



## ***BT in the community***

**Better World – Our Commitment to Society**

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## *BT in the community*

BT is committed to making a difference in society and has a major programme of investment designed to improve the quality of life and well-being of the communities in which we operate.

Over the past 5 years, we have provided more than £75 million in funding to schemes for social and community improvement.

As a member of the Per Cent Club, BT guarantees to donate a minimum of 0.5 % of our annual pre-tax profits to not-for-profit causes.

In 2000/2001 this commitment was worth up to £16 million, managed through our Community Partnership Programme in the UK, and including direct donations to charity of £1.2m.

BT also provides additional funding and support in kind, which in 1999/2000 was estimated to be worth around £20m.

As a global company, we support a number of social investment initiatives around the world, focusing primarily on the development of communications skills.

The central theme of all our communications activities is improved communications – that, after all, is the business we are in.

Our community activities fall into four categories:

- **education** – from primary schools to universities, using a variety of techniques and media from live drama to web based activities
- **charities and fundraising** – we support a range of charities and fundraising initiatives
- **volunteering** – we encourage BT people to volunteer for community activities and make it easier for others to do so
- **arts and heritage** – from modern art to the nation’s telecommunications heritage.

In 2000 and 2001, BT plc was a winner of the corporate website Hallmark Awards from Charities Aid Foundation for demonstrating its corporate community involvement through websites.



## Education

### Overview

Recent surveys of our stakeholders tell us that education is top priority for our social investment.

Children get only one chance in life – which is why it's so important that they get the best possible opportunities.

Many schools are under-funded and highly needy, and corporate investment in education really can make a difference.

BT's educational initiatives include:

- The BT Education programme which is helping to improve the communication skills of young people throughout the UK and offering on-line resource materials on ICT skills for teachers
- supporting the 500-plus BT people who are school or college governors
- providing over 4,700 student work places in the last two years.

BT is also helping to improve the status of teaching and has become the principal sponsor of the Teaching Awards. The Awards celebrate the achievements of teachers across the UK (with the exception of Scotland) and culminate in a national event in London, which is broadcast on BBC TV.

All our educational programmes are developed in consultation with Department for Education and Skills, Qualifications and Curriculum Authority and teacher unions.

### In schools

The BT Education programme is one of the UK's most significant corporate programmes in the education sector, aiming to reach two million children and young people in 9,000 schools by July 2003.

The programme is built around a touring "roadshow", which visits schools around the country, offering drama presentations and communication skills workshops.

Ten teams of actors put on drama performances across the UK, to encourage children to think about communication in a new way. They then help the children to work in groups to develop their conversational skills.

Specially developed curriculum resources and an interactive website ([www.bt.com/education](http://www.bt.com/education)) enable teachers to follow up in more depth back in the classroom.

As at February 2002, more than 1.3 million children had taken part in the programme.

We have produced a new range of curriculum materials to support the programme, including:

- an interactive CD Rom which contains an overview of the programme and a range of activities for teachers and children
- a video which complements the roadshow and helps to consolidate the learning experience
- a comic for young people to take home and enjoy, which includes all the characters from the performance.

We have also added teacher training events to the roadshow, to promote the programme to teachers that would not benefit from a visit of the roadshow to their particular school. They will highlight the benefits of improving young people's communication skills in the learning environment as well as providing advice on setting up and managing communication-based classroom activities.

Parents' events have also been running since January, to involve parents in the learning experience as they witness the actors working with their children. They will also receive an informal introduction to the benefits of communicating using ICT and awareness of safe 'surfing' for their children.

## Resources on-line

### Curriculum

Building on the success of the earlier ICT@School website, [www.bt.com/education](http://www.bt.com/education) serves as the hub of the whole BT Education Programme providing unique and exciting educational opportunities for teachers, parents and pupils building Communication and ICT skills within and beyond the classroom.

BT Education Programme website was launched in September 2001 with areas for teachers, pupils and parents. The Schools Awards are positioned within the Teachers' Zone and have been substantially developed since their inception as the BT FutureTalk Schools Awards.

The teachers' pages on the site ([www.bt.com/education](http://www.bt.com/education)) consist of six main sections:

- i) BT Schools Roadshow
- ii) BT Toolbox
- iii) BT Schools Awards
- iv) BT Lifelong Learning Awards
- v) Exchange Database
- vi) BT Volunteers

In addition to these key sections of the site, there are also opportunities for teaching professionals to become involved in online discussions (using the messageboards) and to cross-examine experts in education (through the online Masterclass sessions). The Kids' Zone offers a range of new activities for another of the site's target users, helping pupils to improve their ICT skills while thinking about better communication and having fun.

### **i) BT Schools Roadshow**

This award-winning theatre-in-education tour takes messages about communication skills to children in UK primary and secondary education. Performances, by the CragRats theatre company, are followed up by workshops to consolidate children's learning. The website acts as an information facility for the Roadshow, and hosts a popular archive of photos and pupil testimonies received following visits (the Roadshow Gallery). Pupils who have seen the shows can send their views back to CragRats via the Kids Zone on the website, enter the Talkdog competition or look for their school in the Gallery.

### **ii) BT Toolbox**

The BT Toolbox is a collection of free teaching materials including exercises in speaking and listening skills and a unique set of ICT tutorials for primary and secondary schools. Each ICT tutorial comprises a user-friendly animated exploration of an important area of ICT along with teaching notes, printable activity sheets, certificates, and pupil self-assessment forms. The tutorials were designed to allow use both in class and beyond the classroom; feedback (see 'Outcomes') below shows us this has been the case.

In all there are 13 separate animated tutorials currently on the site, and all are fitted to both the National Curriculum and Scottish Guidelines.

### **iii) BT Schools Awards**

The BT Schools Awards are very much the sharp end of the BT Education Programme. Schools are encouraged to form a consortium with a number of other schools across the UK or overseas to submit a project idea that makes innovative use of ICT to support learning.

The Education Programme website contains everything schools need to know about the scheme, including case studies from past winners. Successful schools are granted an award of £5,000 or £25,000 with which to run their project. A total of £300,000 of project funding will be distributed across the nation this, and next, academic year. Each term two £25,000 and ten £5,000 awards are available.

The application process is as simple and user-friendly as possible, beginning with a straightforward online application form accessed through the BT Education Programme website. Applications are judged by a panel which brings together leading figures from the world education including senior figures from Becta, the QCA, and the Guardian as well as BT representatives.

#### iv) BT Lifelong Learning Awards

BT Lifelong Learning Awards are available to organisations involved in Further and Higher Education. Applications can be submitted by Sixth Forms, Sixth Form colleges, Further and Higher Education colleges, universities (including the Ufl where the learning provider is a not-for-profit and non-commercial organisation) and libraries. In total, over £500,000 is available in awards of £75,000 and £25,000 to support collaborative projects that illustrate the key themes of access, innovation and teamwork using ICT. Once again application is via the website and is as simple and straightforward as possible. One recent applicant commented:

*“The application procedure is superb. It’s fast and efficient, which makes it easier for projects to be realised while the buzz and excitement is still there.”*

#### v) Exchange Database

The Exchange Database allows users of the website to register their school or organisation with BT’s rapidly-growing community of educators from every walk of academia. Members of the database can search for contacts with similar interests to their own in order to develop new projects or initiate an exchange of ideas. Registration is free and there are no strings attached. All registrants receive the BT Education Programme newsletter informing them of new educational developments but the information is not used for any commercial purposes.

#### vi) BT Volunteers

In a new strand to the BT Education Programme, we have structured our volunteering activity to tie into the educational goals of the Programme. Volunteers assist in the Roadshow and (in schools needing the expertise) with whole-school issues relating to ICT skills.

### International

The BT Global Schools Network (BT GSN) is a new venture which aims to help schools around the world benefit from communication technology. Schools involved have been using the internet, e-mail and fax to exchange information and ideas, collaborate as a group on curriculum projects and learn more about the life and culture of each other’s countries.

Twelve schools were chosen initially to launch BT GSN in 2001, two each from India, Singapore, Japan, Spain, Belgium and Germany. A further two schools – one from London and another from Scotland – joined in September 2001.

In India, BT is working with Katha, a Delhi-based charity, to establish the Katha Information Technology and E-commerce School (KITES) in one of the city’s main slum clusters.

The school will be attended by young people who are no longer in formal education.

Over the three year project, the school will teach more than 500 children (aged from six to 16) a range of IT, computing and communications skills to give them a chance in education and an opportunity eventually to compete for employment in the software and e-commerce sector.

The project will also provide opportunities for the teachers and parents to become computer literate and help their personal and professional advancement. The project has been very successful and at the end of 2001 won a prestigious international award for the Most Promising Enterprise – 2002.

## Lifeskills

### TalkWorks

While nearly everyone agrees that the way we talk to each other is important, it's odd how little attention we normally devote to developing our talents in this vital activity. TalkWorks is the interpersonal communication skills element of BT's BetterWorld programme. It takes a fresh look at conversation, tackling areas like 'Why do some conversations work well while others fail?' and 'Why is misunderstanding so common?'

We hear a lot about the digital communication revolution which will have a significant effect on all of us, but the essence of communication will always be essentially human in nature. The ability to carry on effective conversations is, in fact, the principal enabling skill of life. In other words, it lies beyond just about every other life skill.

BT has developed a range of products to stimulate thinking and help people to practise these skills.

TalkWorks products available are :

#### **TalkWorks 2 book**

A 128 page colour book explaining how to get more out of life by changing the way you relate to people through your everyday conversations. A lot of the anxieties, frustrations and 'people problems' we encounter as we go through life have their roots in poor communication. By getting better at how we understand and deal with other people, we can improve our lives in many different ways. As we hope you will discover, even a few small changes can make a big difference. (Order by calling 0800 800 808 – also available from BT Shops or on loan from libraries.)

#### **TalkWorks 2 Audio cassette**

A double audio cassette version of the TalkWorks 2 book. This is a full unabridged version of the book on 2 x 90 minute cassette tapes. (Order by calling 0800 800 808.)

#### **TalkWorks at Work book**

The ability to communicate effectively is the key enabling skill of the workplace. Everything else you do depends on it regardless of your particular job.

Whether you're new to work or a senior manager, your value is hugely influenced by how well you can exchange ideas with other people through your everyday conversations. Yet despite the vital nature of interpersonal communication, it's often overlooked as a core factor in achieving both personal and organisational success.

TalkWorks at Work takes a unique approach to reveal the fundamental principles of effective interpersonal communication. It's packed with ideas and practical advice that can transform the quality and productivity of relationships at work.

The book forms the basis for a complete self-development course by introducing you, step-by-step, to a set of powerful skills that you can begin to apply right away to every aspect of your career. (Order by calling 0800 800 808.)



## **TalkWorks at Work Video**

A four hour video which is presented by Nick Ross.

This resource can transform your capabilities as a communicator. Step by step, this video-based interactive course introduces you and your colleagues to the skills and strategies behind successful interpersonal communication. With Nick Ross as your guide, you'll watch dozens of drama clips illustrating the principles of effective dialogue – and participate in a range of inspiring discussions and exercises. The course builds through 10 separate sessions into a unique self-development programme for better communication. An accompanying user guide outlines a role for a facilitator and suggests additional topics for discussion. (Order by calling 0800 800 808.)

## **TalkWorks: the workshops**

BT is offering special communications workshops, and will also run 'train the trainers' sessions so that organisations can run the workshops for themselves. In addition, BT has trained people involved in adult education so that they can pass on communication skills within their local communities.

The workshops bring the TalkWorks conversation system to life and are an informal and fun way of getting into the subject. As part of the 'training trainers' process, successful participants leave with all the materials necessary to run a workshop, including slide masters, workbook, trainer guide and video material. (Order by calling 0800 389 8255.)

## ***Charities and fundraising***

### **Overview**

A recent survey of our stakeholders tells us that we should be supporting the most needy in society.

We can make a difference to the charity sector by demonstrating the positive value of tools. For this reason we support helplines, websites and the telethons.

We have set ourselves a target to identify a major communications issue to champion within the charity sector by March 2002.

There is more information for charities on how to get support from major organisations available in our guide ‘Bidding for Funds and Resources’  
Please note this does not relate to funding from BT but offers general best practice advice to preparing a funding/resourcing case.

### **Charities**

#### **Telephone Helplines Association (THA)**

As its name suggests, the Telephone Helplines Association (THA) represents organisations providing telephone services including advice, information, listening support and counselling on a vast range of subjects.

BT has supported the development of both the paper and internet versions of the Telephone Helplines Directory, which lists more than 900 national, regional and local telephone helplines throughout the UK.

#### **ChildLine**

Over 1.1m children have been counselled by ChildLine since its inception in 1986.

BT has supported ChildLine with its simple and memorable number : 0800 1111 and as one of the “Founders” of ChildLine, the organisation is considered very much a ‘BT-preferred’ charity.

In addition to housing ChildLine’s London operation, BT has also provided a significant level of financial and ‘in-kind’ support for specific development and expansion projects and in promotional, managerial and technical expertise over the years.

The annual BT/ChildLine Awards for Services to Children have been sponsored by BT since their inception in 1990.

ChildLine was also be the beneficiary of the 2001 BT Christmas Concert at the Royal Albert Hall on 19 December, receiving over £8,500 which BT rounded up to £10,000.

#### **Shelterline**

Funded by BT, Shelterline is the first 24 hour housing helpline and provides advice and advocacy to anyone facing homelessness or a housing problem. Since its launch on 4 December 1998, Shelterline has taken over 200,000 calls covering a range of issues from homelessness to domestic violence, problems with landlords, property disrepair and relationship breakdown.

## Community Network

The Community Network was first funded by BT in 1989 as a 6-month pilot project to research the social implications of technology. In December 1989 the project was granted charitable status. Community Network is the voluntary sector telephone conference provider and uses technology to meet real community needs – whatever, and wherever, that community may be.

More than 30,000 people now take part in Community Network telephone conferences. FriendshipLink – telephone based social clubs for housebound individuals and Faithlink – ‘taking’ people to church by phone are just two of the exciting and innovative ways in which the telephone as an accessible user-friendly technology is used to meet social needs and social inclusion.

## Awards

BT Community Connections is a UK-wide award scheme for local community groups to access the internet.

Judging panels in Scotland, Northern Ireland, Wales and each of the English regions have awarded more than 1,700 internet-ready PCs to individuals and groups who wish to make a positive impact in their community.

Year 2 of the scheme will be launched in January 2002 with another 1700 PCs available to the community.

Two examples of the use of the award are Croham Hurst Good Neighbours, Croydon, and the Exmouth and District Youth Action Group.

Croham Hurst Good Neighbours are setting up a shopping scheme to allow volunteers to order residents’ weekly food over the internet. This means many frail and housebound residents can continue living independently, and it will allow volunteers to spend more valuable time visiting elderly residents rather than spending their time shopping in supermarkets.

Youth Action is a voluntary group of young people who have set up an anti-bullying campaign to inform young people in the South West region about the effects of bullying through fun and educational activities. The group has used the BT Community Connections award to put together a pioneering website to allow young people to chat, ask questions and share their views and personal experiences on bullying.

To see more winning examples and find out how you can apply visit [www.btcommunityconnections.com](http://www.btcommunityconnections.com)

## Fundraising

### “Thons”

As one of the UK’s leading communications companies, BT is able to co-ordinate major national charitable events, including telethons for Children in Need, Comic Relief and GMTV’s Get Up and Give.

We are also actively involved in international appeals through our support for the Disasters Emergency Committee (DEC).

BT provides call centres to take donations over the phone, with efforts co-ordinated via the BT Tower, as well as managing the whole telephone network.

### Children in Need

This year’s appeal took place on 16 November 2001, raising £12.9m on the night (the highest total since 1991); viewing figures were up to 11m from 8.5m in 2000. BT took nearly 200,000 calls over the network, with 6 BT sites taking part, including BT Tower. Through the BT Answer 1571 initiative, £728,562 was raised for Children in Need by BT.

### GMTV

The 2001 ‘Get Up & Give’ appeal was a new record-breaker and exceeded all expectations with £600,000 raised in one week. Over 200 telephonist volunteers handled a staggering 26,665 phone calls. In addition to supporting the telephone network and providing volunteer telephonists during the week of the appeal, BT opened up some of its sites for people to be trained in deaf/blind signing. Over 500 were trained during the week of the appeal and the offer has now been extended to all BT call centre staff. The final figure, announced on Christmas Eve, was £775,000.

### Comic Relief

2001 was another record-breaking telethon with 737,314 calls and £23.5m raised on the night (up by £7.5m on 2000). Currently the total stands at a staggering £54m.

### Jeans for Genes

BT has formally supported Jeans for Genes for the last 3 years. All proceeds from the appeal are split between five national charities, helping children affected by genetic disorders: The Great Ormond Street Children’s Charity, The Cystic Fibrosis Trust, the Primary Immunodeficiency Association, the Society for Mucopolysaccharide Diseases and The Chronic Granulomatous Disorder Research Trust. £16,700 was donated for the 2001 appeal, making a total of £59,700 over three years.

### BT Swimathon

BT has enjoyed a very successful sponsorship of the BT Swimathon for over 11 years, during which time the event has gone from strength to strength. The 2001 BT Swimathon raised a record breaking £2.4m, with the main beneficiary, Macmillan Cancer Relief, receiving £1.2m.

It is very unusual for a company to sponsor an event for more than 5 years – the fact that BT has sponsored the BT Swimathon for 11 is a reflection of how successful the programme has been.

The decision not to continue the sponsorship of Swimathon after 2001 was taken following the review of all our community activities with our stakeholders, which prompted us to focus more on projects where we have most to contribute and where the contribution aligns most closely with our business. BT has ended its sponsorship at a time when the event has raised more money and secured more media coverage than ever before, leaving another sponsor with a very attractive proposition and the opportunity to make the event its own.

Capitalising on the positive association with Macmillan in 2001, the charity has been confirmed as the main beneficiary of the Swimathon proceeds for the next 3 years.

## Cause related marketing

Cause related marketing – which means marketing products in the interests of good causes – is another way in which BT is involved in fundraising.

The major scheme currently in operation is

### BT Friends & Family Charities campaign

Many customers have joined a scheme that enables them to donate their Friends & Family discount to a selection of charities, knowing that BT will match their donations, pound for pound, to a maximum of £1 million.

In 2001, the total sum raised was £200,862.60 i.e., £66,954.20 per organisation. With BT's matched funding, this year's three beneficiary charities, the Stroke Association, the National Meningitis Trust and Marie Curie Cancer Care, have received £133,908.40 from the BT Friends & Family Charities campaign.

The Meningitis Trust will fund two main initiatives from money raised through Friends & Family: "Schools' Project – a Life Line for Teenagers" and "Early Years Training Officers – a Life Line for the Under Fives".

The Schools Project is designed to raise awareness amongst teenagers of the continuing risk of meningitis, and to provide them with life-saving information about the signs and symptoms of the disease. This is being done by the development of a flexible internet-based Virtual Learning Environment, accessed via a Virtual Classroom, as part of the Personal and Social Health Education programme for 14-16 year olds within the National Curriculum.

The home page of the website can be seen at [www.meningitis-schools.org.uk](http://www.meningitis-schools.org.uk) and a pilot website has been established and reviewed by 4 UK schools.

On the Early Years Training Officers' project, there are currently 2 individuals in post – one in Northern Ireland and one in Scotland. The job of the Early Years Training Officers is to provide comprehensive training and introduce good practice for carers, parents and child-carers of the signs and symptoms of meningitis and how to act swiftly and appropriately if they suspect a case of the disease.

## **BT's Big Button Phone and the RNIB**

And here's one we made earlier.

The Big Button Phone was specially commissioned by BT in 1999 to benefit the more than 1.7 million people in the UK with serious sight problems and the nearly 9 million who are deaf or hard of hearing.

The telephone's buttons are more than four times the size of those on a standard telephone and are therefore much easier to operate.

A partnership was established with the Royal National Institute for the Blind (RNIB) whereby BT donated £1.50 to the charity for every Big Button Phone sold or rented, up to a maximum of £100,000.

£100,000 was raised and was invested in the RNIB Helpline which offers information, support and advice to anyone with serious sight problems.

## **Videophone Trial Website**

BT has been working with the deaf community on a videophone trial with over 30 videophones supplied to families with at least one deaf child, as well as selected school and research staff in the Bristol area. The trialists and two of their closest friends or family members are provided with a videophone for 18 months free of charge and over that period research is carried out in order to:

- Measure videophone usage and monitor communication patterns
- Establish ideal locations for the videophone placement in the home
- Evaluate the videophone concept – in particular how easy they are to use and how appropriate they are to a family situation.

The phone is very easy to use with superb picture quality, which is ideal for signing and lip-reading and is already adding a new dimension to many people's lives:

- Distant relatives are now able to see their grandchildren growing up
- Smiles, laughter, photos and digital camera images are being shared in a new way
- Deaf children are now answering the phone and taking messages for their parents

## Volunteering

### Overview

BT is one of the largest employers in the UK, with around 118,000 employees.

This gives us a great opportunity to enable employees to develop new skills which assist them at work, as well as using their existing skills for the benefit of the community.

### Employee volunteering

Many of our employees give their time to work as volunteers with causes they choose, with the support of BT.

They are also encouraged to take part in company volunteering initiatives and are given paid time-off where this is agreed by their line manager as part of their personal development. BT is currently developing a new employee volunteering scheme which will make 10,000 BT and ex-BT people available to volunteer in schools <http://www.btvolunteers.org>. All activity will be closely aligned with the company focus on improving communication skills and will be related to the National Curriculum across the UK. The scheme will follow the rollout of the Education Programme and be UK-wide by the end of 2002, it will also absorb all existing volunteering initiatives such as BT SchoolFriends, which is one of the UK's largest company-led volunteering schemes, and is designed to boost the literacy and communication skills of children at school.

The scheme is currently being extended to BT retirees and employee family and friends.

BT people are always among those manning the phones at televised appeals – and a database of over 1200 BT volunteers has now been put together.

During the millennium year, more than 900 BT people spent four weeks each as volunteers at the Greenwich Dome acting as hosts in the BT sponsored Talk Zone.

We operate the country's largest payroll giving scheme through which over 13,000 BT people donate money to the charity of their choice, and this is combined with BT's matched funding of £1 million. Latest figures from the Charities Aid Foundation show that in 2000/01 nearly 14,500 BT people gave more than £1.8 million to approximately 2,700 charities. When BT matching funds are added, the figure rises to £2.8 million.

BT also pays all the administrative charges raised by the Charities Aid Foundation, which runs the scheme on BT's behalf.

And there are also a number of fundraising programmes which employees can take part in, including Jeans for Genes and the telethons, but the majority of fundraising schemes are initiated and organised by employees themselves with local charities as the main beneficiaries.

Support for BT people's voluntary work in their local communities is recognised by the BT in the Community scheme, which is open to all employees.

The overall winners in each category are selected by the BT Chairman who also hosts the annual awards ceremony. The winners of the 2001 awards were announced by BT chairman Sir Christopher Bland at a special ceremony at BT Centre in London in July. The overall winners each received £3,500 for their organisations, and awards of £1,500 were made to 15 other shortlisted winners.



In addition, employees who deliver excellent results for community causes can be acknowledged in the company's recognition scheme, The BT Awards for Quality, which is championed by the Chief Executive, Ben Verwaayen.

Last year's team award went to the group which organised and built communications systems for two refugee camps in Kosovo.

We have set ourselves a target to establish an extensive volunteering initiative to support and enhance the BT education programme by March 2002.

### **Community volunteering**

But BT's involvement in volunteering goes beyond the direct engagement of BT people. We also play a part in helping to bring people together for voluntary activities.

TimeBank, for example, is a way for individuals to get involved in the local community by donating their time to community activities. BT has chosen to support this initiative, because we believe that volunteering requires good communication and relationship skills if people are to work successfully in unfamiliar teams. The support extends to server and website facilities, but we are working together to develop a "Corporate TimeBank" – a packaged volunteering programme that will help companies to develop volunteering schemes of their own.

We also have plans to develop a "Schools TimeBank" to help schools to run a scheme for involving pupils in the local community.

## *The arts and heritage*

### Overview

Throughout history, art in all its many forms has been one of the most powerful and enduring ways in which people have communicated feelings, ideas and emotions. It is entirely appropriate, therefore, that BT, a company dedicated to encouraging and sustaining a communicating society, should be an enthusiastic promoter and supporter of the arts through the BT Social Policy Programme.

### Tate

Tate Modern is one of the foremost modern art museums in the world and the most important new building for the visual arts in Britain. It aims to define new ways of interpreting art for as wide a range of audiences as possible.

BT has been associated with the Tate since 2000 with its sponsorship of the Collection Displays at Tate Modern, and more recently its sponsorship of Tate Online, a state of the art website rich in content and interactivity.

The Tate website is powered by BTopenworld, which is providing technical support, hosting and on-line broadcasting to [www.tate.org.uk](http://www.tate.org.uk) which currently displays 14,000 images of art on-line, taken from the four Tate Galleries (Tate Modern, Tate Britain, Tate Liverpool and Tate St Ives).

As part of the Centenary Development at Tate Britain, BT and Tate developed a parallel virtual method of navigating the Collection online called Explore Tate Britain. This exciting new section of the website enables visitors to interact with the permanent displays via the gallery floorplan as well as a chronological timeline and will provide a curated context to the Tate Britain Collection.

The technical support, hosting and on-line broadcasting provided by BTopenworld will facilitate the presentation of the Gallery through the application of cutting edge technology. This technology will ensure that each of the pieces of online art is represented as accurately as possible, and it is hoped that this in turn will encourage the creation of art specifically for on-line presentation, and help to promote this increasingly popular genre.

Visit [www.tate.org.uk](http://www.tate.org.uk).

### Heritage – Connected Earth

BT's heritage collections are huge – both in numbers of objects and in the size of many of the objects. Since the BT Museum at Blackfriars closed in 1997 we have been looking for an innovative solution to secure the future of the collections, at the same time making sure that the maximum number of people can enjoy them in new ways.

We have called the project Connected Earth and announced the outline to a museum sector audience last July to a warm response. Already a number of museum partners are on board and with them we have worked to create a series of new galleries, as well as the museum on the internet.

The experience and memories of those who worked in telecommunications in the last century have been recorded with more than 250 retired BT employees and others offering their memories. 50 have been interviewed so far and their recollections will bring the recent past to life and illuminate many of the stories told in the museum on the internet.

This Spring we will be launching the first phase: three new exhibitions and the Museum on the Internet – [www.connected-earth.com](http://www.connected-earth.com)– and a range of educational resources.

The first of the new dedicated Connected Earth galleries will be at Goonhilly Satellite Earth Station in Cornwall opening to the public on Monday 25 March, in time for Easter. Here the emphasis will be on global communications and the development of the world network of submarine cables and satellite links. At Avoncroft Museum, West Midlands, a newly interpreted exhibition of telephone boxes, the largest in the world, will open in early April.

Work is also underway on a new building at Amberley Working Museum in Sussex which will house an interactive history of telecommunications, told from the point of view of ordinary users of the service. This will open at the end of May.

When complete, Connected Earth – the Museum on the Internet will be one of the largest virtual museums in existence. It will also have a substantial education content with material aimed at primary and secondary stages of the national curriculum.



### **Spreading and sharing the Web**

We share our internet expertise with our community partners and have helped a number of them to develop their own websites, so that information about their work and our investment can reach a wider audience.

Here are some of the websites we have helped to develop.

#### **CancerWEB**

BT supports CancerWEB's provision, via the internet, of information about cancer for clinicians and patients, an educational resource for healthcare professionals and communication between trainees in oncology.

To learn more, visit [www.graylab.ac.uk/cancerweb](http://www.graylab.ac.uk/cancerweb)

#### **OneWorld OnLine**

OneWorld Online is a partnership of over 100 organisations working for human rights and sustainable development and dedicated to broadcasting an agenda for a fairer world.

Thanks to BT's support, OneWorld is creating a number of new websites for selected community groups and 20 scholarships to enable these groups to join the network for a year.

To learn more, visit [www.oneworld.org/](http://www.oneworld.org/) and [www.oneworld.org/community.web/](http://www.oneworld.org/community.web/)

#### **Shelterline**

Shelter, the largest registered charity working on behalf of homeless or badly housed people, launched Shelterline with funding from BT. The first national 24-hour housing helpline, it provides advice and advocacy to anyone facing homelessness or a housing problem.

To learn more, visit [www.shelter.org.uk/main.html](http://www.shelter.org.uk/main.html)

## **Telephone Helplines Association (THA)**

As the name suggests, the THA represents organisations providing telephone services including advice, information, listening support and counselling on a vast range of subjects. BT has supported the development of the Internet version of the Telephone Helplines Directory which lists over 900 national, regional and local telephone helplines throughout the country.

To learn more, visit [www.helplines.org.uk/](http://www.helplines.org.uk/)

## **National Council for Voluntary Organisations (NCVO)**

The NCVO is the umbrella body for over 1,000 voluntary organisations and represents their views to Government, the Charity Commission, the EU and other bodies.

BT is providing support for the creation of on-line services to members and promotion of the use of interactive technology within the voluntary sector.

To learn more, visit [www.ncvo-vol.org.uk/](http://www.ncvo-vol.org.uk/)

## **Citizenship Foundation**

BT shares the aims of the Citizenship Foundation to promote citizenship education through a wide range of programmes in the fields of law and the legal system, human rights, education for democracy and moral and critical thinking.

To learn more, visit [www.citfou.org.uk/](http://www.citfou.org.uk/)

## **New targets**

See Better World – Objectives and targets