

Yorkshire & The Humber



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 the region takes full advantage of the digital networked economy. For example, Rotherham Metropolitan Borough Council is working with BT to deliver its e-government strategy and achieve its vision of making the district a prosperous, inclusive and attractive borough where people choose to live, learn and work. Using BT's business transformation and technology integration expertise, the citizen is placed at the centre of service delivery.

Other Local Authorities in the region are also working with BT to review their strategies relative to the need to keep pace with modern working practices. Advances in technology, coupled with a workforce and management desire to adopt a flexible working culture, means that many original practices and HR policies require updating. Having undergone a similar business transition over the course of ten years, BT is well placed to help.

In the Yorkshire & The Humber region a Flexible Working Group was launched in May 2008 to encourage and support local employers to adopt flexible working practices and influence regional strategies and planning to ensure the region secures its position as a lead

location for attracting and retaining a flexible workforce. The forum has representation from a number of regional organisations such as the West Yorkshire Employer Coalition and Leeds Chamber of Commerce.

BT – An active player in the region

- BT directly employs over 7,700 people in Yorkshire & The Humber
- BT makes a financial impact of over £564 million a year in the region
- BT spends over £124 million a year with local suppliers
- BT's direct and in-kind spend on community activities in the region amounted to over £1.8 million in 2007-2008
- 22 BT Community Champions received awards with a value of £5,640 for their work in the local community in 2007-2008
- During 2006-07 local communities in the region were awarded 110 multi-media internet-ready PCs with a value of £129,000 as part of the BT Community Connections scheme
- 21 nominations in the region for the BT Primary School Teacher of the Year 2008 as part of BT's sponsorship of National Teaching Awards
- 139 BT people work as community volunteers in the region and a further 50 are school governors

Investing in Yorkshire & The Humber

Yorkshire & The Humber 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, working in partnership with Yorkshire Forward (the Regional Development Agency) and the Regional Business Link organisations, BT has brought ADSL broadband to every exchange in Yorkshire & The Humber. BT continues to work in partnership to make sure that as many businesses and individuals as possible take-up high speed internet access.

Super-fast Broadband

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 Yorkshire Forward 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 the region, with urban and rural areas alike benefiting for this latest investment.

Yorkshire & The Humber



21st Century Network (21CN)

BT's recently announced network transformation project 21CN is set to have a significant impact on Yorkshire & The Humber. 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 Yorkshire & The Humber this means the migration of nearly 2 million customer lines to provide increased customer choice and control of a new generation of converged communications services. BT's investment in 21CN in the region will underpin the delivery of Yorkshire Forward's 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

BT has invested more than £20 million in activities with a communications focus in communities across the UK. BT's direct spend on this corporate and social responsibility (CSR) activity in Yorkshire & The Humber was over £880,000 and in-kind contributions amounted to over £960,000 in 2006-07.

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 Schools Awards and BT Community Connections offer opportunities for 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, Shaw Lane Community Sports Association in Barnsley has been lucky enough to receive its computer due to the extent of facilities and activities it offers to young people in Barnsley. The BT Community Connections computer has been dedicated to the junior section of the sports association, which previously had limited access to computer facilities.



Shaw Lane Community Sports Association, Barnsley

Digital inclusion

Access to information and communications technology (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 set up Internet Rangers in 2003 with the aim of helping to bridge the digital divide in the UK by encouraging children to pass on their knowledge of the internet, to others particularly adults.

Further information can be found at www.btinternetrangers.co.uk

Wroot Travis Charity Church of England School has just 21 pupils, including three nursery pupils and is the smallest school in North Lincolnshire. The children invited their family members for an internet lesson at the school. North Lincolnshire Council's Digital Inclusion Unit and Extended Schools organised the event to enable the children to prove that you are never too old to learn a new skill and never too young to teach one. Parents and grandparents were taught a variety of skills from how to use a mouse to how to use search engines to find information on a subject of interest.



Bradford I-recruitment Project

I-recruitment is a pioneering regional scheme to encourage more people from ethnic minorities in and around Bradford to apply for posts as apprentice engineers. The Bradford launch marked the start of project which may be rolled out to other cities across the UK and could potentially be replicated by other large employers. The project was supported and funded by the regional development agency Yorkshire Forward and Bradford Fair Cities.

If you would like to find out more about what BT is doing in Yorkshire & The Humber, visit

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