

# intouch



This month, the government will publish guidance for projects that aim to bring fibre-based broadband to rural areas, with funding

to follow from May. Every area and region will want its communities to benefit quickly but limited funding means only the best-planned projects will have a chance of success. Therefore, the choice of broadband partner will be crucial.

Activity in the four designated pilot areas – Cumbria, Herefordshire, the Highlands and Islands and North Yorkshire – will be centrally funded by BDUK. However these projects, and those that may take place in other areas, must attract broadband partners who are ready to invest as well as to provide infrastructure and services.

BT's recent White Paper, *Accelerating Next Generation Access Roll-out*, highlights the economic and social benefits of fast internet access. The key challenge is not technology but finding the right business model. The White Paper explains the advantages and pitfalls of different models and sets out BT's willingness to invest in projects that provide openly competitive solutions for infrastructure, wholesale and retail services to benefit businesses, public services and citizens alike.

BT's 'working in partnership' model addresses all the key EU requirements for projects receiving state funding. In this issue you can read about our current partnership in Cornwall where the first customers have already been connected two months ahead of schedule.

**Dave Hughes**  
BT Regional Director

## BT marks Olympic milestone

BT Tower lit up the skies above London in March to celebrate 500 days to go to the start of the London 2012 Olympic Games.

BT Ambassador Lee Pearson, nine-times Paralympic gold medallist, and Rebecca Adlington, double Olympic gold medallist, started the BT Tower pyrotechnics and light show by pressing a button at BT's '500 days to go' event at the Gherkin.

BT has come a long way since it started the journey as a London 2012 partner three years ago. As well as providing the critical communications services for London 2012, BT is helping to tell the story of the Games, and are proud to have been at the heart of the '500 days to go' celebrations.



- Foreword
- BT marks Olympic milestone
- Superfast scheme connects first customers ahead of schedule
- BT keeps businesses trading after Japanese earthquake and tsunami
- BT shows regions how it can aid regeneration
- BT to extend next generation copper broadband to around 80% of the UK
- BT launches new free online fundraising service for UK charities
- More East of England communities set for super-fast broadband
- Introducing your new BT Regional Director
- Shuttle is good bus-iness
- BT's half-billion pound boost for East of England's economy
- Super-fast, fibre-based broadband goes live in Southend

# intouch



## Superfast scheme connects first customers ahead of schedule

The ambitious Superfast Cornwall initiative, managed by Cornwall Council's economic development company, has announced that fibre-based broadband is available to the first customers just six months after the signing of the contract.

More than 14,000 homes and businesses in Chiverton Cross, Chacewater, St Agnes, St Day, Portreath, Devoran, Leedstown, Stenalees and Par are already or soon to be connected. These areas are part of a pilot scheme run in advance of the main roll-out programme, which in its early phases will focus particularly on South East Cornwall. By 2014 the programme, funded by BT and

the European Regional Development Fund Convergence programme, is expected to have delivered super-fast fibre broadband to at least 80% of households and businesses in Cornwall and the Isles of Scilly. Up to £53.5 million of the funding is coming from ERDF Convergence, whilst BT is investing £78.5 million. It is expected to create 4,000 new jobs and protect a further 2,000, while making Cornwall and the Isles of Scilly one of the best connected locations in the world.

The super-fast service will boost the competitiveness of local firms, allowing faster back-up of computer systems and wider use of high quality video conferencing. Meanwhile, household users will be able to download a music track in just two seconds,

a whole music album in 30 seconds and a feature-length HD movie in ten minutes.

Ranulf Scarbrough, BT South West regional board member and BT programme director for the Superfast Cornwall programme, added: "Already this scheme is starting to make an important contribution to the success of the Cornwall economy and to the lives of Cornish residents. We have a team of about 50 engineers, contractors, planners and technicians working together to ensure that the project is able to deliver the immense benefits of super-fast broadband to customers as soon as possible."

To find out more about the programme, visit [www.superfastcornwall.org](http://www.superfastcornwall.org)



Pictured at the Superfast Cornwall launch from left to right, Ranulf Scarborough (BT), Michael Owen (Local resident) and Nigel Ashcroft (Superfast Cornwall)

# intouch



## BT keeps businesses trading after Japanese earthquake and tsunami

Following the earthquake and tsunami in Japan, BT were quick to respond to customers in the country affected by these devastating events, making every effort to get them up and running again as soon as possible. The core network held up well and customers experienced only minor delays as BT continued to monitor the situation.

Banking giant HSBC – one of BT's key customers – was very pleased with the BT team and complemented them on their responsiveness and execution, especially in such difficult circumstances. BT had to reschedule a major systems release to allow HSBC to successfully implement its disaster recovery plan and continue trading from Singapore.

**BT to extend next generation copper broadband to around 80% of the UK**



BT Wholesale has announced plans to extend the availability of next generation copper broadband – offering customers speeds of up to 20Mbps – to around 80% of UK homes and businesses by the end of 2011.

BT Wholesale's ADSL2+ copper broadband service, called Wholesale Broadband Connect (WBC), is now available from more than 1,000 exchanges – serving more than 15.5 million end user premises. Already more than 2.25 million end users are enjoying this advanced copper service and BT is upgrading around 30,000 additional lines per week.

In addition, BT Wholesale has announced it has reached 1,000 live fibre Ethernet nodes in the UK. It has the largest customer-ready copper and fibre delivered network of Ethernet in the UK market, with plans to reach 1,090 fibre nodes by the end of 2011.

WBC forms part of the UK broadband 'mixed economy', where businesses and households are increasingly able to choose the broadband service that best suits their needs, whether delivered over copper, fibre or mobile. BT Wholesale's broadband portfolio also includes an up to 8Mbps service serving more than 99% of UK homes and businesses.

## BT shows regions how it can aid regeneration

Senior BT executives recently met with representatives of local authorities and devolved assemblies from across the UK at an event at the BT Tower in London, which focused on how super-fast fibre broadband can jump-start rural regeneration.

Sixty-five guests from regions spanning the UK – from Kent to Cornwall, Somerset to Scotland, the Isle of Wight to Wales and Northumberland to Northern Ireland – heard presentations from BT, government agencies and small business leaders whose firms have benefited from BT's super-fast broadband roll-out. Liv Garfield, Chief Executive of Openreach, focused on the need for regional authorities to partner with BT to extend the 21st Century Network to the 'final third' of rural communities – which are largely outside the reach of BT's £2.5bn investment in Next Generation Access (NGA).

She said: "The challenge of the final third is not a technology challenge, it's a

business model challenge. So we are working with groups all over the country to create business models that work – for them and for us."

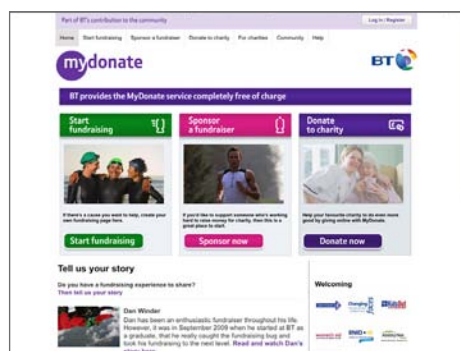
A number of regional business case studies also demonstrated the progress and benefits of NGA. These were presented by key figures including Nigel Ashcroft, project director of the Cornwall Development Company, and Ranulf Scarbrough, BT's Cornwall SuperFast Broadband programme director.



Pictured left to right: Bill Murphy, Nigel Ashcroft, Liv Garfield, Brendan Dick and Neil Rogers



## BT launches new free online fundraising service for UK charities



Charities and fundraisers across the UK are set to benefit from a boost in donations following the launch of a new free online charitable fundraising service from BT. Called MyDonate, it guarantees that 100% of all monies donated go direct to the charity (excluding credit/debit card charges).

BT has worked with a number of charities in developing MyDonate to ensure that it is a service that the charitable sector wants, making it the first not-for-profit fundraising service not to charge a subscription fee, set-up fee or commission. The service has been designed to include all UK registered charities and grow the online donation market.

The MyDonate website is now open to fundraisers who wish to raise money for charities that are currently registered to use the service. Thousands of UK registered charities are also being encouraged to sign up to MyDonate over the next year, so that as many people as possible can give more money to their favourite charities.

Regional Director Dave Hughes said: "We've launched MyDonate as we want to ensure that 100% of people's fantastic fundraising efforts, and donations, go to the charity of their choice. BT already has a proud history of helping communities with charitable events, such as the recent Comic Relief telethon, and we're delighted we can now take this knowledge and technological expertise to help charities become more effective in the vital work they do."

Nick Hurd, Minister for Civil Society, said: "This initiative is a great example of how business can play its part in building the Big Society. BT has shown real leadership by using their expertise to make it easier for people to do their bit for their community. I look forward to seeing this new platform for giving go from strength to strength."

BT is committed to investing a minimum of 1% of its pre-tax profits in community and environmental programmes every year, which amounted to money, time and in-kind contributions of over £26 million in 2010. BT will run MyDonate completely free of charge, with all money going to charity, and the service will form a key part of the company's charitable programme.

The MyDonate service will enable fundraisers to build and customise their own event pages in support of their chosen charities, as well as link to social media sites such as Facebook and Twitter to help promote their fundraising events. Secure transaction engines and the very latest 'cloud computing' technologies will also power the site and help make it simple to use.

Charities wanting to sign up to MyDonate or looking for further information about the service should visit the website at: [www.bt.com/mydonate](http://www.bt.com/mydonate)

### More East of England communities set for super-fast broadband

Since the last issue of intouch, further announcements have been made regarding BT's roll-out of super-fast fibre broadband in the East of England.

Following BT's pledge to provide faster broadband speeds to more rural parts of the country it was announced in January that eight market towns in the region are set to benefit by spring 2012. Fifty-one thousand households and businesses in Dereham, Sheringham, Newmarket, Frinton-on-Sea, Halstead, Epping, Great Dunmow and Baldock will have access to speeds of up to 40Mb/s.

More recently a further 12 exchanges, including Biggleswade, Chatteris, Kempston, Letchworth and Peterborough Wentworth, have been added to the roll-out programme covering an additional 87,000 homes and firms in the region that will be able to receive fibre broadband by the end of next year at the latest. This means that over a million homes and businesses in the East of England will have access to the sophisticated technology by the end of 2012.

While the majority of premises in an upgraded area will be able to benefit from fibre broadband, BT estimates that some will not initially have access. However, it will continue to work to find solutions for this small minority.

Dave Hughes, BT's East of England regional director, said: "This latest investment in super-fast broadband is great news for many homes and businesses in the East of England. It has huge implications for the way we live, learn and do business, with massive opportunities for entertainment, education and entrepreneurs. People in these communities will soon be able to experience the internet as they've never seen it before."

For further information on Openreach's super-fast broadband programme, visit [www.superfast-openreach.co.uk](http://www.superfast-openreach.co.uk)

# intouch



## Introducing your new BT Regional Director



Dave Hughes has worked for BT for 30 years. He started his career in a variety of technical roles after graduating from UMIST with a degree in Electrical and Electronic Engineering.

Dave's achievements include leading on launching the world's first mobile phone that works seamlessly on broadband – BT Fusion; managing the UK's leading public Wi-Fi network – BT Openzone; and building the ground-breaking Wireless Cities Network.

Dave's current role as a senior director sees him playing a leading part in the development of new products and services to take advantage of the new super-fast optical fibre networks now being built and deployed across the UK. With his new appointment, he has pledged to use his communications expertise to help the region develop its "immense potential".

"We are at a very exciting stage of developing super-fast communications in

the region," Dave said. "We aim to roll-out the technology to two-thirds of the UK by 2015 and beyond this, we want to work with the public sector to find solutions for the more challenging locations.

"I would very much welcome the opportunity to work with other interested bodies to find ways to get super-fast broadband to as many areas as possible within the East of England. Working in partnership with the public sector is going to be key as BT looks to ways of delivering this new service to communities across the region.

"The rapid development of communications technology is already having a hugely beneficial impact on the East of England – bringing prosperity while helping to safeguard our precious environment. For example, the roll-out of broadband is allowing people to work in remote locations in a way which was inconceivable just a few years ago. Whether we are at home, at school or in a business large or small, this technology is an increasingly important part of all of our lives.

"The East of England has taken a tremendous technological step forward in recent years, but I am convinced that in a few years' time we will look back and see this as just the start of the journey. Great changes are coming.

"There are many examples of people and organisations in the region harnessing the technology to become more competitive, find new markets and to improve their skills, but there are still far too many people not taking advantage of the opportunities. I look forward to continuing to work with our partner organisations in the region to help everybody benefit from the new technology."

### Shuttle is good bus-iness

BT is celebrating the second anniversary of its very successful shuttle bus service, which runs between Ipswich train station and Adastral Park.

The bus service has helped BT save 173 tonnes of carbon emissions – the equivalent of half a million car miles – as well as making a significant cost saving for the company.

Operated by Ipswich Buses, it has already carried more than 62,000 passengers. The service has proved so popular that it has graduated from a small 30-seater bus at its launch to a 66-seater double-decker with tables and wi-fi.

The bus was started by Andrew Cassy, sustainability champion and travel plan manager at Adastral Park, so that business travellers could get quickly from the station to BT's global development and innovation centre.

Andrew said: "From day one it has proven to be financially viable and shortly after that it was also carbon negative. This has made a massive impact in reducing the number of cars on local roads, not only helping Adastral Park but benefiting the wider area as well."

This success has led to the scheme being nominated for the Greenest County awards two years in a row.

The service is now used by more than 200 people a day and has also been made available to the general public, so that the local community can benefit.



# intouch



## BT's half-billion pound boost for East of England's economy

The latest version of Social Study 2010 – 'The Economic Impact of BT across the United Kingdom' – has now been published. Produced in partnership with DTZ Consulting, the report highlights that BT in the East of England:

- Is responsible for the employment of 10,512 people – 10,339 direct employees and 173 contractors – with a total income of £390 million
- Provides work for a further 14,700 people through the company's expenditure with businesses supplying its equipment and services and the spending of its workers
- Spent £1.03 billion with regional suppliers last year

- Committed almost £1.2 million to community, charity and voluntary programmes in 2009/10
- Has enabled about 80% of its employees to work flexibly, with 1,526 home workers – 15% of the workforce.

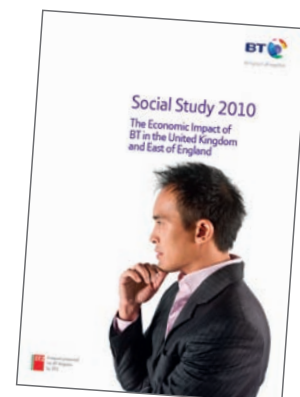
The overall beneficial financial impact of BT activities is expressed as a 'Gross Value Added' (GVA)\* contribution. For the East of England, the BT GVA totalled £1.7 billion – representing 1.5% of the region's total.

Dave Hughes, BT's regional director for the East of England, said: "BT contributes some very big numbers to the East of England's bottom line.

"These latest figures confirm the unique and vital role the company plays in the prosperity and well-being of the region.

"It is vital as a business that we continue to grow and help our customers, stakeholders and employees to thrive as we work together to create a more prosperous East of England."

The full report is available at: [www.btplc.com/Thegroup/BTUKandWorldwide/BTRegions/England/Factsandfigures/Factsandfigures.htm](http://www.btplc.com/Thegroup/BTUKandWorldwide/BTRegions/England/Factsandfigures/Factsandfigures.htm)



### Super-fast, fibre-based broadband goes live in Southend

Over 16,000 households and firms in Southend are among the first in the UK to benefit from BT's roll-out of super-fast, fibre-based broadband.

BT has announced plans to invest up to £2.5 billion in the technology, which could become available to around two-thirds of UK premises by 2015 subject to an acceptable environment for investment. This planned investment is one of the largest in the world that doesn't rely on public sector funding and where the network is open to all service providers on an equal basis.

BT's fibre plans build on existing initiatives such as its 21st Century Network programme, which has already placed faster speeds of up to 20Mbps within reach of around 50% of East of England homes and businesses using the existing copper network. New fibre to street cabinet technology however offers download speeds of up to 40Mbps, potentially rising to 60Mbps in the future, and upload capability of up to 10Mbps, potentially rising to 15Mbps.

While BT estimates that most premises in upgraded areas will have access to fibre-based broadband, it is likely a minority will not initially be able to receive services for a variety of technical and commercial reasons. Openreach is actively looking at alternative solutions for these locations.

Paul Excell, BT East of England board member, said: "This is an exciting development in the region's fast-moving broadband story. Households and businesses switching to super-fast broadband will soon be experiencing the internet as they have never experienced it before.

"The advent of BT fibre-based broadband in Southend will support local jobs and the local economy and is a vital part of BT's broadband plans for the region. As our roll-out of super-fast, fibre-based broadband gathers pace, many more customers in other parts of the country can look forward to faster speeds in the pipeline.

"We are very open to holding discussions with

public sector organisations, such as regional development agencies and local councils, to explore ways of bringing super-fast, fibre-based broadband to locations where the economics are more challenging.

"BT is the only company consistently investing in a range of broadband technologies across the East of England," he added.

Super-fast speeds allow users to run multiple bandwidth-hungry applications at the same time. For example, some members of a family could be watching different high definition (HD) movies or 3D TV while others play online games or work on complex graphics or video projects. For businesses, the new network will allow faster back-up of computer systems and wider use of high quality video-conferencing, while 'cloud computing' technology will make computer processing and storage of files more sophisticated and secure.

Householders and businesses can contact their broadband service provider to place an order or register their interest.