

## New technology from BT helps tackle broadband not-spots in Scotland

An innovative solution for limiting not-spots has been trialled successfully in the Highlands and is set to be piloted throughout the UK.



Broadband Enabling Technology (BET), is a new fixed-line solution for delivering broadband to a proportion of homes that are too far from their local exchange to support a broadband service.

The technology is capable of delivering a stable broadband service over lines that are up to 12km away from the exchange – more than double the current 5km reach for broadband.

Initial trials of the technology in Inverness and Dingwall have been very successful, with lines of between 7km

and 12km running stable 1Mb/s services. Where a second copper line is available, lines have been bonded together to provide a 2Mb/s service.

If there is funding to help meet the additional costs involved in deploying the technology, BET could offer a reliable and cost-effective solution to assist the UK Government's ambition of delivering a minimum 2Mb/s service to virtually all UK homes.

The BET equipment for the pilot is being installed by Openreach – the part of BT

responsible for deploying the technology – free of charge and the service is available to UK communications providers on a fair and equal basis.

Openreach will be contacting selected customers in each area to invite them to sign up to the pilot. Participating customers will then need to pay their chosen communications provider for their broadband service, as with a standard broadband arrangement.

Bob Downes, director of Openreach in Scotland, said: "Scotland has a great record for pioneering successful broadband technologies and we're really excited about the potential of BET to extend broadband to the remaining not-spots. Thanks to BT's past investment, the UK already boasts world leading broadband availability. "We're keen to work with local and regional authorities and other bodies with funding to discuss how the technology can be rolled out to their areas."

Enterprise Minister Jim Mather said: "I welcome BT's new technology and hope it can effectively contribute to the ambition for universal service commitment of broadband for all households by 2012. I also hope that it will complement our own Broadband Reach Project, which successfully completed in May this year and is already delivering a basic broadband service to over 2,100 broadband not-spots in Scotland."

### Case studies

**Jonathan Skinner, 42, is a computer engineer by day and avid gamer by night. He is currently trialling 2Mb/s running from his home which is about 11 km from the local exchange in Dingwall.**

- He describes his experience of BET as "brilliant" and BT will have to break down the door of his home to take it away.
- Jonathan added: "I fully understand the commercial realities of delivering broadband to rural areas but can't thank BT enough for bringing us a solution which cannot be commercially viable for them."

**Gerry and Christine are professional therapists who operate their business – Lifelines – from their home in Conon Bridge.**

- They live about four miles up a single track road so it isn't always accessible, particularly in winter, but their broadband helps them keep connected with their customers.
- "Before, we had dial-up broadband and it would take three-quarters-of-an-hour to download a picture. In fact, we just gave up," he added.

## Raising Scotland's productivity through better use of ICT

**One of Scotland's main challenges coming out of the economic downturn is to raise its productivity to the same level as the UK by 2011 and match the productivity of other small independent European countries by 2017.**

The ICT Forum – of which BT Global Services is a founding member – recommends that Scotland develops a long term vision for Information and Communication Technology (ICT) with top level Government sponsorship. ICT is at the heart of every industry and recent studies have shown that better exploitation of ICT accounts for approximately half of the growth in productivity in Europe.

More than 105,000 people work in ICT in Scotland and average earnings are second only to the oil and gas industry, yet the number of Scots studying maths, computing science or engineering and technology declined by 50% between 2001 and 2006. This decline was further exacerbated by the fact that the percentage of ICT graduates entering ICT jobs nearly halved over the same period. Unfortunately these trends are continuing.

Martin Southern, Principal Consultant at BT Global Services, said: "Now is the time to act. Scotland can no longer afford to do more of the same. The current decline of manufacturing and financial services industries means Scotland needs to redouble efforts to improve our historically low productivity. Additionally, with approximately 12 per cent public spending cuts in the offing, the time to invest is now. If Scotland doesn't act now, we run the risk of being rapidly overtaken by emerging nations like Estonia who are unencumbered by legacy ICT technology and legacy perceptions of ICT."

## BT speeds up delivery of super-fast broadband in Glasgow

**Glasgow is set to become one of the first cities in the UK to benefit from super-fast broadband under plans announced today by BT to accelerate the technology programme.**

More than 15,500 homes and businesses in the Hillington, Cardonald and Crookston areas of the city will be able to benefit as BT's local network business, Openreach ploughs extra resource into bringing forward the planned switch on date to the autumn – months ahead of the 2010 schedule.

Bob Downes, Openreach director for Scotland, said: "The race to get super-fast broadband into Glasgow is well and truly underway. The accelerator is flat to the floor.

"We couldn't have made this a reality without the co-operation and commitment from Glasgow City Council who have supported us all along the road and totally grasped the importance and business potential this can deliver for the city."

The technology used will support super-fast broadband with speeds of up to 40mb/s, potentially rising to 60Mbps in the future. Initial upstream speeds of between 5 and 10Mbit/s rising to 15Mb/s – the highest in the UK – will also be offered, allowing customers to post videos, experience video conferencing and interactive gaming in high-definition (HD).

Councillor Steven Purcell, Leader of Glasgow City Council, said: "The acceleration of super-fast broadband delivery into areas of Glasgow is welcome news.

"With many businesses reliant on being able to send, receive and manage huge quantities of data and information on a daily basis a robust and modern communications infrastructure is an essential component to the city's economic success and competitiveness.

The plan is the first chapter in BT's longer-term programme to make fibre broadband available to 40 per cent of the UK – or some 10 million homes – by 2012. The company has pledged to spend £1.5 billion – the UK's biggest single commercial investment in fibre broadband – on this programme.

Work is also underway in Edinburgh's Craiglockhart, Corstorphine, Stockbridge and New Town areas and in the west, Giffnock, Bridgeton, a key location in the Clyde Gateway Regeneration project and the 2014 Commonwealth Games, along with Kelvingrove, taking in Glasgow University, the hospitals and art gallery.



## Rate cut petition tops 100k

The online petition backing the campaign to bring down the cost of mobile termination rates now has attracted 101,466 signatories since the campaign was launched on 20 May.

The petition will be submitted to Ofcom in October to demonstrate the level of public support the campaign has driven.

BT Retail consumer managing director John Petter said: "To have over 100,000 people sign our petition really shows that the British public has had enough of high mobile termination rates (MTRs).

"There is now widespread agreement that cutting termination rates to around a penny or less will give customers the lower prices and unlimited call packages they want.

The petition remains open, and people can continue making their feelings known by signing up at [www.terminatetherate.org](http://www.terminatetherate.org)

## World's largest companies need to double the pace of CO2 reduction to avoid dangerous climate change, according to new report

Based on current reduction targets, the world's largest companies are on track to reach the scientifically-recommended level of greenhouse gas cuts by 2089 – 39 years too late to avoid dangerous climate change, reveals a research report – The Carbon Chasm – released by the Carbon Disclosure Project (CDP).

The research was conducted by the Carbon Disclosure Project, based on data reported to CDP in 2008\*, and supported by BT, to analyse how the world's largest 100 companies currently set greenhouse gas emissions reduction targets and whether they are sufficient to combat long term climate change.

BT's Chief Sustainability Officer Chris Tuppen commented: "Most large companies now measure their carbon footprint and many have set carbon reduction targets. But how many of those targets are actually in line with the required reductions to prevent dangerous climate change? The research highlights a significant gap between what is needed from the corporate sector and what's currently promised."

Businesses cite various motivations for setting emissions reductions targets including identifying inefficiencies in corporate operations to achieve cost savings and stimulate innovation; minimising GHG associated risks whilst preparing for potential future regulation; and achieving competitive advantage. However, as motivations are largely driven by market forces rather than scientific recommendations, Global 100 targets often fail to deliver the required cuts.

The report highlights some recommendations to close the current carbon chasm:

- Every company should set a CO<sub>2</sub>-e reduction target.
- Targets must have clear baseline and target years.
- Governments need to agree clear medium and long-term reduction goals in Copenhagen to provide a framework for business to set required targets.
- Company targets should reflect the IPCC scientific recommendations and whilst absolute targets are preferred for clarity, aggressive intensity targets can also deliver.

## BT announces expansion of 'adopt a kiosk' scheme in Scotland

**BT has expanded its successful UK payphone adoption scheme to Scotland.**

The communications company is writing to local authorities across Scotland inviting them to consult with their local communities on the possibility of kiosk adoptions. Further details and an application form are available on the BT Payphones website at <http://www.payphones.bt.com>

BT has also launched a national competition for the most innovative use of an adopted kiosk with a first prize of £5,000 and regional prizes of £1,000. Across the UK some of the 350 kiosks already adopted are being put to unusual uses, such as an art gallery.

For only £1, BT will remove the telephony and hand over ownership of the kiosks to the local authority.

John Lumb, general manager for BT Payphones, said: "The Adopt a Kiosk scheme has proved a great success. Councils across the UK have taken the opportunity to become the owners of traditional red kiosks no longer needed as working payphones, but which have an iconic place in the local community.

"Initially, the adoption scheme was aimed specifically at those red kiosks in last year's payphone removal programme. This expansion offers the benefits of the scheme to community councils with any red kiosks used only rarely or not at all. In Scotland, we believe there are more than 600 red kiosks which are potentially suitable for adoption."

## Office top summer holiday destination for Scots

**Almost one in seven Scots have chosen to give up a week of their annual holidays and some say it's because they are worried they won't have a job to return to, according to new research from BT Business.**

Workers who fear being out of contact with the office and are poorly equipped for remote working will be spending an average of seven days of their holiday leave at their desks as the financial crisis continues to take hold. The findings reveal employees are giving up the equivalent of a quarter of their annual leave, according to the government's legal minimum holiday entitlement, putting an extra £800 million into the economy this year.

"People sandwiched between the demands of the office and home are lacking the business tools to help them cope," said Bill Murphy, managing director, BT Business.

"Companies that are adopting smarter working are seeing the positive impact on their staff motivation. Cancelling summer breaks will not only have a catastrophic effect on employee wellbeing but can also impact their productivity and therefore a company's overall output."

A culture of "presenteeism" whereby an employee works beyond the expected hours and juggling a heavy workload are equally the main drivers for staff selecting destination "the office".

Respondents are clear though on what bosses can do to help improve their working experience – more than two-thirds of employees (66 per cent) stated that their working situation could be improved if they had the right technology to do their job and the option to work from home.

## 40 community groups in Scotland get online with BT

**BT has announced that 40 community and voluntary groups in Scotland have been awarded a laptop and a year's broadband internet connection. Applications nearly doubled from last year for the popular BT Community Connections scheme.**

The awards will enable the successful community organisations to get online and experience the benefits of the internet, helping them develop their skills and encourage their members to support each other in their own digital journeys.

James McClafferty, BT senior regional manager and chair of the Scottish judging panel said: "It is great to see such a range of applications from so many different community groups throughout the region. The awards will help these community groups take full advantage of the tremendous opportunities offered by the internet."

Organisations and services in Scotland benefiting from this BT scheme include Angus Women's Aid, Samaritans of Dunfermline, Start-Up Stirling and the Scottish Wheelchair Bowlers Association.

Competition for the awards is high and more than 2,300 different groups from around the country applied for an award in this round. The Scottish judging panel which assessed each group's application was made up of professional people from Innovation Digital and various consultancies. In particular, judges were keen to find out how the laptop and internet connectivity would benefit the group and how these benefits would be shared throughout the local community – for example, whether the laptop would allow access to training, job applications or even the ability to interact with similar groups in the community or across the globe.

## Happy campers to get BT Wi-Fi

**Campers fighting the fearsome midge or sheltering from the dreich weather now have a ray of sunshine – they can get wireless broadband access from their tent or caravan.**

BT Openzone now provides Wi-Fi access at a number of popular Scottish holiday sites. More than a dozen sites in the Highlands, around Loch Lomond and in the Borders are among the UK holiday and leisure parks and Camping and Caravanning Club sites, through a new partnership with Wicoms.

The service is available at Camping and Caravanning Club sites in Achnasheen, Culzean Castle, Dingwall, Dunbar, Jedburgh, Lauder, Loch Lomond, Luss, Moffat, Nairn, Oban, Scone and Skye.

The service is inclusive/at no extra cost for 4.8 million BT broadband customers with inclusive BT FON Wi-Fi minutes, BT Openzone subscribers, plus O2 iPhone and mobile broadband users with inclusive Wi-Fi minutes in their contracts. Other users can buy a BT Openzone voucher online at [www.btopenzone.com](http://www.btopenzone.com), with access from as little as ½p per minute.

Simon Davies, chief technology officer, Wicoms, said: "Lots of Brits have stayed in the UK rather than head overseas this year. Families tell us that holiday sites are another location where they want to get online. Teenagers and gadget addicts are set to be heavy users."

BT is seeing huge demand for Wi-Fi in the leisure and hospitality sector. Customers can also connect at more than 400,000 residential and commercial hotspots in the UK and Ireland including BAA airports, BA lounges, Cafe Nero, Hilton, Thistle and Ramada Jarvis hotels and Starbucks coffee stores.



## 'Everybody Online – Caithness', launched at Caithness Horizons, Thurso

**The project aims to allow locals who have never had the chance to use the internet the opportunity to discover what it can do.**

Funded by Highlands and Islands Enterprise (HIE), with the support of BT Scotland, Everybody Online – Caithness is run by a national charity 'Citizens Online' and aims to use technology to help communities counter social disadvantage.

Shona Macdonald, Project Officer based at the Community Learning Offices in Thurso, commented:

"The Everybody Online Caithness project started in May 2009 and to date it has been going really well. I have had the opportunity to work with numerous local organisations and the project has been very well received. I am looking forward to developing the project and working in partnership with many more agencies to increase the awareness of the benefits of IT and the internet."

Brendan Dick, Director of BT Scotland, said: "This project is unique because it encourages people who wouldn't otherwise see the benefits, or indeed have access to the new technologies, to get involved. People need support to show them how to use it and to realise the benefits it can bring to their lives. Technology is having an ever-increasing impact on our lives and it's vital that all members of the community have access to the digital world. BT is committed and pleased to be part of this exciting project to help local people get online and to open up a whole new world of opportunities in all areas of their lives."