



Community

**BT Social and
Environmental report**



THE QUEEN'S AWARDS
FOR ENTERPRISE:
SUSTAINABLE DEVELOPMENT
2003

Community

BT is committed to making a difference in society. We invest in communities to improve the quality of life and sense of well-being of the people who live there. The central theme of our community activities is improved communications.

As a member of the Per Cent Club, we are committed to give a minimum of 0.5% of our UK pre-tax profits (before exceptional items) to direct activities in support of society. Our provision was £10 million in 1987; peaked at £16 million in 2001; and was £5.6 million in the 2004 financial year.

BT operations provided a further £12.4 million in funding and support-in-kind in the 2004 financial year, bringing the total contribution for the year to over 1.6% of BT's 2002 pre-tax profits.

We donated £1.2 million directly to charities in the year.

Our community activities are in four main categories:

- **Charities and fundraising.** We support a range of initiatives with a special focus on a campaign with the UK children charity, ChildLine. For more information, please visit: www.childline.org.uk.
- **Education.** We use a variety of techniques and media from live drama to web-based activities – to promote communication and citizenship in schools.
- **Employee involvement.** Through the BT Volunteers programme, we encourage BT people to volunteer and spend time for community activities. We also help others (companies, schools) to organise volunteering programmes.
- **Arts and heritage.** We have a pioneering partnership with the UK's leading modern art gallery, Tate, sponsoring its website Tate Online. We support the preservation of the UK's telecommunications heritage.

We also launched a digital inclusion campaign to support the UK Government's aim to give all citizens internet access by 2005. We believe that promoting access to information and communications technology can improve

people's lives and open doors to education, jobs and entertainment. For more information, see the Digital inclusion section of our online report.

Charities and fundraising

Surveys of our stakeholders suggest that we should support the most needy in society.

The use of telephone helplines, websites and national telethons shows how communications technology can help in charity fundraising.

Our guide, *Bidding for Funds and Resources*, gives charities information on how to secure support from businesses, trusts and public bodies. The document is not a guide on how to obtain funding from BT – it offers best-practice advice on how to prepare a general funding/resourcing case.

'Making It Happen: BT's Guide to Unlocking EU Funding' was published by BT in January 2003. This guide can assist UK public sector bodies such as schools and hospitals, as well as businesses and charities, gain access to European Union funding of €50 billion, much of which goes unclaimed.

It is available as a free PDF download or you can buy a copy from Politico's online bookshop (www.politicos.co.uk/item.jsp?ID=2863).

Charities

We believe that we can make the biggest impact from our charitable giving by focusing our resources on the causes that will benefit most from our communications technology and expertise.

ChildLine

ChildLine is the free 24-hour helpline for children and young people in the UK. We are working with the UK charity on 'Am I Listening?', a major campaign which aims to ensure that all young people are heard. BT is committed to raise millions to help ChildLine move closer to its goal of answering every child's call for help. Currently, 4,000 children call ChildLine every day but lack of funds means that only 1,800 can be answered.

BT is one of the founders of ChildLine (www.childline.org.uk). We gave it a simple and memorable number: **0800 1111**. Over

1.5 million children have been counselled by ChildLine since 1986.

We also give in-kind support to ChildLine, such as strategic and technical advice.

BT's support has included the donation of premises for several years, large-scale promotions and staff fundraising initiatives, and sponsoring the annual BT ChildLine Awards for Services to Children.

ChildLine was also the beneficiary of the BT Christmas Concert in 2002, and a joint beneficiary in 2003.

Community Network

The Community Network (www.community-network.org/) is a charity that provides teleconferencing facilities to the voluntary sector.

BT first funded the Network in 1989 as a six-month pilot project to research the social implications of this technology. More than 30,000 people now take part in Community Network telephone conferences.

FriendshipLink, a telephone-based social club for housebound people, and FaithLink, which takes people to church by phone, are two of the innovative ways the Community Network uses the telephone to meet social needs and promote social inclusion.

Telephone Helplines Association (THA)

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

Fundraising

BT is able to co-ordinate major national charitable events, including telethons for UK charities. BT manages the entire telephone network for these events, as well as providing call centres to take donations over the phone. Many fundraising programmes are initiated and organised by employees themselves with local charities as the main beneficiaries.

We are involved in international appeals through our support for the Disasters Emergency Committee, an organisation that supports UK charities working to alleviate suffering from disasters abroad.

Children in Need

BBC Children in Need started in 1980 to improve the lives of UK children who have experienced problems or hardships, such as abuse, serious illness and poverty.

The 2003 Children in Need appeal raised more than £15 million during a seven-hour television programme. BT took 370,000 calls (up by 150,000 on last year).

Comic Relief

Comic Relief is a charity set up by comedians and uses comedy and laughter to get serious messages across. It is committed to helping end poverty and social injustice worldwide. It is known for its biennial Red Nose day and the related television appeal.

On Red Nose day 2003 the BT network took more than 1 million calls, with £24 million of the total £61 million raised taken over the telephones on the night. To launch Red Nose Day 2003 we also lit the BT Tower red and ran a cause-related marketing initiative with the Speaking Clock. The Speaking Clock initiative helped secure a Gold Marketing Innovation Award in the 2004 Marketing Community Awards.



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Community continued

Jeans for Genes

Jeans for Genes raises funds for research into serious and often life-threatening genetic disorders affecting thousands of children. BT has supported the appeal since 1999 .

All proceeds from the appeal are split between these eight UK charities, which help children affected by genetic disorders:

- The Great Ormond Street Children's Charity
- The Primary Immunodeficiency Association
- The Society for Mucopolysaccharide Diseases
- The Chronic Granulomatous Disorder Research Trust
- The Jennifer Trust for Spinal Muscular Atrophy
- Rett Syndrome Association UK
- Batten Disease Family Association
- The Haemophilia Society.

Awards

BT Community Connections

BT Community Connections is a UK-wide award programme that gives local community groups the opportunity to gain access to the internet.

Judging panels in Scotland, Northern Ireland, Wales and each of the English regions have awarded more than 3,400 internet-ready PCs to individuals and groups who plan to make a positive impact in their community.

Two examples of excellent use of the award are:

- **Croham Hurst Good Neighbours, Croydon, UK** are setting up a shopping programme to allow volunteers to order food over the internet for frail and housebound residents, helping to maintain their independence
- **Exmouth and District Youth Action Group, UK** is a voluntary group of young people who have set up a programme of fun educational activities that inform young people in South West England about the affects of bullying. The group has created a pioneering website where young people can chat and share their views and experiences.

See also BT Community Connections at www.btcommunityconnections.com.

Spreading and sharing the web

We share our internet expertise with our community partners and have helped many to develop their own websites. This helps information about their work and our investment to reach a wider audience.

BT won Gold Corporate Website Hallmark Awards in 2000, 2001 and 2002, and received a highly commended award in 2003. This was from the UK Charities Aid Foundation for demonstrating its corporate community involvement through websites.

The Telephone Helplines Association (THA) website (www.helplines.org.uk) is an outstanding example of a partner website developed with BT support.

The THA represents organisations providing telephone services, including advice, information, listening support and counselling on many subjects. BT has supported the development of the internet version of the Telephone Helplines Directory. This lists over 900 national, regional and local telephone helplines in the UK.

We have teamed up with ik.com, an internet services company, to make free, simple-to-build websites available to any UK charity or community group. For further details, see ik.com at www.community.ik.com, or phone **08711 28 50**.

Education

Surveys of our stakeholders have shown that education should be a top priority for our social investment.

These are BT's educational initiatives:

- In schools – we help to improve the communication skills of young people across the UK, and encourage good citizenship
- Online resources – we provide materials for teachers at BT Education (www.bt.com/education)
- Awards – for teachers and schools

- International – we help schools around the world benefit from Information and Communications Technology
- Lifeskills – we help to improve interpersonal communication skills in all areas of life.

We support more than 600 BT people who are school or college governors, or work experience supervisors.

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.

BT School Events

One of the main strands of this programme is a touring roadshow. Teams of actors visit schools in the UK, giving drama presentations and communication skills workshops that bring the themes of good communication and citizenship to life.

By the end of the 2004 financial year, the roadshow had made 9,500 school visits and more than two million children had been involved in the BT Education Programme.

Specially developed curriculum resources and a dedicated website (www.bt.com/education) enable teachers to follow up in the classroom on the roadshow themes.

The BT Education Programme continues to focus on communication skills, but also now closely supports the Citizenship curriculum.

BT Volunteers

We have realigned our BT Volunteering Programme with our educational goals.

BT and ex-BT employees registered with the programme can now assist with all BT Education activity, including the Citizenship in-school events.

BT volunteers are helping to extend the reach of our Education programme by taking a DVD-based programme to schools that we are unable to fit into the roadshow schedule.

Online resources

BT Resource Bank

The Resource Bank is a collection of free teaching materials that includes exercises in speaking and listening skills and citizenship, as well as a unique set of Information Communications Technology (ICT) tutorials for primary and secondary schools. A new citizenship education DVD provides highlights for teachers.

Each ICT tutorial has a user-friendly animated exploration of an important area of ICT and includes teaching notes, activity sheets, certificates and pupil self-assessment forms.

There are 13 separate animated tutorials on the Resource Bank website, all aligned to the UK National Curriculum and Scottish Guidelines. The site contains regularly-updated programmes of work and activity sheets to support curriculum areas, including Citizenship, Literacy, Geography and History.

For more details see: www.bt.com/education/resourcebank

Join our Teacher Network

By registering their school or organisation free of charge on BT's web-based Teacher Network, 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 exchange ideas. All registrants receive the BT Education Programme newsletter informing them of new educational developments.

Talking Teaching

Talking Teaching (www.talkingteaching.co.uk) is a website providing an online forum for UK teachers and education professionals to share best practice.

Run by teachers for teachers, the site has been established through a partnership between BT, the Teaching Awards Trust and learn.co.uk. It features guest editorials and provides opportunities to air views, discuss hot topics and share information.



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Community continued

Connected Earth Education Centre

The Education Centre on BT's online museum, Connected Earth (www.connected-earth.com/learnit), provides free teaching resources based on the history of communications.

Awards

Teaching Awards

BT is an associate sponsor of the Teaching Awards. Designed to raise awareness about the profession, the awards celebrate the achievements of teachers in England, Wales and Northern Ireland. They culminate in a national event broadcast by the BBC.

BT Schools Awards

We re-launched the BT Schools Awards in September 2003 with increased funding. For further information, please visit: www.bt.com/education/schoolsawards.

All schools across the UK were invited to apply for grants of up to £2,000 each. A total of 238 projects will be funded.

Schools were asked to demonstrate how their project relates to the newly introduced Citizenship curriculum and how it helps improve young people's communication skills.

Regional media partners will help to promote the Awards, together with a UK national newspaper, The Guardian, which will continue to work with us on the new programme.

The 238 winning schools will all have a further opportunity to win one of three £10,000 awards, by submitting project progress reports in May 2004.

The Awards were re-launched on 28 May 2004. Deadline for submission for the 2004 Awards is 12 November 2004.

International

International Schools Network

BT has established a database to help schools in the UK and abroad to collaborate on projects related to citizenship. As a showcase of good practice, we feature a collaboration between two schools in Delhi and London. For more information, see 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 slums.

KITES offers educational opportunities to young people who have not been in formal education, and provides literacy and Information and Communications Technologies (ICT) skills to young adults.

The project will provide opportunities for the teachers and parents to become computer literate, to help their personal and professional advancement.

Young Scientist & Technology Exhibition in Ireland

The Esat BT Young Scientist & Technology Exhibition is a high-profile academic event and competition for second-level students in Ireland. Esat is BT's service and solutions division in Ireland. The exhibition aims to foster greater participation in science at school and future study and research, by enabling young students to demonstrate their innovative capabilities.

Esat took over the title sponsorship in 1998 and in that year included Technology as a stand-alone category for the very first time. BT manages everything, including initial communication with schools, promotion of the competition, layout of the exhibition and the awards ceremony.

Now in its 40th year, the 2004 exhibition had a record number of 1,046 students representing 480 projects.

Life skills

TalkWorks

The TalkWorks package has been developed by BT to tackle the challenge of good communication. It helps people develop interpersonal communication skills, considering questions such as: 'Why do some conversations work well while others fail?' and 'Why is misunderstanding so common?'

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

All products can be ordered via the helpline on **0800 800 808**. Books can be borrowed from some public libraries. Workshops can be arranged by calling **0800 389 8255**.

Employee involvement

BT employs approximately 91,600 people in the UK. We encourage our people to volunteer in the community because of the mutual benefits this brings. Employees learn new skills that help them at work and the community benefits from their expertise.

There are many ways that our people can get involved. They can support a local school's activities as a BT Volunteer, answer telephones in a telethon or donate money regularly via BT's Give As You Earn programme.

Many employees are involved in their local communities through activities unrelated to BT's own initiatives. Our Community Champions Programme encourages and recognises their work by giving financial help to their organisations.

Employee volunteering

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

We encourage our people 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

Our employee Volunteer Programme enables more than 4,000 BT and ex-BT people to volunteer in schools. All volunteer activities are closely aligned with the company's focus on improving communication skills, and are related to the UK's National Curriculum and Scottish guidelines.

More than 150 Volunteer Clubs have been established across the UK. The programme is available to BT retirees and employees' family and friends.

The volunteers are working in hundreds of schools across the UK, giving classroom lessons on speaking and listening skills, and helping to develop free websites for schools, classes and projects. A number of events have been run for teachers and information technology co-ordinators to help them understand the technology available to them.

Employee giving

Give As You Earn

We operate one of the UK's largest payroll giving programmes, through which over 9,000 BT people donate money to the charity of their choice. BT matches funds to a maximum of £1 million.

The Charities Aid Foundation runs the programme on BT's behalf. Its figures show that in the 2004 financial year, the total amount raised by employees was more than £1.7 million.

BT pays all the administrative charges incurred by the Charities Aid Foundation.



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Community continued

Employee awards

BT Community Champions

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

The BT Chairman, Sir Christopher Bland, who hosts the annual Awards ceremony, selects the overall winners in each category.

BT Awards for Quality

Employees who deliver excellent results for community causes may be acknowledged by the company's recognition programme, the BT Awards for Quality, which is championed by our Chief Executive, Ben Verwaayen.

Community volunteering

Our involvement in volunteering goes beyond the direct engagement of BT people. We also help bring people together for voluntary activities.

BT supports TimeBank, a national UK volunteering campaign that raises awareness of giving time through voluntary work. It provides a way for people to get involved locally by donating their time to community activities.

We believe that volunteering and working successfully in unfamiliar teams requires good communication and relationship skills.

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

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

Arts & Heritage

Throughout history, art in 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.

Tate Online

Tate Modern in London is one of the foremost modern art museums in the world.

We sponsor Tate Online, the Tate's virtual gallery and the UK's most visited arts website (www.tate.org.uk). The site is powered by BT, which provides technical support, hosting and online broadcasting. The website is rich in content and interactivity and provides access to over 60,000 works of art in the Tate collection and displayed periodically in the four Tate Galleries.

Since September 2001, BT has worked with Tate to develop a number of innovative and exciting projects specifically for Tate Online and virtual methods of navigating Tate Britain and Tate Modern have been devised. In the autumn of 2002 BT worked with Tate to re-create the entire Turner gallery on the website in a visually stunning 3D representation.

BT's involvement with Tate has proved highly successful, with traffic to the Tate website increasing to more than two million visitors a year since our partnership began.

The Tate Online website has received two Interactive BAFTA Entertainment Awards (the most recent for best online factual site) as well as the London Tourism Award for best website, and has been rated the UK's top art site by independent analysts Hitwise.

The Tate sponsorship won an award for the best use of PR in a sponsorship campaign at the Hollis Sponsorship Awards, and has won a Golden World Award from the Institute of Public Relations.

Between 2002 and March 2003, BT also sponsored the Collection Displays at the Tate Modern museum in London.

BT's heritage collection

We believe it is important to preserve the nation's telecommunications heritage for educational and cultural purposes. We have both the means and the enthusiasm to spread awareness of this rapidly evolving technology.

Connected Earth

BT inherited a rich collection of historic telecommunications artefacts, documents, images and films. Working in partnership with a network of museums across the UK, we have made this significant collection available to the widest possible audience through Connected Earth exhibitions. For more information, see: www.connected-earth.com/learnit.

Connected Earth has two main strands:

- The distribution of BT's artefact collections to a UK-wide network of museums, who have the professional expertise to care for the collection, while providing the opportunity for people to see the artefacts for themselves across the UK
- The creation of a major museum on the internet which underpins the physical Connected Earth exhibitions, and allows virtual access to the BT collections, while telling the story of communications.

BT has retained its documentary, image and film collections, held at BT Archives (www.btplc.com/archives), which is open to the public by appointment.

Connected Earth was launched in April 2002, and has made significant progress since then.

By April 2003, Connected Earth exhibitions opened at Goonhilly Satellite Earth Station in Cornwall, Avoncroft Museum in the West Midlands and Amberley Working Museum in West Sussex.

Progress since April 2003 has seen:

- A Connected Earth gallery – Communicate! – at the Royal Museum in the National Museums of Scotland, Edinburgh, opened by BT Chairman Sir Christopher Bland in October 2003;

- Two exhibitions featuring objects from BT's dispersed museum collection and documents loaned by BT Archives at the Museum of London;
- Galleries planned for the Museum of Science and Industry in Manchester (2005), Milton Keynes Museum (2005) and the Museum of London (2007);
- Appointment of Connected Earth Research Fellow at the Science Museum, London.

www.connected-earth.com

This on-line museum went live in June 2002, featuring more than 1,400 pages of content exploring the history of communications, and charting how – in the past 200 years – humans have radically extended their ability to transmit information, ideas, words, pictures and, most importantly, speech itself, across the globe.

Visitors to the site increased from 8,204 in March 2003 to 37,200 in January 2004.

The site also includes substantial educational content, aimed at primary and secondary stages of UK National Curriculum and Scottish Guidelines. There are a total of 15 projects on the site, comprising 74 downloadable worksheets. These are divided into general communication projects and projects designed to enhance a visit to one of the Connected Earth museums.

BT hosted the launch of the Museums, Libraries and Archives Council's Archives Task Force report in March 2004.



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Offices worldwide

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