

intouch February 2012



As we enter the Olympic year, BT is accelerating the pace of super-fast broadband roll-out. More than seven million UK

homes and businesses already have access, and we are on track to pass ten million premises by the end of this year, with more than one million of them in Yorkshire and the Humber.

Our ambitions do not stop there. We now intend to make fibre available to two-thirds of UK premises by the end of 2014 – one year ahead of our original target – in the fastest deployment of super-fast broadband anywhere in the world on this scale.

Businesses of all sizes are benefiting from the economic boost that super-fast broadband services offer, and communities will gain too. To meet our tough roll-out targets, we're creating more than 500 new engineering jobs.

The broadband landscape is changing radically in 2012, with technology developments set to transform speeds and extend the potential to provide fibre-to-the-premise (FTTP) to all fibre enabled areas. Read more about this exciting development on page 2.

Broadband infrastructure remains a key enabler for small and home-based businesses. These are an important source of our future economic growth, employing some 60% of the UK workforce. Enterprise Nation's recent report confirms that nearly 60% of small businesses view super-fast broadband as essential to their development.

We want to go faster still, to ensure the UK remains one of Europe's leading broadband nations, and we will bid for BDUK funds that are available. Our successes in Cornwall and Northern Ireland show that the partnership approach works to deliver open networks, competitive services and low prices. Talk to us to see how we can help!

John Anderson, BT Regional Director

Yorkshire and the Humber rockets to over 205,000 BT Wi-Fi hotspots

Wi-Fi users across Yorkshire and the Humber can now take advantage of more than 205,000 Wi-Fi hotspots – almost three times the number of less than two years ago.

The rapidly expanding BT network – the largest in the UK – now has more than three million UK hotspots in homes, independent businesses and city centres. Access is free to more than five million BT Broadband customers, plus users of iPads, iPhones, iTouch, Android, Samsung and BlackBerry devices and smartphones through other BT partnership agreements.

BT's rapid hotspot growth mirrors the rise in the use of smartphones, which are quickly catching up with laptops and PCs around the world as the consumer's Wi-Fi device of choice. This news is yet another example

of major investment by BT in the country's communications network. This huge growth in the number of hotspots takes flexible working from the home to wherever you need to be and brings the internet right to your fingertips.

For small businesses in Yorkshire and the Humber Wi-Fi is a great low or no-cost way of working remotely, staying in touch with customers, suppliers and staff and accessing real-time travel information quickly, from any wireless PC, tablet or smartphone.

Last year BT announced a new free mobile application that gives BT home broadband customers easy mobile access to free and unlimited Wi-Fi and includes a mapping service which is updated weekly so that customers can find their nearest hotspot. See www.bt.com/wifi/onthego for ways to get online.

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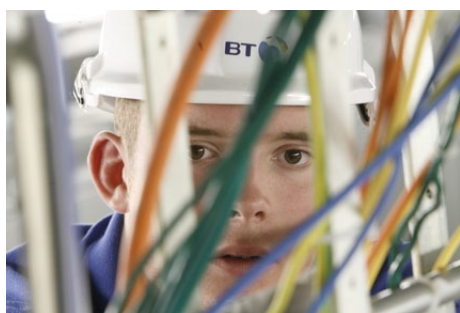
→ York leads UK with pioneering super-fast broadband trial

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Speeding up – delivering faster broadband in Yorkshire and the Humber



This year we are accelerating the roll-out of super-fast broadband, creating new jobs that directly benefit our communities. As a result of technological developments fibre-based broadband speeds are set to double this year. This, alongside our recent announcement of fibre-to-the-premises (FTTP) on demand which, following a successful trial, has the potential to make FTTP available in all fibre enabled areas, provides a service boost for new and growing businesses.

We're providing speed increases of up to 20Mbps over copper lines and a choice of speeds of up to 10Gbps on our Ethernet services. The whole faster broadband picture is changing, and coming into sharper focus.

Reaching further, faster

We're accelerating roll-out ahead of plan. Two-thirds of all UK premises are now on track to gain fibre broadband by the end of 2014, a full year ahead of our original target. We are bringing forward some £300 million of our £2.5 billion investment in commercial fibre broadband as we support the government in its ambition to have the best super-fast network in Europe by 2015.

Widespread availability of this technology will drive growth for new and expanding businesses in Yorkshire and the Humber, and please many people who are keen to experience the benefits. By the end of 2012, ten million people across the UK will have access to new services, with more than one million within Yorkshire and the Humber.

Roll out of fibre broadband is well under way in Yorkshire and the Humber with more exchanges being added to the programme and locations confirmed, which recently included Scunthorpe, Crossgates, Dringhouses, Northallerton and Keighley.

Creating new jobs

As well as building new infrastructure across Yorkshire and the Humber, getting super-fast broadband into our communities is helping to create new, high quality jobs, bringing a welcome boost to local employment.

Many of our new recruits will be ex-armed forces personnel, who bring both talent and commitment.

As we increase the pace of super-fast broadband here in Yorkshire and the Humber, we are enlarging our own engineering workforce with 30 new recruits who will be based in West and South Yorkshire. The new engineers are set to start work by the end of January, and will spend their first few weeks completing extensive training and job shadowing before 'buddying up' with experienced colleagues.

Speeding up services

The new picture is completed with radical changes to all faster broadband speeds. Our innovative fibre network features a mix of fibre-to-the-cabinet (FTTC) and FTTP technologies – both of which offer download speeds vastly superior to those previously available.

FTTC currently offers download speeds of up to 40Mbps and upload speeds of up to 10Mbps. These will roughly double during 2012, with FTTC download speeds expected to rise to up to 80Mbps, and FTTC upload rates – already the fastest in the UK – to increase to up to 20Mbps. Super-fast FTTP broadband, where fibre goes directly into individual homes and business premises, now offers speeds of up to 100Mbps, and this will rise to 300Mbps in the spring.

In addition following the successful trials of "FTTP on demand" in St Agnes, Cornwall BT has

developed a solution which allows additional fibre to be run on demand to a home or business in a FTTC enabled area, providing the customer with ultra-fast FTTP broadband. This solution is likely to be of particular appeal to our Yorkshire and the Humber small and medium sized businesses who need to send and receive large amounts of data and is great news for those who want to compete internationally. Ultra-fast broadband speeds potentially now available to a vastly larger number of homes and business in the region than was previously the case, is a major breakthrough. These speeds will also be available via all ISPs who wish to offer them via our open network. We believe that this will transform the UK broadband market from Spring of 2013 onwards.

Speed increases are also on the agenda for customers who receive broadband over copper lines. Our investment in ADSL2 means that broadband speeds of up to 20Mbps – double the previous maximum speed – will become widely available this year. Exchanges serving around 86% of Yorkshire and the Humber homes and businesses will be upgraded by Summer 2012.

In addition, we're expanding our Ethernet services, enabling medium-sized businesses and other organisations to opt for a guaranteed broadband speed over a dedicated line with speeds of up to 10Gbps.

Together, the range of new faster broadband speeds will provide a huge fillip for businesses and growth in the Yorkshire and the Humber economy. Small and medium sized firms will have access to big business speeds at much lower cost, allowing them to find new markets, boost their competitiveness and create new jobs.

This important new development will significantly improve the broadband speeds available across parts of Yorkshire and the Humber and will provide a further boost for local businesses, and homeworkers as well.

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Get IT together and give an hour

More than one in five (23%) adults in Yorkshire and the Humber have never sent an email, according to new research from BT's Get IT Together campaign. The findings were released as Gabby Logan, who fronted the campaign, encouraged people in the Yorkshire and the Humber to 'Give an Hour' to help someone send their first email – an important step to getting online.

The BT/ICM telephone poll found that, of those adults in the region, more than a quarter (28%) has used email to reconnect with someone and almost half (46%) got back in touch using Facebook. Across the UK, almost half (47%) of those who had lost touch with a close family member said they would like to reconnect with them – though only about one in ten (9%) wanted

to get back in touch with an old flame.

A lack of time and physical distance are often the cause of people losing touch. More than half (54%) of those surveyed said they had lost contact with someone because they didn't have time to keep in touch. Almost half (46%) reported losing touch because their friend or family member had moved to another part of the country, and 42% of those who had lost touch said distance prevented them reconnecting.

Around nine million people in the UK still haven't used the internet. Through our Get IT Together campaign, we are committed to helping get another 100,000 people online for the first time by the end of the London Olympic year, while enabling at least 10,000 people to become Digital Champions, to help and inspire others to use the internet. We also supported the afore-mentioned 'Give an Hour' campaign, which encouraged people to use the hour created by the clocks going back on 30 October to help someone get online.

Give an hour this winter

Here are some tips for helping someone get online:

- make it relevant – show them how exciting the internet can make their favourite pastime, be that shopping, gardening or music
- be patient – everyone learns new skills at different speeds and remember that the person you are teaching may not have grown up with computers in the same way as you did
- keep it local – a great way to make the internet seem less daunting is to focus on something local, such as bus routes or regional news
- you're in charge, not the computer – reassure the person you're teaching that it's really hard to break a computer
- set realistic goals – let your friend or relative learn at their own pace and keep sessions short and sweet
- go to www.bt.com/getittogether for more advice, tips and to show someone the basics of getting online.

Yorkshire and the Humber primary schools urged to join Communication Triathlon

Primary schools throughout Yorkshire and the Humber are being invited to sign up for the UK's first national Communication Triathlon for schools.

The project, launched by BT's local network business Openreach and children's charity I CAN, is a series of free fun events, intended to help children become good communicators.

Part of Get Set, the official London 2012 education programme, the initiative encourages children to take part in three London 2012-themed speaking and

listening activities around Thinking, Talking and Teamwork.

Designed by a team of communication and education experts, including speech and language therapists and teachers, the project incorporates a wide range of inspiring curriculum-linked communication activities that support children's school work, such as Sports Bingo, Secret Striker, Memory Relay and even a Listening Assault Course.

More than 500 schools across the UK and 16 in Yorkshire and the Humber have already registered to take part – and more are

wanted. To get your Communication Triathlon pack, go to www.communicationtriathlon.org.uk



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Smallest Yorkshire and the Humber firms plan to beat blues by increasing turnover

Most of the smallest firms in Yorkshire and the Humber are shrugging off the tough times with plans to grow their businesses over the next 12 months, according to a BT-sponsored survey.

The 2011 Small Business Report shows that 97% of Yorkshire and the Humber small businesses have ambitious plans to grow turnover, with 47% taking on staff and 48% turning to sub-contracting or outsourcing.

The report, compiled by small business support company Enterprise Nation and sponsored by BT, surveyed more than 1,220 UK micro-enterprises employing between one and five people.

Unveiling the report at the Conservative

Party Conference in Manchester, founder Emma Jones urged private and public partnerships to increase the availability of super-fast fibre broadband and affordable workspace, to create the right conditions for start-ups and growth. Significantly, nearly 60% of the firms polled declared that super-fast broadband was essential for their business.

Emma said: "The UK faces a clear opportunity to unleash its entrepreneurial spirit. We must act now to present self-employment as a viable option to the millions of people dreaming of turning an idea into a business. These businesses should be supported by products and services from the public and private sector, enabling technology and peer support from fellow owners."

Surveys and polls carried out by Enterprise

Nation over the past five years show that the main factor holding people back from becoming their own boss is lack of confidence and fear of failure – a finding repeated in this year's survey. The report also says starting a business in the UK is seen as high risk and high cost, with millions believing it to be beyond their talent and means. This idea is reinforced through TV and media coverage.

For BT, which has more than a million small business customers in the UK, the findings re-emphasise the singular importance of technology in nurturing new enterprise in Yorkshire and the Humber. The full report and survey, 'A Window of Opportunity: Small Business Report 2011', can be accessed at www.enterprisenation.com

BT helps Yorkshire and the Humber community groups get digital

Ten community groups and charities across Yorkshire and the Humber have been given the chance to help people in their community to get online and discover the incredible benefits of the internet.

BT has awarded these organisations, ranging from scout groups and pre-school groups to family and community centres, one year's free broadband through its Community Connections Award Scheme.

Since its launch in 2002, this successful initiative has helped around 610 winners in the region, often in areas of deprivation and digital exclusion, to surf the internet and engage with the online world for the first time. These have included silver surfers,

cultural groups, family support groups, arts groups and youth clubs.

The Community Connections scheme directly addresses the lack of internet access amongst community groups in the UK and is part of our Get IT Together programme, which is all about instilling confidence and empowering people to get online. Nearly 19% of people in Yorkshire and the Humber have never used the internet and so are at risk of missing out on access to vital services that are quickly moving online. This award scheme helps people to reach these critical services, which include education resources, important medical information and financial advice.

The judges, who included representatives

from Race Online 2012, AbilityNet, UK Online Centres, Common Purpose, Charity Technology Trust and Business in the Community, were impressed by the diversity of groups applying for the Community Connections award and how they intend to encourage and teach others to get online. Among the winners of the award in the region were Kidz Aware in Wakefield, Leeds Refugee Forum and the Safety First Community Training Centre in Bradford.

To find out more about the BT Community Connections awards scheme, simply call 0845 257 6792 or log on to www.bt.com.communityconnections

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Focus on North Yorkshire



Olivia Garfield is CEO of Openreach, which is part of the BT Group, has 30,000 employees, and is a multi-billion pound business. Openreach is responsible for running and providing access to the fundamental infrastructure that makes up the UK's local access network.

Liv was born and grew up in Harrogate and still has strong connections to North Yorkshire. Here, she outlines BT's plans for the area.

Some of the biggest private sector investments in my home county of North Yorkshire in recent times is underway.

Openreach is rolling out super-fast broadband in North Yorkshire, offering a huge opportunity for local businesses and households.

This high-speed technology is already available to more than 54,000 homes and businesses, with a further 85,000 premises set to 'go live' by the end of 2012.

It's a massive engineering job to route optical fibre cables from local exchanges, either to new street cabinets in a deployment known as FTTC ('fibre to the cabinet') or all the way to the home or business, known as FTTP ('fibre to the premises').

Roll-out in North Yorkshire has so far extended to 13 locations including York and Scarborough, as well as more rural towns such as Skipton and Northallerton.

This investment in the region is part of BT's £2.5 billion programme to make super-fast broadband available to two-thirds of the UK by 2014. But what about the more challenging 'final third'?

The good news is that the Government recently announced that North Yorkshire will receive around £16.4 million to support the provision of next generation broadband.

Openreach and my colleagues across BT very much want to work with public sector bodies and business organisations to reach this 'final third', which is mainly made up of rural, less populated areas where the engineering challenges and costs are considerably greater.

However, a partnership approach in which organisations combine resources and expertise can often make rolling out super-fast broadband to these more challenging areas much more viable.

Super-fast broadband will enable businesses to improve their web presence and send and receive very large files more quickly and efficiently, as well as giving them the ability to run multiple web applications at the same time. Working at home and locating offices will be more viable in rural locations, and HD video streaming and high quality video conferencing will become a normal part of day-to-day life. It will certainly play a key role in making local businesses more productive and competitive, and in evolving public services – including a host of new education and leisure opportunities.

York leads UK with pioneering super-fast broadband trial

The historic city of York will experience the fastest broadband speeds in the country thanks to a unique combination of technology from BT.

It was the first city or town in the UK where BT is delivering a mix of super-fast broadband, not only to street cabinets (FTTC) but also direct into homes and businesses (FTTP). Both technologies have now started to become available, with the approach and learning from the trial forming the basis of BT roll out for FTTP across the UK.

John Anderson, BT Regional Director, said: "This is great news for York. The support of City of York Council has been the lynchpin to the success of the trial and demonstrates exactly what can be achieved by working in collaboration with local authorities."

James Alexander, leader of City of York Council, added: "We are delighted to be actively working with both national and local providers to ensure that York is one of the best connected cities in the country. The work that BT and other providers are undertaking proves that being an historic city is no barrier to providing state of the art communications."

For further information on how you can access these technologies contact your broadband service provider.