

Assembly Briefing **BT**

No 8 · September 2004 · An update of BT's work in Wales

Sir Christopher Bland welcomes new appointments

Cardiff's International Arena played host to BT's annual general meeting in July. With around 67,000 shareholders in Wales, Cardiff was chosen for its excellent transport links and first class communications facilities.

During the AGM Sir Christopher Bland, BT's Chairman welcomed two new appointments to BT Wales.

Ann Beynon BT's National Manager for Wales has been promoted to the position of Director Wales and Alun Thomas, has been appointed as BT's first Welsh Language Policy Officer.

Alun, a Welsh speaker, had previously worked in Business Sales within BT and brings a wealth of customer facing experience to the brand new role of Welsh Language Policy Officer.



Ann Beynon – promoted to BT Director Wales at the AGM held in Cardiff in July



Alun Thomas – now promoted to be BT Cymru's first Welsh Language Policy Officer

The creation of the post has already been welcomed by the Welsh Language Board and Minister for Culture, Alun Pugh AM. Both appointments reinforce BT's commitment to Wales and the Welsh language, and will ensure that BT continues its focus on delivering to customers and communities throughout Wales.

Alun Pugh realises true potential of broadband



Joining Alun at his home were BT Wales' Head of Policy and Communication, Owen Evans and the North Wales representative from the Wales Assembly Government's Broadband Task Force, Ffion Angharad.

Around 61,000 more Welsh homes will soon be potentially within reach of broadband thanks to BT's announcement that it has removed distance related limits for its most popular broadband services.

From the first week in September the reach limit for

the 512kb/sec ADSL services was removed and the range for 1Mb/sec premium services was increased from 4km to approximately 6km. This means that 1Mb/sec ADSL will be available to 96 per cent of homes and businesses once BT has completed its exchange enablement programme next summer, up from around 85% at the moment.

The news that the gaps in BT's broadband Britain jigsaw are getting smaller and smaller was greeted enthusiastically by Assembly Member Alun Pugh.

Alun was recently the first person in his home village of Gellifor, near Rhuthin to receive broadband. The ministerial link up came about following the enablement of the Llanddyrnog exchange.

As the first AM to launch his own website and he was keen to sign up to be the exchange's first broadband user. He was enthusiastic about the benefits that broadband can bring to rural communities including being able to research and shop over the internet.

Alun welcomed the fact that broadband is becoming a reality for users throughout Wales and with BT's linelength announcement broadband will be available for over 98 per cent of the Welsh population by the end of summer 2005 making Wales one of the most broadband enabled countries in Europe.

Buzzwords

ADSL – Asymmetric Digital Subscriber Line, a data communications technology that enables faster data transmission over copper telephone lines than a conventional modem can provide.

BT Community Connections Awards up for grabs



Do you know of a community or voluntary group that could use an internet-ready PC and internet connection?

That's the prize on offer from BT under their Community Connections award scheme. Now in its third year more than 3,400 groups and an estimated 85,000 people have benefited from the scheme across the UK.

The scheme is open to groups or individuals who can show how an award would benefit its community or voluntary group.

Each award package is worth around £1,300 and consists of an NEC multi-media PC, one year's free internet connection through BT Yahoo! Anytime and software provided

by Microsoft Community Affairs including Microsoft® Office.

One recent lucky Welsh winner was MEWN – the Minority Ethnic Women's Network – based in Swansea. MEWN aims to empower women from black and ethnic minority backgrounds to develop their own initiatives and participate fully in community life.

Using their award the women have set up a drop-in service and training unit. Women and girls at the centre have learnt to use packages such as Word and Excel and now access the internet to email their family and friends.

Details of the award scheme and how to enter can be found by logging on to www.btcommunityconnections.com

So if you know of a community group that could do with an ICT boost, go on, pass it on!

Broadband found to be a key educational tool

A study carried out on behalf of BT has found that broadband is playing a major role in the education of the UK's children.

An in-depth survey carried out by the Future Foundation has revealed that two thirds of children with broadband access are spending more time using the internet for academic purposes.

Almost all the children in the study used broadband to help them with their homework and over half felt that their schoolwork would suffer without it.

And it's not only children who think that

the latest technology can help them with their studies. The survey revealed that three quarters of parents also felt that their children had benefited.

Education is expected to be a core reason for broadband uptake among UK families over the next year.

The UK government has recently met its target of 100% of UK schools having computer access. Wales is already seen as a leader in the area of broadband and education thanks to the Wales Assembly Government's vision through the Lifelong Learning network.

BT to promote broadband to tourism industry

BT has joined forces with the Wales Tourist Board to raise awareness and promote the benefits of broadband to the tourism business in Wales.

Tourism businesses which already use broadband have reported increased sales and productivity as well as cost savings.

BT representatives will attend a series of roadshows throughout Wales in early 2005 to conduct presentations and provide the tourism industry with information on broadband.

Pierre Danon, BT's Chief Executive said, 'Tourism is a major contributor to the Welsh economy. We are delighted to be working with the Wales Tourist Board to highlight the benefits of broadband to the industry'.

John Kingsford WTB Commercial Director, said, 'This partnership is an excellent example of the public and private sector working together



BT's Retail Chief Executive Pierre Danon meets John Carter, Managing Director of EMS (left) and John Kingsford of the WTB

to deliver real results for the tourism industry in Wales'.

Tourism businesses in Wales who purchase BT broadband via the Wales Tourist Board will also qualify for a one month free connection offer worth £25.00.

Diary dates



24 September – Opportunity Wales broadband breakfast in Beaumaris, Anglesey



28 October – Opportunity Wales broadband breakfast in Rhondda Heritage Park, Porth



23 November – The Future of Broadband Communications in Wales – A one-day IWA conference to review the development of broadband communications in Wales at Llancaich Fawr Manor, near Caerphilly



8 December – BT Talking Business Event – your opportunity to see the latest range of BT products and services at Swansea Marriott Hotel

For further details on any of these events please contact bt.wales.cymru@bt.com

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Syr Christopher Bland yn croesawu penodiadau newydd

Cynhaliwyd cyfarfod cyffredinol blynyddol BT yn Arena Ryngwladol Caerdydd ym mis Gorffennaf. Gydag oddeutu 67,000 cyfranddaliwr yng Nghymru, dewiswyd y brifddinas oherwydd ei chysylltiadau trafniadaeth gwych a chyfleusterau cyfathrebu o'r radd flaenaf.

Yn ystod y Cyfarfod croesawodd cadeirydd BT, Syr Christopher Bland, ddau benodiad newydd gan BT Cymru. Dyrchafwyd Ann Beynon rheolwraig cenedlaethol Cymru BT i swydd Cyfarwyddwraig Cymru a phenodwyd Alun Thomas yn swyddog polisi iaith Gymraeg cyntaf BT.

Cyn dechrau ei swydd newydd, roedd Alun yn gweithio'n adran gwerthiant busnes BT, felly mae'n dwyn profiad helaeth o drafod cwsmeriaid i'w rôl newydd sbon.

Mae'r Bwrdd iaith a'r gweinidog diwylliant Alun Pugh AC



Ann Beynon – cyfarwyddwraig Cymru newydd BT



Alun Thomas – swyddog polisi iaith Gymraeg cyntaf BT

eisoes wedi croesawu sefydlu'r swydd newydd. Mae'r ddau benodiad yn cadarnhau ymrwymiad BT i Gymru a'r iaith, a byddant yn galluogi'r cwmni i barhau i ganolbwyntio ar ddarparu gwasanaeth o'r safon uchaf ar gyfer cwsmeriaid a chymunedau drwy Gymru.

Alun Pugh yn profi potensial band llydan



Alun gartref gyda phennaeth polisi & cyfathrebu BT Cymru, Owen Evans, a chynrychiolydd y gogledd Tasglu Band Llydan Llywodraeth y Cynulliad, Ffion Angharad.

Cyn bo hir bydd oddeutu 61,000 cartref ychwanegol yng Nghymru o fewn cyrraedd band llydan yn dilyn cyhoeddiad BT ei fod wedi dileu terfynau pellter ar ei wasanaethau band llydan mwyaf poblogaidd.

Ar ddechrau Medi dilëwyd terfyn pellter gwasanaethau ADSL 512kb/eiliad a chynyddwyd cyrraedd gwasanaethau premiwm 1Mb/eiliad o 4 cilomder i o gwmpas 6 cilomder. O ganlyniad, bydd ADSL 1Mb/eiliad ar gael i 96% o gartrefi a busnesau pan fydd BT wedi cwblhau ei raglen i ddiweddarau cyfnewidfydd erbyn haf nesaf, sy'n cymharu â thua 85% ar hyn o bryd.

Croesawyd y newyddion fod y bylchau yn jig-so band llydan Prydain BT yn lleihau gan Alun Pugh AC. Yn ddiweddar, Alun oedd y person cyntaf ym mhentref Gellifor, ger Rhuthun i gael band llydan wedi i BT ddiweddarau cyfnewidfa Llandyrnog.

Fel yr Aelod Cynulliad cyntaf i sefydlu gwefan ei hun, roedd yn awyddus i gofrestru fel cwsmer band llydan cyntaf y gyfnewidfa leol. Mae'n frwdfrydig am fuddion band llydan i gymunedau gwledig, yn cynnwys y gallu i wneud gwaith ymchwil a siopa ar-lein.

Croesawodd Alun y ffaith fod band llydan yn dod yn realiti i bobl drwy Gymru yn dilyn cyhoeddiad BT ei fod am ymestyn cyrraedd band llydan er mwyn ei gynnig i dros 98% o'r boblogaeth erbyn diwedd haf 2005, gan wneud Cymru yn un o'r gwledydd gyda'r rhwydwaith band llydan mwyaf cynhwysfawr yn Ewrop.

Geiriadur

ADSL (Asymmetric Digital Subscriber Line), technoleg cyfathrebu data sy'n caniatáu trosglwyddo data yn gyflymach na modemaau safonol dros linellau copr.

Gwobrau Cysylltiadau Cymunedol BT



Oes yna grŵp cymunedol neu wirfoddol yn eich ardal a allai wneud defnydd effeithiol o gyfrifiadur a chysylltiad rhyngwyrdd?

Dyna'r wobr mae BT yn cynnig o dan ei gynllun Gwobrau Cymunedol. Dyma drydedd flwyddyn y gwobrau hyn ac maent eisoes wedi cefnogi dros 3,400 grŵp ac oddeutu 85,000 person ar draws y Deyrnas Unedig.

Mae'r cynllun yn agored i grwpiau neu unigolion sy'n gallu profi byddai eu grŵp cymunedol neu wirfoddol yn elwa o gael cyfrifiadur a chysylltiad rhyngwyrdd.

Mae pob gwobr yn werth tua £1,300 ac yn cynnwys cyfrifiadur aml-gyfrwng NEC, cysylltiad rhyngwyrdd 12 mis BT YahooAnytime am ddim, a meddalwedd gan adran Materion

Cymunedol Microsoft yn cynnwys Microsoft® Office.

Un enillydd Cymreig diweddar oedd MEWN – rhwydwaith menywod lleiafrifoedd ethnig – Abertawe. Nod MEWN yw galluogi menywod o leiafrifoedd ethnig a du i ddatblygu mentrau eu hunain a chwarae rhan amlwg ym mywyd y gymuned.

Mae'r menywod wedi defnyddio eu gwobr i sefydlu man cyfarfod ac uned hyfforddi. Mae amryw aelodau o'r ganolfan wedi dysgu i ddefnyddio pecynnau megis Word ac Excel ac yn awr yn gallu defnyddio'r rhyngwyrdd i gysylltu â ffrindiau a'u teuluoedd.

Am fanylion y cynllun gwobrau ewch i www.btcommunityconnections.com

Felly, os yn adnabod grŵp cymunedol a allai wneud defnydd o gyfrifiadur a chysylltiad rhyngwyrdd, rhowch wybod!

Band llydan yn arf addysg allweddol

Dengys astudiaeth ar ran BT fod band llydan yn chwarae rôl sylweddol mewn addysg plant y Deyrnas Unedig.

Datgelodd yr arolwg manwl gan Future Foundation fod dwy ran o dair o blant gyda chysylltiad band llydan yn treulio mwy o amser ar y rhyngwyrdd at ddibenion academiaidd. Roedd bron pob plentyn a holwyd yn defnyddio band llydan i'w helpu gyda gwaith cartref a dros hanner yn teimlo byddai eu gwaith ysgol yn dioddef hebdo.

Ac nid y plant yw'r unig rai sy'n meddwl fod y dechnoleg ddiweddaraf yn eu helpu i astudio,

gan fod tri chwarter o rieni hefyd yn teimlo fod eu plant wedi elwa.

Rhagwelir mai addysg fydd y prif reswm yn cymell teuluoedd i gael cysylltiad band llydan dros y flwyddyn nesaf.

Yn ddiweddar, cyfarfu llywodraeth y Deyrnas Unedig â'r targed o drefnu cysylltiad rhyngwyrdd ar gyfer 100% o ysgolion y wlad. Mae Cymru eisoes yn dangos y ffordd ym maes band llydan ac addysg, yn dilyn gweithredu gweledigaeth Llywodraeth y Cynulliad drwy'r rhwydwaith dysgu am oes.

Hyrwyddo band llydan o fewn y diwydiant twristiaeth

Mae BT wedi ymuno â'r Bwrdd Croeso i godi ymwybyddiaeth o fand llydan a hyrwyddo'r buddion i fusnesau twristiaeth drwy Gymru.

Mae busnesau twristiaeth sydd eisoes yn defnyddio band llydan wedi gweld cynnydd yn eu cynnyrch a busnes ynghyd ag arbed arian.

Bydd cynrychiolwyr BT yn mynychu cyfres o sioeau teithiol drwy'r wlad yn gynnar yn 2005 er mwyn gwneud cyflwyniadau a chynnig gwybodaeth am fand llydan i fusnesau lleol.

Dyweddodd Pierre Danon, prif weithredwr BT, 'Mae twristiaeth yn bwysig i economi Cymru. Rydym yn falch o gydweithio â'r Bwrdd Croeso i hyrwyddo buddion band llydan o fewn y diwydiant'.

Ychwanegodd cyfarwyddwr masnachol y Bwrdd Croeso, John Kingsford, 'Mae'r bartneriaeth hon yn enghraifft wych o'r sectorau

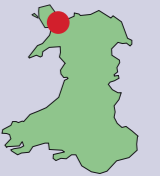


Prif weithredwr BT Retail Pierre Danon gyda John Carter, rheolwr gyfarwyddwr EMS (chwith) a John Kingsford, Bwrdd Croeso Cymru

cyhoeddus a phreifat yn cydweithio er lles diwydiant croeso Cymru'.

Bydd busnesau twristiaeth yng Nghymru sy'n prynu band llydan BT drwy'r Bwrdd hefyd yn derbyn cysylltiad am ddim am fis, sy'n werth £25.00.

Dyddiadur



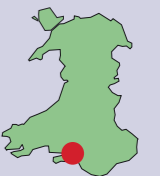
24 Medi – Brecwast band llydan Cyfle Cymru, Biwmares, ynys Môn



28 Hydref – Brecwast band llydan Cyfle Cymru, parc treftadaeth y Rhondda, Porth



23 Tachwedd – Dyfodol band llydan yng Nghymru – cynhadledd undydd IWA i adolygu datblygiad gwasanaethau band llydan yng Nghymru, Maenor Llancaeach Fawr, ger Caerffili



8 Rhagfyr – Digwyddiad Busnes BT – eich cyfle i brofi cynnyrch a gwasanaethau diweddaraf BT, Gwesty Marriott, Abertawe.

Am fanylion unrhyw un o'r digwyddiadau hyn, cysylltwch â bt.wales.cymru@bt.com

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