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Last month BT's super-fast broadband roll-out passed five million premises, and Openreach announced a further 66 locations

spread across the UK that between them cover nearly one million additional homes and businesses.

The Government has also revealed more areas that will receive funding as part of their pledge to bring faster broadband to rural areas. Great progress is being made, but there is still a lot to do and the full benefits of the high-speed technology can only be achieved by a partnership approach.

Economic prosperity for Yorkshire and The Humber depends on attracting successful businesses. In the modern economy, the importance of roads and railways to high-margin knowledge-based businesses is declining, while that of information highways is growing.

Super-fast broadband is having a real impact, particularly on small businesses, in our partnerships in Cornwall* and Northern

Ireland and across the whole of the UK. They say it's saving them time and money by being able to upload and send files faster, increase their home working capability and have multiple users working productively on the same internet connection.

The success of these projects demonstrates what can be achieved in even the most challenging locations when organisations work together, combining their expertise and resources. It's all about making businesses more productive and enabling them to compete on a level playing field with their city-based competitors in the UK and globally – as well as making individuals' lives easier.

Funding is available from a number of sources and there will be competition for these funds. I believe that BT is well placed to compete given our experience in rolling out networks that are both open to others and sustainable – important factors if we are all to benefit from competition and the resulting low prices. Talk to us to see how we can help.

John Anderson
BT Regional Director

*For the latest news from Superfast Cornwall please visit superfastcornwall.org

2011 sustainability report now available

BT's latest sustainability report, entitled 'Better Future, our 2011 Sustainability Review', is now available.

BT is committed to responsible and sustainable business practises, as well as being a leader in this field. The review provides an overview of our performance last year.

Highlights of the year include:

- announcing the SmartReach joint venture to deliver smart meters in Great Britain.
- reducing energy use by 2.5%, despite growing demand from new services. This is testament to our 'walking the talk' – virtualising servers, decommissioning older equipment and using efficient cooling systems.

- launching an acclaimed new procurement standard – a major step forward in encouraging low carbon innovation in our supply chain.

We also donated more cash and time in support of the community:

We invested £27.6m in projects that directly benefit society. In the financial year 2009/2010 this amounted to over £2.2m in Yorkshire and The Humber, we also have over 700 employees registered as volunteers.

The full report covers our corporate responsibility performance in far more detail, and is available for download at www.bt.com/responsiblebusiness

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177,000 more premises in Yorkshire and the Humber set for super-fast broadband

BT's super-fast broadband network is to be made available to another 177,000 homes and businesses in Yorkshire and the Humber. In addition, the number of premises across the UK able to access the high-speed technology has now passed the five million mark.

Bridlington, Brighouse, Cleckheaton, Harehills, Horsforth, Melrosegate, Skipton, Adwick Le Street, Armthorpe, Doncaster, Doncaster North, Greenhill, Intake, Rossington and Woodseats are the latest places in the region set to benefit from BT's £2.5 billion roll-out programme, with upgrades expected to be completed near the end of 2011 or in 2012. It will take the number of homes and businesses in Yorkshire and the Humber passed by the new super-fast network to more than 635,000.

BT's local network business Openreach

expects to make super-fast fibre broadband available to two-thirds of UK homes and businesses by the end of 2015. It will use a mix of fibre to the cabinet (FTTC) and fibre to the premises (FTTP) technologies – both of which offer much faster speeds than those previously available to most UK homes and businesses.

FTTC, which delivers fibre to street cabinets, currently offers download speeds of up to 40Mbps and upstream speeds up to 10Mbps. Openreach is planning to roughly double these speeds next year. FTTP meanwhile, which delivers fibre all the way to homes and businesses, will offer speeds of up to 100Mbps.

Trevor Higgins, BT's Regional Partnership Director for the Yorkshire and the Humber, said: "It's great news that more homes and businesses in the region are joining the

world's fastest growing fibre optic network. No-one understands better than BT that fast and reliable internet connections are vital for business and central to our daily lives."

We plan to bring super-fast fibre broadband to two-thirds of the UK, but this isn't the full extent of our ambition. We are determined to push beyond current commercial boundaries to work with public sector partners to reach the more challenging final third. The deployment of super-fast broadband must be a strategic economic priority for all nations and regions of the UK, and we want to play a full part in delivery.

Unlike other companies, Openreach offers access to service providers on an open, wholesale basis, supporting a competitive market. For further information on the programme, visit

www.superfast-openreach.co.uk

BT offers further major investment in region given 'right environment'



BT has called on public sector and business organisations in Yorkshire and the Humber to grasp an 'historic opportunity' for the future of the region.

John Anderson, BT Regional Director, said the company was willing to consider a further

major investment in super-fast broadband in the area, but emphasised that the full benefits of the high-speed technology would only be achieved by a partnership approach between the private and public sectors.

His appeal comes as the success of the first major super-fast broadband private and public sector partnership in the UK was announced. With Northern Ireland's Next Generation Broadband Project having been completed on time and on budget, 85% of its businesses now have access to super-fast speeds several times quicker than those previously available.

The contract with BT involved the deployment of more fibre optic cable deeper into Northern Ireland's urban districts, towns,

villages and countryside. Equipment was upgraded across 166 exchanges and new technology was introduced to increase broadband speeds to businesses.

The success of the Northern Ireland project demonstrates what can be achieved in even the most challenging locations when organisations work together, combining their expertise and resources. Yorkshire and the Humber, too, has an historic opportunity to develop a scheme which will benefit local businesses and households for decades ahead.

BT is willing to make a further major investment in the region if we can work with other organisations to create the right environment.

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Advanced copper broadband speeds to extend to most of the UK

BT plans to significantly extend the availability of advanced copper broadband speeds to around 90% of UK premises during spring 2013.

An additional 2.5 million premises will have access to speeds of up to 20Mb/s under the expansion plan, bringing the total number of premises with such access to around 22.5 million. Many customers will see their speeds roughly double as a result of the upgrade.

Rural areas in particular are set to benefit, with more than 400 of the additional 800 exchanges located in rural areas.

The deployment builds on our strong track record in making broadband available in rural areas. We have invested significant amounts installing broadband in almost every one of our 5,500 exchanges and

remains the only active operator in the vast majority of rural exchanges, despite all of them being open to other companies.

In parallel to this deployment plan, we are rolling out super-fast fibre-based broadband to two-thirds of the UK premises by the end of 2015, and are working in partnership with national, local and devolved authorities to extend it to the "final third".

We believe that both fibre and advanced copper broadband will play a critical role in increasing average broadband speeds across the country. However, we are also exploring other solutions to help bring faster speeds to the remaining 10% of premises that are beyond the reach of these services. These include alternative mobile and wireless technologies such as LTE and TV White Spaces, both of which we are currently trialling.

Openreach reveals rural 'White Space' trial

As part of BT's commitment to make super-fast broadband available to two-thirds of UK homes and businesses by the end of 2015, Openreach has revealed it has been trialling a new wireless broadband access technology in the Isle of Bute.

Working with the University of Strathclyde, BBC Research and Development, Steepest Ascent, Berg Design and Netpropagate, the business is conducting trials to see if 'white spaces' in the Ultra High Frequency (UHF) TV spectrum can be used to deliver high-speed broadband to hard-to-reach areas. The consortium is backed by funding from the government's Technology Strategy Board.

White spaces are increasingly becoming available due to the switchover to digital TV. They are essentially the unused parts of the digital TV spectrum in a specific geography. Openreach is conducting the trial to see whether white space can be used to assist homes that either receive no broadband service or a sub 2 Mb/s service due to the length of their line.

The initial results have been very promising, with the technology being tested over long distances and challenging terrain. Further tests are required however, and so live trials commenced in July with approximately a dozen end users across the island. These end users had their wireless service linked back to the exchange building at Kilchattan Bay, from where a dedicated radio link to the mainland provided broadband internet access.

Although it's early days, with the initial encouraging results, the hope is that this technology may provide an effective solution for 'not spots' and 'slow spots'.

For more information, visit the NGA information portal at www.superfast-openreach.co.uk

A year to the Games and BT's bang on target

With just under one year to go until the opening ceremony of the London 2012 Olympic Games, BT is bang on schedule to deliver the action to more than four billion people around the world.

As the official communications services partner, we are making London 2012 the most connected Games ever.

Over a three year period, BT will have installed the equivalent of a whole new town's worth of infrastructure, connecting 94 venues, the main press and broadcast centres and the athletes' village.

BT will be helping to carry every official photograph, call, text and TV image on its networks to an anticipated global audience of billions. To help make this happen, there will be more than 800 delivery staff on the ground at Games time, with another 300-plus joining the London Organising Committee of the Olympic and Paralympic Games's huge 70,000-strong team of 'Games Maker' volunteers.

BT is making London 2012 the most connected Games ever, installing over 4000km of cabling and 80,000 connections across 94 different locations, including both London 2012 competition and non-competition venues. BT is also working hard to ensure everything runs smoothly for its people and customers across the region

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One in three in region overwhelmed by communications technology

An international study, led by the University of Cambridge, has found that one in three people in Yorkshire and the Humber has felt overwhelmed by communications technology, including texting, email and social networking, to the point that they feel they need to escape it. However, some simple steps have been identified to help improve well-being and to avoid technology overwhelming family life, according to the BT-sponsored study released in July.

Despite most families seeing communications technology as a positive tool, a survey conducted as part of the study revealed that feeling overwhelmed by communications technology is similar

for adults and children, with 38% of 10 to 18-year-olds claiming to feel this way and 25 to 34-year-olds not far behind, with 34% of that age group feeling overwhelmed.

Families and individuals who had rules in place to govern communications technology usage almost universally felt positively about the impact it has on their lives.

Importantly, the research revealed that technology itself is not the problem. Compare it to food. To stay healthy, you need to eat a balanced diet. The same is true when it comes to using technology; you need to find a balance which works for you.

To help adults and children maintain a 'Balanced Communications Diet', BT has used the research to identify the 'five a day' which people might use to help them have a healthy relationship with these technologies.

The BT Balanced Communications Diet

Be aware

Before you can make any changes, you need to understand how you and your family are using technology.

Location, location, location

Think about where technology is located in the home.

Have rules

Set some boundaries about how, when and where technology is used.

Education

Be a good example: teach and demonstrate the importance of balance and safety in the way technology is used.

Find your balance

Don't be concerned by overly positive or negative hype about communications technology – every family and individual uses technology differently.

You can download a copy of BT's Balanced Communications Diet at bt.com/balance



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Seb Coe backs Yorkshire social networker to tell the London 2012 story

York-based social networker Kate Roberts is one of 100 people from across the UK specially selected through BT's Storytellers campaign to bring the London 2012 Olympic and Paralympic Games to life.

Kate joined Seb Coe and British Olympic legend Daley Thompson at St. Pancras Station in London to discuss their aim of capturing the nation's excitement in the build-up to, and during, London 2012.

Chairman of the London 2012 Organising Committee Seb Coe said: "It's fantastic that BT has capitalised on developments in communications technology and social networking to bring this group of Storytellers together from all over the UK. We want the

London 2012 Games to be everyone's Games and BT's Storytellers campaign will not only help us capture the spirit and excitement that surround London 2012 but also enable us to bring the Games to people across the UK."

BT has also launched a new website – www.bt.com/storytellers – to showcase the views, opinions and creativity of the Storytellers. The interactive features of the site will allow the public to share in the journey, bringing them even closer to both the sporting and cultural aspects of London 2012.

In addition, BT plans to highlight some of the Storytellers' creative work on London 2012 Live Sites across Britain ahead of the Games next year.

People in the region will then be able to see and hear Kate's story and support this unique journey.



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

Twenty ex-servicemen and women from Yorkshire have been recruited by BT to help deploy super-fast broadband.

They are among nearly 200 former Armed Forces personnel from around the country who Openreach, BT's local network business, took on in late spring. The recruits are part of a mobile engineering workforce, created to help deliver super-fast fibre broadband to homes and businesses across the UK.

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.

John Anderson, BT Regional Director, said: "It's fantastic that we've been able to recruit some ex-armed services personnel in Yorkshire and the Humber. 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."

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."

Look out for our InTouch CSR special on what's happening in your region.