60Mbps in the future, and upload capability of up to 10Mbps, potentially rising to 15Mbps.

While BT estimates that most premises in upgraded areas will have access to fibre-based broadband, it is likely a minority will not initially be able to receive services for a variety of technical and commercial reasons. BT Openreach is actively looking at alternative solutions for these locations.

Duncan Ingram, BT's London regional director, said: "This is an exciting development in the capital's fast-moving

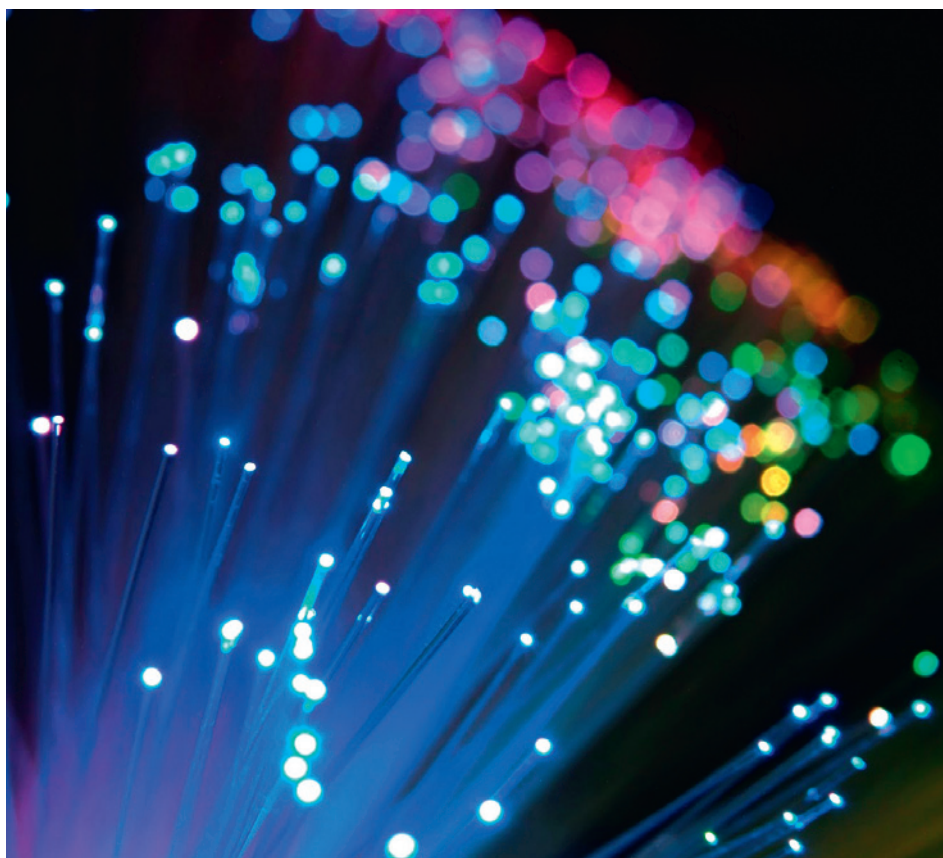
broadband story. Households and businesses switching to super-fast broadband will soon be experiencing the internet as they have never experienced it before.

"The advent of BT fibre-based broadband in these additional London locations will support local jobs and the local economy and is a vital part of BT's broadband plans for London. As our roll-out of super-fast, fibre-based broadband gathers pace, many more customers in other parts of the country can look forward to faster speeds in the pipeline."

Super-fast speeds allow users to run multiple bandwidth-hungry applications at

the same time. For example, some members of a family could be watching different high definition (HD) movies or 3D TV, while others play online games or work on complex graphics or video projects. For businesses, the new network will allow faster back-up of computer systems and wider use of high quality video conferencing, while 'cloud computing' technology will make computer processing and storage of files more sophisticated and secure.

Householders and businesses can contact their broadband service provider to place an order or register their interest.



intouch



BT sales team helps connect community

More than 100 people who feel digitally and socially excluded have been brought together by a community event for a public sector BT customer, with help from a BT sales team.

The event for residents of the London Borough of Croydon was hosted and organised by BT in partnership with Capgemini, to see what could be done to help people feel more included in society.

Lawrence Kendall of the Capgemini sales team in BT Global Services said: "We know

every local authority has been struggling with the Government cuts, and Croydon is no different.

"This was a great opportunity to try and put into practice the 'Big Society' and to support the citizens in generating ideas which they can own. BT joined forces with Capgemini to see what could be achieved through community engagement to tackle isolation in the community.

"As a member of a sales team, it's something quite different to get involved in, and the first event of its kind that I've been involved in. To hear the stories and feelings of those involved was touching.

"I did my research around BT's capabilities in this area and got the support of Adam Oliver and the digital inclusion team who led the event, and also account director Menish Parmar."

Adam, BT Innovate & Design Head of Corporate Social Responsibility, who addressed the audience on tackling social isolation, added: "Through this event we have encouraged and supported the public to stimulate and share ideas as a community with the aim of proactively taking these ideas into practice to provide for a more inclusive society."

Croydon ex-forces personnel help BT deploy super-fast broadband

Twenty ex-servicemen and women from Croydon are being recruited by BT to help deploy super-fast broadband.

They are among 200 former Armed Forces personnel from around the country who Openreach, BT's local network business, plans to employ by the end of May. The recruits will be part of a mobile engineering workforce, created to help deliver super-fast fibre broadband to homes and businesses across the UK.

BT's deployment of fibre broadband is one of the UK's largest infrastructure projects, with the technology being delivered much faster than in other countries. Two-thirds of UK premises will have access by the end of 2015, with close to 3,000 full-time engineers currently devoted to the project.

Openreach has been working with the Career Transition Partnership (CTP), an arrangement between the Ministry of Defence (MoD) and Right Management, a global talent and career management expert. The CTP provides career guidance along with training and employment support to those leaving the armed forces.

Olivia Garfield, CEO of Openreach, said: "It's fantastic that we've been able to recruit so many ex-armed services personnel. These people have served their country well and so deserve the chance of full-time employment with a generous reward package. They are highly skilled, motivated and disciplined and have experience of complex engineering tasks in challenging environments.

David Duffy, Managing Director, Career Transition Partnership charity (CTP), said: "We have had an amazing success rate with

this project, and have received tremendous feedback about the high calibre of the Service leavers who have applied for the roles on offer.

"To date, Openreach have carried out 202 interviews specifically for Service leavers with 181 subsequently being offered positions. This converts to a 90% success rate at interview and reflects the highly sought after skill-sets, abilities and attitude of those leaving the Armed Forces."

Lt Cdr Mark Walker, from MoD's Training, Education, Skills and Resettlement staff, added: "We are delighted that Openreach has recognised the talent, skills and versatility of our Service leavers, especially targeting them for recruitment. We strongly welcome this initiative, and its promise of rewarding employment and career opportunities for many former Armed Forces personnel."

intouch



Bromley schoolboy wins BT Internet Rangers award

A Bromley teenager has been recognised by BT in a competition to find the UK's most inspiring and dedicated young internet tutors.

Cameron Sanders, 16, from Bromley, was chosen as the Internet Ranger of the Year for England after introducing his grandmother to the internet.

The BT Internet Rangers awards is an annual competition recognising young people who make a special effort to help people use the internet. With more than nine million adults in the UK currently not online, it is part of BT's ongoing commitment to tackle the digital divide.

Cameron was particularly commended for the patience and dedication he showed in teaching Lillian, his grandmother, whose knee replacement surgery left her housebound for some time. For her, being able to connect with the outside world was a life-saver.

But Cameron, who didn't know he had been nominated by his mum until he won, is just happy to have made a difference to Lillian. He said: "The best thing about teaching my

nana how to use the computer was being able to give something back to her, because she's given so much to me. It felt good to be helping my family."

Presenting Cameron with his prize of a new laptop, £100 worth of vouchers and a certificate, Duncan Ingram, BT's regional director for London, said: "It's a privilege for BT to be able to recognise the great work Cameron has done. He is clearly a very kind and patient young man and an outstanding example to other young people. Cameron helped his grandmother when she really needed him and through the internet has given her a new boost of independence."

Lillian too is understandably proud of her grandson. "He helped me at a time of real need, teaching me how to do online shopping, and he helps me out when I get confused and make mistakes," she said. "He is very patient, especially as I am a bit of a 'dill'."

BT has been helping people to get online since 2002 by bringing the benefits of the internet to disadvantaged communities across



the UK. Last year, the company invested in programmes that ranged from supporting BT volunteers in schools and community groups to working with organisations such as Age UK to help get older people online and become part of digital society.

The company's latest campaign – Get IT Together – aims to make it easier for people to help friends or family members get online with a suite of free resources. For more information on how to get involved, visit www.bt.com/getittogether

Anyone interested in becoming a BT Internet Ranger themselves, or learning more about the initiative, should visit www.btinternetrangers.co.uk

BT's half-billion pound boost for London's 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 London:

- Is responsible for the employment of 13,454 people – 13,022 direct employees and 432 contractors – with a total income of £488 million
- Provides work for a further 42,900 people through the company's expenditure with businesses supplying its equipment and services and the spending of its workers

- Spent £1.68 billion with regional suppliers last year
- Committed almost £3.2 million to community, charity and voluntary programmes in 2009/10
- Has enabled about 80% of its employees to work flexibly, with 1,251 homeworkers – 10% of the workforce.

The overall beneficial financial impact of BT activities is expressed as a 'Gross Value Added' (GVA)* contribution. For London, the BT GVA totalled £2.6 billion – representing 1% of the region's total. Duncan Ingram,

BT's regional director for London, said: "BT contributes some very big numbers to London's 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 London."

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