



BT in the community

Better World – Our Commitment to Society

Community

BT is committed to making a difference in society. We have a major programme of investment designed to improve the quality of life and well being of the communities in which we operate. In line with the business we are in, the central theme of our activities is improved communications.

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

BT is a founder member of the Per Cent Club, and we donate a minimum of one half per cent of our annual pre-tax profits to not-for-profit causes. We also provide funding and support in kind which exceed one per cent.

Estimates of this contribution so far show that this would make our total contribution for 2001/02 worth over £25m. Our community activities fall into four main 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
- employee involvement – 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.

Education

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

Children only get one chance in life, which is why it's so important that they get the best possible opportunities. Many schools are under-funded and this is where corporate investment in education can really make a difference.

BT's educational initiatives focus on:

- Schools – helping to improve communication skills of young people across the UK
 - Online resources – materials for teachers
 - Awards – for teachers and schools
 - International – helping schools around the world benefit from communication technology
- Lifeskills – helping to improve interpersonal communication skills in all areas of life

We also actively support the 500-plus BT people who are school or college governors, and managers supervising work experience. Over 5,000 student work places have been provided in the last three years.

General information about all our education activities can be found at: www.bt.com/education.

In schools

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

Communications roadshow

One of the main strands of the programme is a touring 'road show', 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. Afterwards they help the children to work in groups to develop their conversational skills.

As of September 2002, more than 1.7 million children in over 7,000 schools had taken part in the roadshows.

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

We have also produced a new range of support materials for the children, including an interactive CD-ROM, a video and a comic featuring all the characters from the performance.

Teacher training

In 2000/01 we introduced teacher-training events. They highlight the benefits of improving young peoples communication skills in schools. They also provide advice on setting up and managing communication-based classroom activities.

BT Volunteers

We have structured our BT volunteering activity to tie in with our educational goals.

BT and ex-BT employees registered with our volunteers programme assist in the roadshow and, if necessary, with whole-school issues relating to both speaking & listening and ICT skills.

BT volunteers can extend the programme rollout by taking a DVD-based programme to any school that we are unable to fit into the roadshow schedule.

General information can be found at:

- www.bt.com/education

Online resources

BT Toolbox

The BT Toolbox is a collection of free teaching materials that includes exercises in speaking and listening skills, as well as a unique set of ICT tutorials for primary and secondary schools.

Each ICT tutorial has a user-friendly animated exploration of an important area of ICT, which includes teaching notes, activity sheets, certificates and pupil self-assessment forms. The tutorials were designed for use in and beyond the classroom.

There are currently 13 separate animated tutorials on the site, all aligned to both the National Curriculum and Scottish Guidelines. An expanded range of teacher worksheets have been available from September 2002.

Exchange Database

By registering their school or organisation free of charge on BT's Exchange Database website, users can gain access to our rapidly growing community of educators.

Members can search for contacts with similar interests to help develop new projects or initiate an exchange of ideas. All registrants receive the BT Education Programme newsletter informing them of new educational developments.

Talking Teaching

BT has launched a new site www.talkingteaching.co.uk with the Teaching Awards Trust and learn.co.uk to provide a place where teachers can network and share best practice.

Open to all teachers across the UK, the site has become an online community run by teachers for teachers.

General information can be found at:

- Exchange Database www.bt.com/education

Awards

Teaching Awards

Teaching Awards BT is the main sponsor of the Teaching Awards 2002 – the ‘Platos’ – which are designed to raise awareness about working in the profession and to reward truly excellent teachers.

The awards celebrate the achievements of teachers across the UK (with the exception of Scotland) and culminate in a national event in London. The BBC broadcast the 2001 ceremony last October and plans to broadcast the 2002 ceremony this November.

BT will be an associate sponsor of the Teaching Awards 2003.

BT Schools Awards

The BT Schools Awards encourage schools to join with others in the UK or overseas to submit a project idea that makes innovative use of ICT to support learning.

Details of the scheme are on www.bt.com/education. Successful schools are granted an award of £5,000 or £15,000 to run their project. A total of £300,000 of project funding will be distributed across the nation in the current academic year and in the next one. Each term Two £15,000 and fourteen £5,000 awards are available each term.

The application process is as simple and user-friendly as possible, beginning with a straightforward online application form.

Applications are judged by a panel of leading figures from education including representatives from Becta, the DfES and the Guardian, as well as BT.

BT Lifelong Learning Awards

The BT Lifelong Learning Awards have supported innovative collaborative projects using ICT in the further and higher education sectors.

The awards have given us a wealth of experience and best practice about how to use ICT successfully in further and higher education. They have now closed and we do not plan to relaunch them.

However, we will continue to publish case studies of these projects on www.bt.com/lifelonglearning.

We would like to thank all schools, colleges, libraries and universities that have shown an interest in the awards.

General information can be found at:

- www.bt.com/education.
- www.bt.com/lifelonglearning

International

BT Global Schools Network

The BT Global Schools Network (BT GSN) aimed to help schools around the world benefit from communication technology.

Schools involved used the Internet, e-mail and fax to exchange information and ideas, collaborate on curriculum projects and learn more about the life and culture of each others 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.

The BT GSN has now finished, but the learning from the project is published on our website: www.bt.com/education

Katha Information Technology and E-commerce School

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.

Young people who are no longer in formal education will attend the school.

Over the three-year project, the school will teach more than 500 children aged six to 16 a range of IT, computing and communications skills, to give them a chance in education and an opportunity to compete for employment in the 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 won a prestigious international award – the Most Promising Enterprise Award 2002.

More information can be found at:

- www.bt.com/education

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.

The interpersonal communication skills element of BT's Better World Programme, TalkWorks, tries to address this. 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?'

BT has developed a range of products from books, audiocassettes and videos to workshops that will help people practise these skills.

The TalkWorks package is being used in adult education classes and in the workplace. It is also used in prisons to help offenders improve their ability to communicate and learn new skills, including ICT skills.

All products can be ordered via the helpline – 0800 800 808. The books can be loaned from some public libraries. Workshops can be arranged by calling 0800 389 8255.

Charities and fundraising

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

The use of telephone helplines, websites and national telethons, show in a demonstratively positive way in which the use of communication tools can help in charity fundraising.

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

BT is approached by many voluntary organisations for help. We believe that we can make the biggest impact by focusing our resource on the causes that can most benefit from our communications tools.

Telephone Helplines Association (THA)

As its name suggests, the Telephone Helplines Association (THA) www.helplines.org.uk 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 www.childline.org.uk since its inception in 1986.

BT is one of the founders of ChildLine. We gave it a simple and memorable number: 0800 1111.

As well as providing the premises for ChildLine's London operation, we have always given a significant level of financial and 'in-kind' support for specific development and expansion projects plus providing promotional, managerial and technical expertise.

BT has sponsored the annual BT/ChildLine Awards for Services to Children since it began in 1990.

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

BT is now partnering with ChildLine in the first phase of a major new campaign to ensure that all young people are heard. This campaign begins with BT's commitment to help ChildLine to answer all the children that call them each day – around 4,000 – of which they are only currently able to answer 1,800.

Shelterline

BT has funded Shelterline (www.shelter.org.uk – the first 24-hour housing helpline that 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.

Parentline Plus

BT is supporting a three-year campaign with Parentline: www.parentlineplus.org.uk to help increase public awareness of children’s needs for support within the family, and of the importance of good communications within families.

‘Talking Families’ aims to help people within extended family realise how they can keep communication flowing. We also ensure that individuals know how to access helpful information via regional seminars, conferences and the media.

Community Network

Community Network is the voluntary sector telephone conference provider and uses technology to meet the real needs of communities wherever they may be.

BT first funded the Community Network in 1989 as a six-month pilot project to research the social implications of technology. In December 1989 the project was granted charitable status.

More than 30,000 people now take part in Community Network telephone conferences.

FriendshipLink is the 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 is used to meet social needs and promote social inclusion.

More information can be found at:

- Telephone Helplines Association (THA)
- ChildLine
- Shelterline
- Parentline Plus

Fundraising

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 GMTVs '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

Last year's appeal took place in November, and raised £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 six 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. More than 200 telephonist volunteers handled a staggering 26,665 phone calls. The final sum raised was £775,000.

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.

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 three 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
- 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 more than 11 years and 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.

Our decision not to continue the sponsorship after 2001 was taken following the review of all our community activities with our stakeholders, which prompted us to focus more on aligning community contribution with our core business.

BT 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 three years.

Awards

BT Community Connections

BT Community Connections is an 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 so far awarded more than 2,800 internet-ready PCs to individuals and groups who wish to make a positive impact in their community. Year 2 of the scheme was launched in January 2002.

Two examples of the excellent 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 frail and housebound residents' weekly food over the Internet, helping them to continue living independently and freeing up visiting time for volunteers.

Youth Action is a voluntary group of young people who have set up a programme of fun educational activities that inform young people in the South West about the effects of bullying. The group has used the BT award to create a pioneering website to allow young people to chat and share their views and experiences.

General information can be found at

- www.btcommunityconnections.com

Cause-related marketing

Marketing products in the interests of good causes is another way in which BT is involved in fundraising.

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. With BT's matched funding, three beneficiary charities – the Stroke Association, the National Meningitis Trust and Marie Curie Cancer Care – each received £133,908 from the campaign.

The Meningitis Trust will fund two main initiatives from money raised through Friends & Family:

- Schools' Project – a life line for teenagers, The Schools Project is designed to raise teenage awareness of the risk of meningitis, and provide life-saving information about its signs and symptoms, via an internet-based Virtual Learning Environment, as part of the National Curriculum Personal and Social Health Education programme for 14-16 year olds.
- We also have two early years training officers – one in Northern Ireland and one in Scotland – providing comprehensive training to teachers and carers in the signs and symptoms of meningitis and how to act swiftly and appropriately if they suspect a case of the disease.

The home page of the website can be seen at www.meningitis-schools.org.uk

BT's Big Button Phone and the RNIB

An earlier scheme, 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 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 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. More than 30 videophones have been supplied to families with at least one deaf child, as well as selected school and research staff in the Bristol area.

The triallists and two of their closest friends or family members are provided with a videophone for 18 months free of charge. 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 – 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.

General information can be found at:

- www.bt.com/videophone/index.jsp

Spreading and sharing the Web



For the third year running, BT plc was a winner of the Corporate Website Hallmark Awards from the Charities Aid Foundation for demonstrating its corporate community involvement through websites.

We share our Internet expertise with our community partners and have helped a number of them to develop their own websites. Information about their work and our investment can then reach a wider audience.

We are currently developing a website offer which will be available, free of charge, to the whole of the voluntary sector.

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

CancerWEB

BT supports the CancerWEB site, which gives information about cancer for clinicians and patients. It is an educational resource for healthcare professionals and facilitates communication between trainees in oncology.

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.

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.

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

General information can be found at:

- CancerWeb www.graylab.ac.uk/cancerweb
- Shelterline www.shelter.org.uk/main.html
- Telephone Helplines Directory www.helplines.org.uk
- National Council for Voluntary Organisations www.ncvo-vol.org.uk

Employee involvement

BT is one of the largest employers in the UK, with around 100,000 UK employees.

Encouraging our people to take part in community programmes benefits individuals, the community and the business. Employees learn new skills, which help them at work, while the community benefits from BT employees' skills.

There are many ways that BT people can get involved in our social programmes. They can play an active part as a BT volunteer, answer telephones in telethons or donate money via BT's 'Give as You Earn scheme'.

Many employees are actively involved in their local communities in their own time. BT encourages and recognises their work with awards for their organisations.

Employee volunteering

Many of our employees give their time to work as volunteers with the causes of their choice, supported by BT.

Our people are also encouraged to take part in company volunteering initiatives. If their line manager considers this part of their personal development, they are given paid time off.

BT Volunteers

BT has developed a new employee-volunteering scheme, which aims to make 10,000 BT and ex-BT people available to volunteer in schools. All activity will be closely aligned with the company's focus on improving communication skills and will be related to the National Curriculum and Scottish guidelines.

The scheme will follow the rollout of the Education Programme and be UK-wide by March 2003.

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

Fundraising support

BT people are always among those manning the phones at televised appeals. A database of over 1,200 BT volunteers has now been compiled.

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.

Employee giving

Give As You Earn

We operate the country's largest payroll giving scheme through which over 14,000 BT people donate money to the charity of their choice. BT matches the first £1 million raised.

Latest figures from the Charities Aid foundation show that in 2001/02 the total amount raised by employees was £2.0 million.

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

Fundraising

There are also a number of fundraising programmes which employees can take part in, including Jeans for Genes and the national telethons, such as Comic Relief and Children in Need.

However, the majority of fundraising schemes are initiated and organised by employees themselves with local charities as the main beneficiaries.

Employee awards

BT Community Champions

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

The BT Chairman who also hosts the annual awards ceremony selects the overall winners in each category. 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 short-listed winners.

BT Awards for Quality

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.

Community volunteering

BT's involvement in volunteering goes beyond the direct engagement of its 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 and working successfully in unfamiliar teams requires good communication and relationship skills.

The support extends to server and website facilities, and we have developed a 'Corporate TimeBank' – a packaged volunteering programme that will help companies to develop volunteering schemes of their own.

We also have plans to help develop a 'Schools TimeBank' to assist schools in running a scheme for involving pupils in the local community. This will become one of the volunteering activities we offer via BT Volunteers.

Arts & Heritage

Throughout history, art in all its many forms has been one of the most powerful and enduring ways in which people have communicated feelings and ideas.

It is entirely appropriate 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 Online

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 a wide variety of audiences.

BT has been associated with 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 site is powered by BT Openworld, which is providing technical support, hosting and on-line broadcasting to www.tate.org.uk, which currently displays over 50,000 images of art on-line, taken from the four Tate Galleries.

Over the past year BT Openworld have worked with Tate to develop a number of innovative and exciting projects specifically for Tate Online. These include designing the site, which enabled the entire Turner Bequest to appear online, as well as a virtual method of navigating the Tate Britain Collection, called Explore Tate Britain. In September, BT Openworld also worked with Tate to re-create Turner's gallery on the website in a visually stunning 3D representation.

BT's involvement with Tate has proved to be highly successful, with traffic to the Tate website almost trebling since our partnership began. The association with Tate not only enhances BT's image and reputation, but also gives the opportunity to showcase its technological expertise.

BT is delighted to support such an inspirational and important organisation.

General information can be found at:

- Tate Online www.tate.org.uk

BTs heritage collection

Connected Earth

The BT heritage collections are huge, both in the number of pieces we have and due to the size of many of the pieces themselves!

The BT Museum at London Blackfriars closed in 1997 and we have been looking for a way to secure the future of the collections while making sure that the maximum number of people can enjoy them in new ways.

We have called the project Connected Earth. In the presence of Tessa Jowell MP, Secretary of State for Culture, Media and Sport, the project was officially launched to a museum sector audience in April 2002 and received a warm response.

We have worked with a number of leading museum partners to create a series of new galleries and exhibitions, as well as the Museum on the Internet, a virtual museum underpinning the physical collections.

The memories of more than 250 retired BT employees and others who worked in telecommunications in the last century have been recorded. Their recollections will bring the past to life and illuminate many of the stories told in the Museum on the Internet.

The first of the new Connected Earth galleries at Goonhilly Satellite Earth Station in Cornwall was opened to the public in March 2002. Here the emphasis is 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 kiosks, the largest in the world, was also opened in April 2002. In May 2002 Prince Michael of Kent opened a brand new gallery at Amberley Working Museum where visitors can see an interactive history of telecommunications told from the point of view of the ordinary users of the service.

The Museum on the Internet went live in June 2002 with 1,200 pages of content exploring fully the history of communications, and charting how – in the last 200 years – mankind has radically extended the ability to transmit information, ideas, words, pictures, and most importantly talk itself, across the globe.

The site will continue to develop throughout the rest of 2002 and on completion will be one of the largest virtual museums in existence with substantial educational content aimed at primary and secondary stages of the National Curriculum and Scottish Guidelines.

In October 2002, Connected Earth scooped an award for ‘best interactive media project’ of the year at the AV Industry Awards 2002, sponsored by Sony.

General information can be found at:

- The Museum on the Internet www.connected-earth.com