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Taking new services to rural and remote parts of the country has never been easy, but working together, BT can help bring faster next generation broadband to any location.

BT is investing £2.5 billion to bring super-fast broadband to two-thirds of UK homes and businesses. However, cost and geography rule out a purely commercial investment for the final third.

No other company in the world is investing as much in fibre without public sector or regulatory support. Sharing responsibility for funding, development and roll-out can unlock further BT investment, as demonstrated by projects in Northern Ireland and Cornwall. Funding the further roll-out of next generation broadband is a challenge but one source of government funding available is through Broadband Delivery UK (BDUK). Created as a delivery vehicle for the Government's policies on broadband, BDUK recently announced the

first four areas where various commercial deployment models for superfast broadband in difficult geographical locations will be piloted. This process will continue with another opportunity for regional and local authorities to bid for a second round of funding with locations to be announced some time in autumn 2011.

BT can help bring the advantages of next generation broadband to any local community in the East of England. One of the many benefits of partnering with us is that our network is truly open, promotes multiple service providers and any solution put in place will be sustainable without further public intervention.

We are already talking to a number of you across regional and local organisations, however I would like to extend the invitation to anyone who is interested in working with us to progress the broadband agenda to contact your BT Regional Partnership Director Annette Thorpe at [annette.thorpe@bt.com](mailto:annette.thorpe@bt.com). We look forward to hearing from you.

**Peter McCarthy-Ward**  
BT Regional Director

## A snapshot of next generation broadband in the East of England

Here's a quick update of the story so far across the region, and of our progress towards future targets:

- 99% of all exchanges in the East of England are broadband enabled bringing speeds of up to 8Mbps.
- There are over 70 exchanges enabled for ADSL2+ bringing speeds of up to 20Mbps, serving a potential 1.1 million lines. By Spring 2011 it is estimated that this will increase to 120 exchanges serving 1.6 million potential end user lines enabled, giving up to 65% coverage.
- There are over 70 Ethernet points of presence in the region, which will increase to 86 by Spring 2011.

It is estimated that 90% of businesses in the country are within 5km of an Ethernet node today.

- To date BT have announced that by Autumn 2011, 69 exchanges in the region will have been enabled for fibre-based super-fast broadband serving more than 770,000 premises. This will bring speeds of up to 40 Mbps – and potentially 60 Mbps. A number of exchanges within the East of England are already benefiting from this deployment.
- High speed wireless broadband access is available at more than 115,000 hotspots in the region provided by BT FON, as well as through independent commercial hotspots provided by BT Openzone via the Business Hub.

→ Foreword

→ A snapshot of super-fast broadband in the East of England

→ Transforming a county's economy with next generation broadband

→ BT takes Britain's broadband pulse

→ How next generation broadband is making family life better

→ BT's new next generation broadband website is now live

→ A region-wide approach to deliver next generation broadband

→ New BT campaign calls for 'surfer supporters'

→ The man who's pushing the super-fast broadband boundaries

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## Transforming a county's economy with next generation broadband

Cornwall is a remote and largely rural county that's home to a growing population of more than 500,000 people.

With a dozen or more market towns, only one small city and its rugged geography, Cornwall creates considerable practical challenges for anyone investing in new infrastructure.

With the decline of traditional heavy industry, the region's economy has suffered over the years. Thanks to support from the European Union and the early deployment of first generation broadband across Cornwall, employment has grown in recent years, but remains dominated by the public sector and lower earning, seasonal tourism and agricultural sectors.

However, Cornwall has long recognized that broadband has the potential to transform the local economy, and that it is fundamental to competing successfully in the global marketplace. And so, following the success of 2002's actnow project – which promoted economic development through the use of ICT – the region set its sights on becoming one of the best connected locations in the world.

In September 2010, after an open and intensive competitive tender, Cornwall Council chose BT as its partner to deliver 100% coverage of faster broadband cost effectively, and through a network which will be open to all communications providers on an equal basis. Through the contract, BT is investing up to £78.5 million in the region, with a further sum of up to £53.5 million coming from the European Union. This is in addition to BT's £2.5 billion investment to roll out super-fast, fibre-based broadband to two-thirds of the UK by 2015.

The aim is to provide 80 to 90% of businesses and homes in Cornwall and



Alec Robertson, leader of Cornwall Council and Ian Livingston, BT Chief Executive

the Isles of Scilly with access to super-fast fibre-based broadband by 2014. In fact, more than 10,000 businesses and homes in St Agnes, Leedstown, Stenalees, Devoran, Par, St Day, Chiverton Cross and Portreath will have been upgraded by the end of March 2011, thanks to a pilot scheme run in advance of the main programme.

Fibre to the premise (FTTP) technology, which delivers speeds of up to 100Mbps, will feature heavily in the Cornish roll-out, with half of local businesses and homes expected to have access to it. However, BT's solution will employ a mix of alternative broadband technologies, so that those outside the fibre footprint will also enjoy faster speeds.

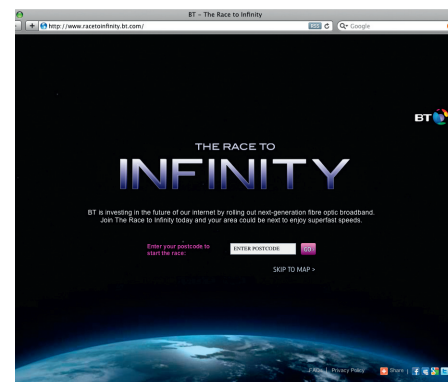
Ed Vaizey, Minister for Communication, Culture and the Creative Industries, said: "This project shows how the public and private sectors can work together to deliver local solutions to local problems. Households and businesses in this largely rural area can now look forward to having one of the best broadband connections in the world, thanks to Cornwall Council's vision, European funding and BT's investment and expertise."

### BT takes Britain's broadband pulse

BT has launched a nationwide survey to gauge potential demand for fibre broadband. The survey – the first of its kind – will run until 31 December 2010, enabling communities to express their desire for the service. This will help BT identify areas of high demand and influence its future deployment plans.

As an extra incentive, BT is running the survey as a competition – the 'Race to Infinity' – and is promising to enable the five exchanges with the highest demand by early 2012 at the latest. This could see commercially viable exchanges brought to the front of the queue or non-viable exchanges added to the deployment plans. BT has also pledged to explore the possibility of bringing fibre broadband to any community that expresses a high level of demand.

Participants in the competition are being directed to [www.bt.com/racetoinfinity](http://www.bt.com/racetoinfinity), where they can register their interest in fibre broadband. The site will show the number and percentage of votes received for each exchange, as well as the top five exchanges leading the race as they hit 1,000 votes.



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## How next generation broadband is making family life better

Long-time BT customer Philippa Brewin, of Muswell Hill, London, has had access to fibre broadband since 30 September. She was unaware of the trials in her area until she was called by BT and offered the chance to experience the service.

A contract worker in procurement for local government agencies, Philippa has a husband, Craig, and a nine-year-old daughter. All three of them see the internet as an integral part of family life, and have their main computer set up in the kitchen.

During the day, this machine is permanently switched on, as Philippa uses it to watch TV, listen to the radio, shop online and seek out the best money-saving deals. And because her husband is currently job-hunting, he is often online in the daytime too – which has prompted him to buy another netbook for his own home office. However, as is the case with most families, the busiest time

for accessing the internet is in the evening, when they are all at home.

The internet is extremely important to Philippa and her family as they don't like feeling disconnected from the world and not having access to entertainment. Since gaining fibre access, they aren't using the internet any more than previously, but they have found that in terms of consistency and reliability the service has definitely improved.

Their internet is now faster and more dependable, meaning that Philippa can download her favourite programmes from BBC iPlayer much more quickly. She used to find the service would drop altogether if, for example, she was uploading videos to YouTube while her daughter was chatting online and her husband was filling out job applications in his home office. She is now regularly experiencing faster speeds even at these busy times.

"Being online is a really important part of daily life for my family," says Philippa. "My daughter can be chatting to her friends on MSN or watching iPlayer in the kitchen while telling me about her day when I'm preparing dinner – instead of being sat in front of the TV in the other room. Having BT Infinity has meant we're not only experiencing faster speeds but a more consistent service, even at the busiest times when we're all online."

Craig Brewin agrees. "We're often uploading videos to YouTube or downloading films and music and BT Infinity allows us to do all of it in an instant," he explains. Their daughter adds: "I love chatting to my friends online, especially using my webcam to see them all on screen at the same time!"



### BT's new next generation broadband website is now live

A new website dedicated to telling BT's complete next generation broadband story has just been launched.

The site is the first port of call for anyone wanting to know more about BT's different internet access services. It provides details of BT's roll-out of fast broadband (ADSL2+) and super-fast broadband (fibre), as well as the latest information on BT's ethernet roll-out. What's more, if a user wants further information on a specific product or service, they can click straight through to the relevant BT line of business website.

Visitors can also learn all about BT's approach to delivering next generation broadband and the benefits faster internet access can bring. Plus there's an explanation of the different roles BT's lines of business such as Openreach, BT Wholesale and BT Retail play in the roll-out.

In addition, the site highlights BT's ambition to go beyond its current plans to deliver super-fast broadband to two-thirds of the UK, and encourages public bodies to partner with BT to reach the 'final third' of the UK.

To view the site for yourself, simply go to [www.bt.com/NGB](http://www.bt.com/NGB)

#### Next Generation Access

Next generation access is another term for the super-fast broadband services, FTTC (fibre to the cabinet) and FTTP (fibre to the premise), that BT is rolling out to UK homes and businesses.

#### Next Generation Broadband

Next generation broadband is the umbrella name for super-fast broadband and fast broadband.

#### Ethernet

Ethernet is a data service used by businesses to create their own private networks.

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## A region-wide approach to deliver next generation broadband

Northern Ireland has been a broadband pioneer since 2005, becoming the first region in the UK – and one of few in the world – to provide 100% broadband availability to all its citizens.

It has also been quick to recognise that the development of a modern, efficient communications infrastructure is essential for economic and social development. And with that in mind, the Department of Enterprise, Trade and Investment (DETI) set out to increase the availability of next generation broadband (NGB) speeds to 85% of businesses by 2011.

To achieve this challenging target, Northern Ireland sought a private sector partner who could deliver higher speeds and NGB services with a cost-effective, robust, future-proofed technology solution that would aid economic development and regeneration. It also wanted a partner with a proven track record who would remain committed to the whole five-year project, and would have a real stake in its success.

At the end of 2009, following a competitive tender exercise, the Department of Enterprise, Trade and Investment entered into a contract with BT for the provision of NGB services. BT is investing close to £30 million in the project – which is on top of its existing commercial investment plans for Northern Ireland – while a further £18 million will come from DETI. BT has also committed to provide 'white label' marketing and communications support to encourage interest and take-up.

Under the contract, BT will deploy more fibre optic cable deeper into urban districts, towns, villages and the countryside than anywhere else in the UK. Once in place, this

investment will ensure Northern Ireland's broadband network is future-proofed, and other providers of broadband services will benefit from it by being able to use the enhanced access.

BT will deploy fibre-to-the-cabinet (FTTC) technology to the majority of businesses, reaching areas that would not otherwise be commercially viable. Although FTTC is the predominant technology, other fixed line solutions will also be used depending on the geography of each area, to ensure that the 26,000 businesses covered by the NGB project receive faster broadband speeds than they have now. Urban areas should receive a minimum downstream speed of 10Mbps, and rural areas 2Mbps – however, many businesses will enjoy speeds well in excess of those benchmarks.

Enterprise Minister Arlene Foster said: "Telecoms is one of the jewels in our crown and this investment in faster broadband – which builds upon our earlier investments and the provision of 100% access to first generation broadband – provides further opportunity for companies based here to improve their productivity. It is essential that this asset is exploited to the full so that all of Northern Ireland can reap the benefits of a dynamic and innovative economy."



Ian Livingston, CEO, BT Group and Arlene Foster, Minister of Enterprise, Trade & Investment

### New BT campaign calls for 'surfer supporters'



This autumn, BT launched its Get IT Together campaign, aimed at making it easier for people to help friends or family members get online. In Yorkshire & The Humber, one in five people (21%) are still unable to use the internet, and recent BT research suggests one of the main reasons is down to well-meaning 'surrogate surfers'.

The BT/ICM poll, published to coincide with October's Get Online Week, showed that almost two fifths of adults (39%) in the region have searched for or bought products or services online on behalf of someone else who didn't know how, perhaps unintentionally holding them back from getting online themselves.

The campaign is therefore calling for the internet-savvy to instead become 'surfer supporters', and coach their friends and family how to get online. To that end, BT has provided a new suite of resources at [www.bt.com/getittogether](http://www.bt.com/getittogether), ranging from helpful tips to short tutorials designed for a helper to take an internet novice through. In addition, those who register will be directed to online training courses devised by UK Online Centres, BT's partner on the campaign.

Get IT Together is also a major part of BT's commitment to Race Online 2012, the national campaign led by the UK's Digital Champion, Martha Lane Fox, to get everyone in the UK online by the Olympic year. Fox said: "Pulling together all the necessary resources to help the already internet-savvy support their friends and family with their first steps online is an exciting addition to the Race Online 2012 partnership."

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## The man who's pushing the super-fast broadband boundaries

Bill Murphy is BT's managing director of next generation access (NGA).

### Hi Bill, what are the main roles and responsibilities of your job?

I'm responsible for finding ways to extend the roll-out of super-fast broadband beyond the areas that BT has committed to. We've announced plans to roll-out super-fast broadband to two-thirds of the UK by 2015 but this isn't the full extent of our ambition. It's my job to work very closely with central and local government to find ways and develop the business models that will help us push beyond the commercial boundaries so that as many UK homes and businesses as possible can benefit from super-fast broadband.

### And how is BT's fibre roll-out progressing?

It's going very well. The whole of BT is behind the programme, it's a real team effort with Openreach, in particular, doing a brilliant job on the roll-out. This autumn we passed a significant milestone with 2.5 million premises passed and we are firmly on course to reaching the four million mark before the end of this year. It's fair to say that we are learning a lot by doing this but we are still hitting all of our benchmarks.

At the moment we are hitting a run-rate of around 100,000 homes per week. And a colleague informed me that every quarter, we are creating the equivalent of a new telecoms network for Singapore. This



demonstrates what a huge civil engineering project this really is.

### How successful has your partnership approach been so far?

It's an approach that's progressing healthily. There is a precedent that worked extremely well – and that was the roll-out of the first generation of broadband ten years ago. Then, we worked in partnership with government, especially local government, to achieve as much coverage as we could. We established more than 80 public/private partnerships which helped us to overcome economic barriers to roll-out in a number of areas. As a result, the UK has the highest broadband coverage stats in the world – around 99%.

For the current roll-out, well it is early days still, but we've already had some great successes, like in Cornwall and the Isles of Scilly, Northern Ireland and the village of Iwade in Kent.

For further details on these see [www.btplc.com/ngb/Casestudies/index.htm](http://www.btplc.com/ngb/Casestudies/index.htm)

### What's the feeling amongst the local authorities and organisations about the benefits of super-fast broadband? Are they enthusiastic about its potential?

Yes, they do understand the benefits of broadband and that's the difference

between now and the first generation of broadband. Many of the officials I meet are very concerned about the economy and about succeeding in economic regeneration. They recognise how super-fast broadband can be the fuel needed to achieve some of their strategic re-generation objectives. That's why our discussions are less about 'what needs to be done' and more about 'what we can do'.

### What are your key challenges in your role over the next couple of years?

Well my job is made easier by the fact that I'm working for an organisation that recognises the importance of super-fast broadband roll-out and is galvanised to achieving its aims.

But I do understand that huge challenges remain. That's why I need to ensure we keep hitting the deployment numbers and that the roll-out continues in the same way it has started.

I will of course remain very active in creating opportunities for partnership with government bodies at county, regional and national level but I'm also conscious that there is a need to drive take up of super-fast broadband services and to educate users – for example to train people in certain ICT skills. So there's a lot to do.