

intouch



BT has made good progress in the last 12 months, enabling us to invest further in super-fast

broadband for the UK. Assuming the environment for investment remains acceptable, we now intend to extend current fibre rollout to more than two-thirds of UK homes by 2015, at a total cost of some £2.5 billion.

Despite this massive investment in the market, some parts of the region are unable to fully take part in the digital journey. For homes and businesses in more sparsely-populated rural areas, costs rise sharply for geographic and technical reasons and the business case for a purely

commercial investment is not viable. This is an issue for us all.

Ensuring rural areas are not left behind calls for a new approach – working in partnership to fund development and rollout. European, central Government and regional bodies all share an interest in and a commitment to the development of regional infrastructures. As they commit to funding and managing the project in partnership, BT can extend its own investments, deploying more fibre optic cable deeper into villages and the countryside, future-proofing the network. In Northern Ireland, this approach now underpins a commitment to provide faster broadband to 85% of all businesses by 2011.

BT is ready to co-invest in solutions that deliver high quality services and provide real value for public money in the East of England. We will work with partners to understand and address the real priorities – market towns, tourist hubs or particular clusters of rural businesses – proposing effective solutions that can quickly make a difference.

Peter McCarthy-Ward
BT Regional Director

All aboard the super-fast bus

Customers across the regions are being invited to jump on board the BT Infinity custom-designed double-decker bus, which has been kitted out to showcase the transformational effects of super-fast broadband for businesses and consumers.

The BT Infinity bus made its first visit to the region earlier this month to Hemel Hempstead, Annette Thorpe, BT Regional Partnership Director said: “With download



speeds of up to 40Mb/s and uploads of up to 10Mb/s, this broadband technology provides a more powerful internet connection, allowing multiple users to do more online at the same time, and in an instant. The bus provides a great opportunity to show people how our fastest and most powerful broadband ever will transform the way they use the internet both at home and at work.”

On board the bus, which is now on a nationwide tour of the UK, people can watch video case studies along with demonstrations of video uploads, music downloads and multiple HD streams. They will also be shown the key benefit of concurrency – the ability for multiple users to do several things online at the same time, all at super-fast speeds. To find out more visit www.bt.com/infinity

→ Foreword

→ All aboard the super-fast bus

→ BT backs bid to boost kids' communication skills

→ Faster broadband broadens reach in East of England

→ Super-fast broadband goes live in East of England

→ NextGen broadband takes to the road

intouch



BT backs bid to boost kids' communication skills

BT has entered into a three-year partnership with a leading sports charity to create 12 new 'sensory areas' across the UK for children with communication difficulties.

The charity, The Lord's Taverners, is dedicated to providing sporting and recreational opportunities to disadvantaged and disabled children. Together with BT, it's investing nearly £400,000 in the project, which will provide young people with a new type of learning environment.

Matthew Pattern, Chief Executive of

The Lord's Taverners, said: "We're delighted that BT has become a partner in this exciting project. Thanks to this initiative thousands of disabled children, and their families, are set to benefit from state-of-the-art therapeutic equipment. We are thrilled to be able to offer multi-sensory rooms that will have a lasting impact on so many lives."

Annette Thorpe, BT Regional Partnership Director, said: "BT has supported community projects throughout the UK for many years and, through our partnership with The Lord's Taverners, we are proud to be able to help young people improve their communication skills."

Time spent in a multi-sensory room has been

shown to increase spatial awareness, concentration, relaxation and alertness.

The first multi-sensory room funded by the partnership opened in May at the Seashell Trust's Royal School Manchester. This new venture has been inspired by BT's continued support of education and sporting initiatives through its London 2012 programme and its role as an Official England 2018 World Cup Bid Partner. And in addition to the creation of sensory rooms, BT people will volunteer to support The Lord's Taverners activities and raise funds for the charity. For further information, visit

www.btplc.com/responsiblebusiness

Faster broadband broadens reach in East of England

BT has announced that a further 250,000 homes and businesses in the East of England will benefit from faster 'next generation' broadband by the spring of next year.

Dereham, Frinton-on-Sea, Kesgrave, Tilbury and Saffron Walden are among 37 communities in the region included in the latest roll-out plans for BT's pioneering 21st Century Network (21CN), which is available on an open, wholesale basis to all companies providing broadband services.

The BT investment delivers broadband speeds of up to 24Mb/s – more than double the maximum speeds previously available to the majority of UK homes and businesses. BT intends to roll out these higher speed services to exchanges serving around 75% of the UK – 20 million homes and businesses

– by spring 2011. More than 300 UK exchanges will be upgraded in this phase of the programme, representing another 2.8 million homes and businesses.

Half of all East of England lines have already been upgraded, with faster speeds being delivered over copper. Peter McCarthy-Ward, BT's Regional Director, said: "This faster broadband service will play a major role in helping our region attract and retain inward investment. It is a major step forward offering numerous improvements and opportunities – and faster broadband for many customers in the region.

"Companies providing broadband services can customise their products and services to more closely match the needs of businesses and households. Services delivered over next generation broadband can be quicker, more efficient and offer a much wider range of features than those previously available.

"For householders, the service supports the growing demand for high-speed access to a range of online services

– including HD television, online gaming and a range of other internet and communications services.

"For businesses, it enables smaller firms to operate like bigger companies, quickly responding to changes in the market in a way once only available to much larger enterprises. For example, companies such as restaurants, hotels or estate agents can quickly and easily voice-enable their websites so their customers can access the information over the phone rather than via a computer screen."

A further announcement on BT exchanges due to be upgraded by spring 2011 will be made in the next few months.



intouch



Super-fast broadband goes live in East of England

BT has announced that super-fast broadband is now available to the first homes in the East of England region. In the last few weeks, BT Openreach has largely completed the installation of a fibre-based network that will serve nearly 100,000 households and businesses in the region.

This announcement marks the beginning of the first major phase of BT's roll-out of fibre-based broadband to at least 40% of the country – some 10 million homes – by summer 2012. It is the largest single investment in super-fast fibre-based broadband ever undertaken in the UK, worth £1.5 billion, and the technology is available on an open, wholesale basis to all companies providing broadband services.

Fibre to the cabinet (FTTC) broadband

technology installed in Chelmsford, Hemel Hempstead, Watford and Luton and Leagrave will deliver download speeds of up to 40Mb/s – with the prospect of 60Mb/s in the future. Upstream speeds will also be faster, giving customers greater flexibility in how they use the internet and offering businesses major advantages, including new services and more sophisticated communications, such as high-quality video-conferencing.

BT's fibre plans build on existing initiatives such as its multi-billion pound 21st Century Network (21CN). This network has already placed faster speeds of up to 24Mb/s within reach of more than half of UK homes using the existing copper network. Now, more than 99% of UK homes and businesses have access to first generation broadband capable of delivering up to 8Mb/s.

Peter McCarthy-Ward, East of England Regional Director for BT, said: "Once again, the East of England is at the forefront of the broadband revolution in the UK.

"The upgrading of the network and BT exchanges in the region is the latest vital step in ensuring that the region benefits from exciting, leading-edge technology capable of delivering a wide range of innovative new applications, such as high definition (HD) video conferencing and 3D television over broadband."

The initial availability of the service in the region follows a successful pilot of the technology in parts of Cardiff, Glasgow and London. Further UK locations are due to be announced later this year.

While BT estimates that the great majority of premises in these areas will be able to access fibre-based broadband, it is likely that 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.

NextGen broadband takes to the road

BT is co-sponsoring a number of roadshows across the country with the Independent Networks Co-operative Association (INCA), an organisation set up to further the vision of achieving 100% coverage of next generation broadband.

A concept of the Community Broadband Network (CBN), INCA advocates a partnership approach bringing together public, private and community

sectors to plan next generation coverage at regional and local level – with special focus on harder-to-reach areas.

BT are supportive of these aims and acknowledge that, despite its massive investment in the market, some parts of the UK are unable to fully take part in the digital journey. However, BT believes that by working with other organisations, sharing knowledge and experience as well

as facilitating investment, the right mix of broadband services can be delivered to ensure that everyone benefits.

The roadshows have been designed to raise awareness about INCA's vision, engage the sector in a constructive dialogue and highlight what action is being taken nationally, regionally and locally. For further information, visit www.inca.coop