

London



BT – Working in partnership to make a difference to local people, local business and local communities

Within each of the nine English regions and in Scotland and Wales, BT has a regional board led by a regional director and comprising representatives from across all BT lines of business. These regional boards working together with a dedicated regional manager for each area, are uniquely positioned to work in partnership with key regional and national agencies, stakeholders, businesses and community organisations to focus on the success and growth of regional economies.

The proven benefits of BT's partnership approach have gone beyond simply extending the broadband footprint to now ensuring that everybody in London takes full advantage of the digital networked economy.

For example, BT has been chosen as the Official Communications Services Partner for the London 2012 Olympic & Paralympic Games and looks forward to the capital hosting the most connected Games of all time. BT will play a crucial role in the regeneration of the Lower Lea Valley Olympic site, by investing £40m in a telecommunications network to deliver fibre throughout the Lea Valley area. In venues right across the regions, BT technology will play a crucial role in delivering the first Olympic Games to be staged in Britain since 1948.



BT is also working in partnership with East London Business Alliance (ELBA) to inspire ambitious small business owners from London's East End to have BT mentors to help them grow and bid for London Olympic Games contracts. A select number of BT people have volunteered to work with business owners over the next 12 months to act as critical business friends and sounding boards for new ideas.



Elsewhere in London, a recent report from Enterprise Nation reveals that home businesses are booming despite the current economic crisis. Across the UK, there are now 2.5million home businesses – a 16% increase on 12 months ago – with developments such as broadband playing a key role in driving growth. The BT sponsored research reveals that 82% of home business owners believe technology has been a critical or very important factor in allowing them to start and grow their business from home. This new research shows that the greatest concentration of home businesses is in London, East of England and the South East.

In order for businesses to grow and flourish communication is an essential. BT's strategy for delivering next generation broadband services nationwide has started to unfold in London, offering major benefits for homes and businesses – and playing an important role in helping the region attract and retain inward investment.

Another part of London that is flourishing is Westminster's growth as a wireless city – the UK's leading Wireless City. Oxford Circus and Trafalgar Square are the most popular places for people to keep in touch and access the web using Westminster's wireless broadband network – use of the network has increased by 150% in a five month period with thousands of people a week now regularly using it. This wireless network brings together the very latest technologies and applications for use by public services, business and people and can be accessed on the move, from a range of devices for entertainment, education and communications such as email, video & voice calls.

BT – An active player in the region

- BT directly employs over 15,400 people in London
- BT makes a financial impact of over £5.3 billion a year in the region
- BT spends over £2.2 billion with local suppliers
- BT's direct and in-kind spend on community activities in London amounted to over £2.7 million in 2007-2008
- 83 BT Community Champions received awards with a value of £19,300 for their work in the local community in 2007-2008
- Two BT Chairman's Awards worth £3,500 were made during 2008 to BT people for their outstanding commitment to community groups and organisations outside working hours
- One award of £2,500 to Age Concern groups in London promoting Silver Surfer activities
- During 2006-07 local communities in London were awarded 111 multi-media internet-ready PCs with a value of £130,300 as part of BT Community Connections scheme
- 65 nominations in London for BT Primary School Teacher of 2008 as part of BT's sponsorship of National Teaching Awards
- 365 BT people work as community volunteers in London and a further 73 are school governors

London



Investing in London

London is up to speed with broadband

High speed broadband access to the internet has transformed lives with more than 99% of homes and businesses in the UK having access to broadband. Indeed, BT has brought ADSL broadband to every exchange in London.

Super-fast Broadband (NGA)

A £1.5 billion pound BT plan to roll out fibre-based broadband will result in a range of speeds up to 100Mb/s becoming available to up to 10 million UK homes by 2012. And it will be those areas showing the greatest eagerness to use the new services which will benefit first. BT is working closely with the London Development Agency (LDA) and other public sector bodies in the region to grasp this opportunity. It will focus investment in places where there is a strong public sector interest in partnering with BT and using the new services.

The investment - the largest of its kind ever seen in the UK - forms part of BT's wider strategy of delivering next generation broadband services nationwide. Much of the UK is already set to receive advanced new copper-based broadband services of up to 24 Mb/s - up to three times the headline speeds currently available for most homes and businesses. This is a big opportunity for London, with urban and rural areas alike benefiting from this latest investment.

21st Century Network (21CN)

BT's network transformation project 21CN is set to have a significant impact on London. BT is putting the UK at the cutting edge of innovation and providing industry with a real competitive advantage through a multi-billion pound investment in the world's most radical next generation IT network.

In London this means the migration of over 3.5 million customer lines to provide increased customer choice and control of a new generation of converged communications services.

BT's investment in 21CN in London will underpin the delivery of the London Development Agency's (LDA) strategic objectives, stimulating growth and innovation in technology, knowledge-based industries and international trade. Visit www.btplc.com/21cn for more information.

Corporate & Social Responsibility - Helping people locally

Last year BT invested more than £22.3 million in activities with a communications focus in communities across the UK. BT's direct spend on its corporate and social responsibility (CSR) activity in London in 2006-07 was over £1.2 million and in-kind contributions amounted to over £1.4 million.

BT believes it has a responsibility to champion the role of improved communications for all sections of society. BT's social investment is firmly based around areas where it can use its expertise and technology to make the biggest impact possible.

The BT Community Connections scheme offers opportunities to people in the region to enhance their communications skills and actively engage in society rather than watching from the sidelines as information and opportunities pass them by. For example, the Walthamstow Toy Library and Play Centre now have an internet-ready computer and broadband access thanks to a BT Community Connections award. Not only does the internet enable the children and the play workers to access a wealth of educational software but they are also able to source additional online parenting skills information. The new computer will also bring the Toy Library right up-to-date and become an integral part of the service.

Digital Inclusion

Access to ICT can improve people's lives, opening doors to education, jobs, entertainment and personal contacts but there are some people in the region that for one reason or another have neither the opportunity nor the necessary skills to use technology.

BT's digital inclusion campaign demonstrates how communications can help improve society. Ally Addaway from Ashford, Middlesex, is one of the first people in the UK to take part in BT's 'Crossing the Divide' project, intended to help internet novices take their first steps 'online'. Ally, a 34-year-old entrepreneur, has conquered her fears and crossed the 'digital divide'. She has now begun surfing the net, emailing friends and family and is even planning her own website.

Nearly one in three people in the UK do not use the internet and research shows that fear is often the main reason why these people miss out on a whole range of potential opportunities only available online.

Another recent partnership kicked off with the football foundation. Communicating for Success (CfS) is an initiative aimed at using the power of football to assist with tackling digital exclusion and improving communication skills in the UK. Participants across the region will have the opportunity to improve IT literacy skills and raise educational attainment, while also being encouraged to take part in football and sport through playing, training and coaching. BT and the Football Foundation are each making an initial first-year investment of £500,000 in the scheme. In the first year, the CfS programme will work through a number of hubs based across the country - in London the hub will initially be at West Ham and will be supported by local volunteers from BT, as well as teaching staff and coaches.

In BT we are committed to making a difference and we will continue to commit to contribute positively to society to help create a better and more sustainable future for London and the rest of the UK.

If you would like to find out more about what BT is doing in London, visit

<http://www.bt.com/btregions>.