

Community



let's make a
better
world

Community



Community contribution - investment in society through funding and support in kind

BT is committed to make a positive difference in society.

We do this by acting responsibly in our everyday business conduct and also by making specific investments in communities to improve the quality of life and sense of well-being for those who live there. Our focus is on better communications.

As a member of the Per Cent Club, we are committed to give a minimum of 0.5 per cent 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 £9.1 million in the 2005 financial year.

BT operations provided a further £11.7 million in funding and support-in-kind in the 2005 financial year, bringing the total contribution for the year to over 1.1% of BT's 2003 pre-tax profits.

We donated £2 million directly to charities in the year.

Our community activities are in five main categories:

- **Charities and fundraising.** We support a range of initiatives with a special focus on a campaign with the UK children's charity, [ChildLine](#).
- **Education.** We use a variety of techniques and media, including live drama and web-based activities, to promote communication and citizenship in schools.
- **Employee involvement.** Through the BT Volunteers programme, we encourage BT people to volunteer their time for community activities. We also help others (such as companies and 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.
- **Digital inclusion.** We have been running 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 [Digital inclusion](#).

Charities and fundraising

Our stakeholders have told us that we should support the most needy in society.

The use of telephone helplines, websites and national telethons demonstrate 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 (not only BT), trusts and public bodies.

'Making It Happen: BT's Guide to Unlocking EU Funding' is a guide that assists 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 here as a free

[PDF download](#) or you can buy a copy from [Politico's online bookshop](#).

Charities

We believe that we can make the biggest charitable impact by helping those organisations that will benefit most from our communications technology and expertise.

ChildLine

BT is a founding partner of [ChildLine](#), the free 24-hour helpline for children and young people in the UK. We gave it a simple and memorable number: **0800 1111**. Over one and a half million children have been counselled by ChildLine since 1986.

We are working with ChildLine on a major campaign called 'Am I Listening?' This aims to ensure that all young

people experiencing problems are able to talk to someone. BT is committed to raise millions to help ChildLine move closer to its goal of answering every child's call for help. ChildLine answers 2300 calls a day, but hundreds more children can't get through. Within the last two years we have raised more than £3.1 million across the UK - the largest sum we have ever raised for a single charity.

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 sponsorship of the annual BT ChildLine Awards for Services to Children.

ChildLine was the beneficiary of the BT Christmas Concert in 2002, and a joint beneficiary in 2003 and 2004.

Community Network

The [Community Network](#) is a charity that provides teleconferencing facilities to the voluntary sector.

BT first funded the Network in 1989 as a six-month pilot to research the social implications of this technology. Now, more than 42,000 people take part every year in Community Network telephone conferences.

FriendshipLink, a telephone-based social club for housebound people, and FaithLink, which links people to church services 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 \(THA\)](#) 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. We manage 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 of the Disasters Emergency Committee (DEC), an organisation that helps leading UK humanitarian aid agencies alleviate suffering from disasters abroad.

In the aftermath of the tsunami in south-east Asia, BT played a key role in managing the massive response to the DEC earthquake appeal. We set up a temporary call centre at the BT Tower in London and provided the DEC with on-line fundraising and secure payments facilities. In 24 hours in December 2004 the DEC website processed 166,936 donations, facilitated by BT.

Charities and fundraising continued

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 2004 BBC Children in Need Appeal raised a record-breaking £17.1 million during the live seven-hour television programme, with 362,000 calls taken over the BT network.

Comic Relief

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

Volunteers in more than 190 call centres across the UK handled around a million calls during the televised telethon on 11 March 2005 in aid of Comic Relief. A colossal £37.8 million was raised on the night, compared to £35 million last Red Nose Day, making this a record-breaking event.

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.

BT supports the tsunami disaster appeal

Thousands of people across the UK responded to the Disasters Emergency Committee (DEC) relief appeal in the aftermath of the tsunami in south-east Asia in December 2004.

BT helped DEC - a UK consortium of 13 non-governmental organisations - handle their donations efficiently on-line and on the telephone. We provided technical help and administrative support to cope with the high volume of calls. BT did not profit from these calls.

Around 150 BT volunteers took pledges on the phone at BT Tower on 30 December 2004. They answered over 12,000 calls, collecting £10 million in one night. BT hosts the website for on-line donations, which raised over £30 million up to 5 January 2005.

We sent BT engineers and 10 tonnes of equipment from the UK to help restore telecommunications services in the regions affected by the disaster.

The volunteers built a satellite station in Indonesia and set up an emergency operations room providing communications for rescue workers and aid teams in Penang, Malaysia. The operations room will continue to co-ordinate activities with other countries affected by the disaster until an early-warning system is established in the region.

Chief Executive **Ben Verwaayen** said: "Two things are vitally important at a time like this. Getting aid into affected areas quickly, and getting communications up and running. BT is taking action on both fronts."

BT also made a corporate donation of £500,000.

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 4700 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 enjoyable educational activities that inform young people in south-west England about the effects of bullying. The group has created a pioneering website where young people can chat and share their views and experiences.

For more information, see [BT Community Connections](#).

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 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 Software](#), 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](#).



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. We deliver in-school events using teams of actors and over 2000 BT volunteers.
- On-line resources - we provide materials for teachers, pupils and parents.
- Awards - for teachers and schools.
- Lifeskills - we help to improve interpersonal communication skills in all areas of life.

We support more than 800 BT people who are school or college governors, or work-experience supervisors.

Information about all our education activities can be found at [BT Education](#).

In schools

The BT Education programme is one of the UK's most significant corporate investments in the education sector. It includes free speaking and listening resources, backed by an in-school communication skills roadshow which demonstrates the use of materials within the classroom environment.

Communication skills roadshow

One of the main strands of the education programme is a touring roadshow. Teams of actors visit schools in the UK, giving drama presentations and communication skills workshops that bring to life the theme of better communication which can help people get more out of life.

By the end of the 2005 financial year, the roadshow had made 10,500 school visits and more than 2 million children had been involved in the BT Education Programme since 2000.

Specially developed curriculum resources and a dedicated website ([BT Education](#)) enable teachers, parents and pupils to access proven learning materials which will help them develop their communication skills.

BT Volunteers

BT and ex-BT employees registered in our volunteer programme can now assist with all BT Education activity, including communication skills in-school events. They also help extend the reach of our education programme by taking a DVD-based programme to schools that were not included in the roadshow. In the 2005 financial year, they delivered our material to over 100,000 school children.

Online resources

BT Education Programme

The programme provides resources for parents, pupils and teachers to help them improve their communication skills. The resources range from DVDs, downloadable lessons and interactive web-based activities. All resources are available free from the website.

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 [BT Education](#).

Connected Earth Education Centre

The Education Centre on BT's on-line museum, [Connected Earth](#), provides free teaching resources on the history of communications.

Arts for All

We are very keen to make arts available to everyone through our Arts for All programme which has already made one of the largest art collections in the world easily accessible through Tate Online (the UK's most visited arts site with over 650,000 visitors per month). We are also working with [National Theatre](#), the [British Film Institute](#) and the [Philharmonia Orchestra](#) to make theatre, film and music more readily available to schools and pupils.

BT is ensuring that it protects and promotes the heritage represented by the huge advances in communication and technology over the last 100 years. Through [www.connectedeearth.com](#) and a partnership with key museums around the UK, the full heritage story is available to everyone.

Awards

Teaching Awards

BT is an associate sponsor of the Teaching Awards, sponsoring the Primary Teacher of the Year category. 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

The [BT Schools Awards](#) are open to all schools in the UK.

Grants of up to £2000 each are awarded to schools which can demonstrate how their project helps improve young people's communication skills. In the 2005 financial year, 240 projects received an award.

Regional media partners help to promote the Awards, together with a UK national newspaper, [The Guardian](#).

The 240 winning schools will all have an opportunity to win one of three £10,000 awards, by submitting project progress reports in May 2005.

Case studies

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 poorest areas.

KITES offers educational opportunities to young people who have not been in formal education, and provides literacy and information and communication technology (ICT) skills to young adults, women and local businesses.

The project aims to help teachers and parents advance personally and professionally by improving their computer literacy.

Supporting English teaching in Spanish schools

In Spain, BT worked with the Spanish Department of Education and the British Council to support English language learning in Spanish schools. We have donated computers and provided a free Internet connection to 44 schools and we host a web community connecting these Spanish schools with schools in the UK.

Life skills

TalkWorks

TalkWorks is a package of books, audio material, videos and workshops developed by BT to help everyone improve their spoken communication skills.

The TalkWorks products can be borrowed from some public libraries or ordered via the helpline on **0800 800 808**.

Workshops can be arranged by calling **0800 389 8255**.



Employee involvement

BT employs approximately 90,800 people in the UK. We encourage our people to get involved in the community and there are many ways this can be done. For example, 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 communities through activities unrelated to BT's own initiatives. Our Community Champions Programme encourages and recognises the work of volunteers by giving financial help to the organisations they support.

With over 10,000 BT employees based around the world, our people are increasingly involved in many local community activities. For example, 'Done in a day' schools voluntary projects in the US invite local young people to experience a day of corporate life. BT people are also involved in supporting partnerships between schools in Spain and the UK through a web-hosted platform.

Employee volunteering

Many of our employees give their time to work as volunteers, helping causes of their choice, supported by BT. Volunteering in the community brings mutual benefits: employees learn new skills that help them at work and the community benefits from their expertise.

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 42,000 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 10,000 BT people have donated money to the charities of their choice in 2004/5. BT matched funds to a maximum of £1 million.

The Charities Aid Foundation runs the programme on BT's behalf. Its figures show that in April 04 to March 05 financial year, the total amount given by employees was more than £1.9 million.

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

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, hosts the annual awards ceremony and 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.

BT promotes the 2005 'Year of the Volunteer' campaign through its own community communications. The campaign is led by a partnership between Community Service Volunteers (CSV) and a Volunteering England Consortium, and is funded by the Home Office.

Arts and 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. We also have a role to play in helping preserve the UK's telecommunications heritage for educational and cultural purposes.

Tate Online

We sponsor [Tate Online](#), Tate's virtual gallery and the UK's most visited arts website. The site - for which BT provides technical support, hosting and on-line broadcasting - provides access to over 65,000 works of art.

Online traffic to the Tate website has increased to more than 5 million visitors a year since our partnership began.

Since September 2001, BT has worked with Tate Online on a number of innovative and exciting projects, including most recently:

- ['An Introduction to Modern Art'](#) - an on-line learning resource developed in partnership with Tate and the City Literary Institute (Spring 2004)
- ['Let's Play 66'](#) - an online quiz we helped create as part of Tate's ['Art and the 60s: This was Tomorrow'](#) show (Summer 2004)
- An additional 6000 [catalogue texts](#) available at Tate Online and a new glossary of 300 art terms, several with British sign language interpretations. (Autumn 2004).

- An [interactive on-line map of Tate Britain](#), making the largest displays of British art accessible to people all over the world and allowing them to create their own virtual tour. (relaunched in Winter 2004)

- An interactive video with the artist Tracey Emin (Summer 2005).

Between May 2000 and March 2003, BT also sponsored the Collection Displays at Tate Modern in London.

Awards

Tate Online has received two Interactive BAFTA Entertainment Awards, the London Tourism Award for best website, a Museum and the Web 'Best of the Web' awards for Best Research site 2004 and is consistently rated the UK's top visual art site by independent analysts Hitwise.

The Tate sponsorship has won two Hollis Sponsorship Awards - in 2003 for the best use of PR in a sponsorship campaign, and in 2005 in the continuity category. The sponsorship has also won a Golden World Award from the Institute of Public Relations.

We are also working with National Theatre, the British Film Institute and the Philharmonia Orchestra to make theatre, film and music more readily available to schools and pupils.

BT's heritage collection Connected Earth

BT inherited a rich collection of historic telecommunications artefacts, documents, images and films - a collection of acknowledged national significance which we are committed to preserving for educational and cultural purposes.

Through [Connected Earth](#), the BT collection has been distributed to museums across the UK - making it available to the widest possible audience.

Several Connected Earth exhibitions are now on show in the UK:

- [Goonhilly Satellite Earth Station](#) in Cornwall
- [Avoncroft Museum](#) in the West Midlands
- [Amberley Working Museum](#) in West Sussex
- [The Royal Museum](#) in the National Museums of Scotland, Edinburgh.

Three other exhibitions are planned, at the Museum of Science and Industry in Manchester, the Milton Keynes Museum and the Museum of London.

Connected Earth - On-line

The [Connected Earth online museum](#) complements the exhibitions with over 500 pages of content exploring the history of communications in the past 200 years. It charts how people have radically improved their ability to transmit information, ideas, words, pictures and, most importantly, speech itself, across the globe.

The site had over 700,000 visitors in 2004 and 126,500 in January 2005 alone.

BT Archives

BT has retained its documentary, image and film collections, held at [BT Archives](#), which is open to the public by appointment.



Arts and heritage continued

Case Study

BT preserves an essential piece of the UK's telecommunications history

An essential part of what was once the most powerful telegraph transmitter in the world - the Rugby tuning coil - has been donated to the UK's Science Museum. The coil has been used in international communications at BT's Rugby radio station in the Midlands since 1926.

BT engineers dismantled the large tuning coil with help from conservation staff and transported it to the Science Museum in Wroughton, Wiltshire. It will be put on public display in the summer of 2005. John Liffen, curator of communications at the Science Museum, said: "The Rugby tuning coil is a wonderful reminder of worldwide radio communications in their early pioneering days. We're delighted to be receiving this equipment from BT."

BT is committed to the long-term preservation of our nationally significant heritage and to ensure access to collections for as many people as possible. Our on-line museum of the history of communications, Connected Earth, operates in partnership with the Science Museum and others.

Case Study

BT helps people explore Tate Britain from anywhere in the world

'Whose 1967 album cover was designed by Andy Warhol?', 'Who invented the mini skirt?', 'What happened during Yoko Ono's performance of Cut Piece?' These were some of the questions in an on-line quiz to complement the Tate Britain exhibition 'Art and the Sixties' in 2004.

Let's Play 66 quizzed players' knowledge of 60s art and culture, and allowed people around the world to access images from the exhibition. BT is the exclusive sponsor of Tate Online, the gallery's website.

Sixties icon Honor Blackman, who launched the initiative, said: "Even if you weren't around in the 60s, you can discover the art and culture

of this inspirational decade in the comfort of your own home thanks to BT and Tate Online."

Regional activity

BT is committed to making a difference in society and our national programmes are supported by activities which ensure that local heritage, cultures and traditions are represented.

About BT Cymru/Wales

Our dedicated team under BT Cymru/Wales Director, Ann Beynon, is helping to boost information and communication technology (ICT) skills and opportunities in Wales. Working with the Welsh Assembly and key stakeholders, BT Cymru/Wales supports BT's national corporate social responsibility (CSR) strategy and focuses on local community projects where our expertise can really make a difference.

Digital Inclusion

BT Wales/Cymru is committed to tackle digital exclusion and ensure that everyone in Wales has access to digital technology. We have several initiatives to achieve this goal.

Broadband

BT Cymru/Wales provides access to broadband through ADSL, which is now available to more than 92% of houses and offices in Wales. We have increased this figure from 34% in January 2003 by implementing a new programme to make broadband accessible to some of the most remote communities in Wales.

EverybodyOnline

BT has formed a unique partnership with the UK charity, Citizens Online, to bring its EverybodyOnline programme to areas of the UK where Internet take-up is below the national average.

Three of the eight EverybodyOnline projects across the UK are in Wales: at Bettws and Clydach Vale in the south and Rhyl in the north. Each project employs a full-time

project officer whose objective is to find innovative and creative ways to overcome the barriers that deter people from taking advantage of the opportunities that exist on the Internet and from having at least basic ICT skills.

Internet Rangers

A new BT-sponsored website for 8-4 year olds www.internetrangers.co.uk, is part of a campaign launched in 2004 to help young people get their families on-line.

Our case study about children in South Wales illustrates how younger family members can often be the most effective way of encouraging reluctant parents or grandparents onto the Internet.

BT Wales Case Study

BT Internet Rangers help promote digital inclusion

Sophie (11) and Chloe Davies (nine), from Neath in South Wales, have been budding Internet Rangers since Christmas 2000 when they got their first computer. The girls use the Internet mainly for homework and emailing friends, but last year persuaded their grandmother, Pat (70), to try using the Internet.

Sophie says: "Grandma needed quite a lot of persuading as she didn't think she'd be able to use the Internet. She also said that there wasn't anything she'd want to see on the net but Chloe and I found a site with lots of pictures of Neath in the old days and one on how to be a gardener. I think we helped change her mind."

After a few lessons with the girls, Pat enrolled on a computer class at her local community centre.

Pat says: "I had the opportunity of doing a number of different classes but the girls had already shown me

the basics of how to use the computer so I decided to give it a try. Once I got over the fear factor and put the idea of being too old to learn out of my mind, I was fine. The course was really interesting and of course I had Sophie and Chloe on hand to help me with the homework! I now have my own PC and have just started another course - this time in desktop publishing."

Free websites

Some community-based organisations cannot make the most of the Internet as a communications tool because it is difficult for them to find the time, money and expertise needed to create and maintain a website.

BT has teamed up with the IT company, ik Software, to make free, simple-to-build websites available for UK charities, schools and community groups to help them raise their profile on the Internet.

For more information visit www.communitykit.ik.com

BT Community Connections

BT Community Connections is a national awards scheme which donates IT equipment, including computers, software and BT Yahoo! Anytime subscriptions, to community groups.

We have donated more than 4700 computers throughout the UK since the scheme started in 2000. The 106 Welsh organisations that received awards in the 2005 financial year included the Upper Sirhowy Valley Community First Partnership, Wrexham Neighbourhood Watch and Mid-Wales Lymphoedema Support Group.

For more information visit www.btcommunityconnections.com.



Regional activity continued

The BT Education Programme

As a communications company, we can use our networks and expertise to support the development of communication skills. BT supports a number of programmes in Scotland:

BT Schools Communications Roadshow

The roadshow is run by a team of actors who perform a sketch which illustrates the importance of good communication skills. An interactive workshop allows children to put into practice what they have learnt. In the 2005 financial year, the roadshow visited 32 schools in Wales.

BT Schools Awards

Each year, BT offers up to 240 awards of £2000 to schools across the UK for projects which improve children's speaking and listening skills and help young people become responsible citizens. Winners also compete for three development awards of £10,000. In the 2005 financial year, 20 projects were funded in Wales.

For more information see [BT Schools Awards](#) website.

BT Wales/Cymru Schools Awards - Winners 2004

- Builth Wells High School, Builth Wells
- Cadle Primary School, Swansea
- Conway Road Infant School, Colwyn Bay
- Hafod Y Wern Junior School, Wrexham
- King Henry VIII Comp School, Abergavenny
- Lansdowne J&I School, Cardiff
- Llanbister Primary School,

Llandrindod Wells

- Llangattock C In W Primary School, Crickhowell
- Llangedwyn Primary School, Oswestry
- Milton Infant School, Newport
- Radnor Valley Primary School, Presteigne
- Rhayader C.I.W. Primary School, Rhayader
- Tregwyr Junior School, Swansea
- Trewen Primary School, Newcastle Emlyn
- Waunarlwydd Primary School, Swansea
- Willows High School, Cardiff
- Ysgol Emrys Ap Iwan, Abergele
- Ysgol Gyfun Gwynllyw, Pontypool
- Ysgol Maes Gwyn, Aberdare
- Ysgol Pennant Primary School, Oswestry

Teaching Awards

BT Cymru/Wales supports the National Teaching Awards because we believe that good communication is at the heart of good teaching. ICT is playing an increasingly important role in education and we want to help teachers get the most out of new on-line resources and new ways of working. The awards celebrate the achievements of teachers and raise awareness of the profession.

Pam Roberts of Park Street Infant School in Abergavenny won the 2004 BT Award for Teacher of the Year in a Primary School. To find out more, go to www.teachingawards.com.

BT Volunteers

Around 4000 people are registered as BT volunteers across the UK. They support our education programme by running school workshops to help improve communications skills.

BT also supports many of our employees who give their time to work as volunteers in their local communities for the causes of their choice.

Welsh Culture and Heritage National & Urdd Eisteddfod

BT Cymru/Wales sponsors two Welsh organisations, Urdd and National Eisteddfodau, to help preserve and promote the Welsh language and culture. Welsh people living all over the world can participate in activities through the Internet and view webcasts of events taking place on the 'maes'.

For more information, see www.eisteddfod.org.uk and www.urdd.org.

Welsh Language Services

BT's Welsh Language Code of Practice sets out clearly which services are available to customers in Welsh. BT is committed to communicate with its customers openly and helpfully, and demonstrate its genuine care and concern for Wales's economic and social well-being and its cultural and natural environment. BT offers these services voluntarily, to meet customers' needs, unlike government bodies, local authorities and other public sector organisations that are obliged to provide bilingual services under the 1993 Welsh Language Act.

We have a dedicated Welsh Language Bureau and offer services on request for:

- Welsh speakers to answer emergency calls, operator services and international operator services
- Welsh language directory enquiries
- Welsh language billing
- Welsh language business advisors.

Most of our marketing material, publications and general information is available bilingually.

Charities and Fundraising ChildLine

BT is supporting ChildLine's biggest-ever fundraising appeal. We have raised more than £3.1 million across the UK - the largest sum we have ever raised for a single charity.

BT people all over Wales are contributing to the appeal by organising raffles and other fundraising events. We are also working with ChildLine Cymru to ensure that the issues young people face in Wales are recognised and that strategies are put in place to help.

For more information visit www.childline.org.uk.

About BT Scotland

BT Scotland's Community Investment Programme promotes social and digital inclusion, encourages strong communication skills and supports Scottish heritage and culture such as Gaelic language initiatives.

We believe that communication and enterprise skills are essential to children and young people and will better equip them for the future. As a communications company, we can use our networks and expertise to support the development of these skills.

Digital Inclusion Everybody Online

BT Scotland is sponsoring a three-year social inclusion pilot in Glasgow, run by the charity Citizens Online. The aim is to provide basic Information and Communications Technology skills and access to the Internet for homeless people. Other partners in this project include Glasgow City Council, homeless charities and hostels.

Internet Rangers

A new BT-sponsored website for 8-14 year olds, Internet Rangers, is part of a campaign launched in 2004 to help young people get their families online.

For more information visit www.internetrangers.co.uk.

Free web sites

Some community-based organisations cannot make the most of the Internet as a communications tool because it is difficult for them to find the time, money and expertise needed to create and maintain a website.

BT has teamed up with the IT company, ik Software, to make free, simple-to-build websites available for

UK charities, schools and community groups to help them raise their profile on the Internet.

For more information visit www.communitykit.ik.com.

BT Community Connections

BT Community Connections is a national awards scheme which donates IT equipment, including computers, software and BT Yahoo! Anytime subscriptions to community groups.

We have donated more than 4700 computers throughout the UK since the scheme started in 2000. The 113 Scottish organisations that received awards in the 2005 financial year included Dundee International Women's Centre, Food for Thought in Glasgow, North Ayrshire Young Carers and Victoria After Schools Club in Newhaven.

For more information visit www.btcommunityconnections.com.

Education and Enterprise

As a communications company, we can use our networks and expertise to support the development of communication skills. BT supports a number of programmes in Scotland:

BT Schools Communications Roadshow

The roadshow is run by a team of actors who perform a sketch which illustrates the importance of good communication skills. An interactive workshop allows children to put into practice what they have learnt. In the 2005 financial year, the roadshow visited 32 schools in Scotland.



Regional activity continued

BT Schools Awards

Each year, BT offers up to 240 awards of £2000 to schools across the UK for projects which improve children's speaking and listening skills and help young people become responsible citizens. Winners also compete for three development awards of £10,000. In the 2005 financial year, 20 projects were funded in Scotland.

For more information see [BT education](#).

Schools Awards Winners 2004 - Scotland

- Abrohill High School, Glasgow
- Andersons Primary School, Forres
- Bellsquarry Primary School, Livingston
- Chapelgreen Primary School, Glasgow
- Cleland Primary School, Motherwell
- Gadburn Special School, Glasgow
- Glasgow Gaelic School, Glasgow
- Highway Day Nursery, Eyemouth
- Invergordon Academy, Invergordon
- Inverkeithing High School, Inverkeithing
- Killearn Primary School, Glasgow
- Knockburn Primary School, Glasgow
- Lhanbryde Primary School, Elgin
- Linlithgow Bridge Primary School, Linlithgow
- Longniddry Primary School, Longniddry
- Meadow Park, East Lothian
- Our Lady & St Patrick's High School, Dumbarton
- St Ambrose High School, Coatbridge
- Turriff Academy, Turriff
- Williamsburgh Primary School, Paisley

Prince's Scottish Youth Business Trust (PSYBT)

BT Scotland works in partnership with PSYBT to help young people who want to set up their own ICT businesses. We provide start-up grants and loans at preferential rates through the BT Scotland Young E-Enterprise programme. Fifteen new businesses benefit each year and the most successful receives the BT Scotland E-Enterprise Award and a £1000 cash prize. The 2005 award went to Nick Lobnitz, a 25-year-old mechanical engineer, for effectively using e-commerce to boost his new bicycle luggage company, [Carry Freedom](#). Other winners include Clarifye, a specialist company that helps UK organisations build or redesign their websites to make them fully accessible for people with disabilities and Emma Laird, owner of Foresterseat Caravan Park in Forfar.

Scottish Education Awards

In partnership with the Scottish Executive and the Daily Record, BT Scotland sponsors the Scottish Education Awards which highlight good practice in schools.

National Gaelic Schools Debate

BT Scotland sponsors this debating competition which aims to improve communications skills and help to preserve and promote the Gaelic language in Scotland.

The Finals event for the 2004 National Gaelic Schools Debate took place in the new Scottish Parliament building and was broadcast live on BBC Radio Scotland. The Nicolson Institute, Stornoway, won the debate and runner-up was the Gairloch Academy, Rosshire.

Scottish culture and heritage Tobar an Dualchais (Well of Heritage)

BT Scotland supports the conversion of Gaelic and Scots language audio recordings on tape and vinyl - including music, interviews, literature and poetry - to digital format to help preserve them for future generations.

BT Volunteers

BT volunteers from across Scotland support the BT Education programme by running workshops on communications skills in schools.

Scottish volunteers also support a range of community-based projects, including the BT Scotland Ambassadors rugby youth development programme and the Scottish Business in the Community 'Closing the Gap' project which aims to improve success rates at schools in deprived areas of Glasgow.

Charities and fundraising ChildLine Scotland

BT Scotland's nominated charity receives approximately 4000 calls from Scottish children each week. We work closely with ChildLine Scotland to help ensure that all calls are answered promptly and sensitively. BT Scotland supports the charity's fundraising initiatives with a dedicated 'Am I Listening?' week for our employees each year. A fundraising ball in November 2004, supported by BT Scotland, raised over £37,000 for ChildLine Scotland and we donated a further £5000 as part of a Football Aid event in the summer of 2004.

About BT Northern Ireland

BT Northern Ireland is committed to provide a wide range of regional programmes to support education and preserve heritage across the country. Bill Murphy, Managing Director of BT Northern Ireland and BT Regions, leads BT employees in supporting initiatives which help to make a difference to people's lives.

Digital Inclusion Free websites

Some community-based organisations cannot make the most of the Internet as a communications tool because it is difficult for them to find the time, money and expertise needed to create and maintain a website.

BT has teamed up with the IT company, ik Software, to make free, simple-to-build websites available for UK charities, schools and community groups to help them raise their profile on the Internet.

For more information visit www.communitykit.ik.com

BT Community Connections

BT Community Connections is a national awards scheme which donates IT equipment, including computers, software and BT Yahoo! Anytime subscriptions to community groups.

We have donated more than 4700 computers throughout the UK since the scheme started in 2000. The 93 Northern Irish organisations that received awards in the 2005 financial year included Gingerbread Northern Ireland, the Men's Advisory Project NI,

the North Belfast Sports Forum and Omagh District Cultural Association. For more information visit www.btcommunityconnections.com

Internet Rangers

A new BT-sponsored web site for 8-14 year olds, Internet Rangers, is part of a campaign launched in 2004 to help young people get their families online.

For more information visit www.internetrangers.co.uk

Education and Enterprise

As a communications company, we can use our networks and expertise to support the development of communication skills. BT supports a number of programmes in Northern Ireland:

BT Schools Communications Roadshow

The roadshow is run by a team of actors who perform a sketch which illustrates the importance of good communication skills. An interactive workshop allows children to put into practice what they have learnt. In the 2005 financial year, the roadshow visited 57 schools in Northern Ireland.

BT Schools Awards

Each year, BT offers up to 240 awards of £2000 to schools across the UK for projects which improve children's speaking and listening skills and help young people become responsible citizens. Winners also compete for three development awards of £10,000. In the 2005 financial year, 21 projects were funded in Northern Ireland.

For more information see [BT education](#).

BT School Awards winners 2004 - Northern Ireland

- Armstrong Primary School, Armagh
- Braniel Primary School, Belfast
- Donegall Rd Primary School, Belfast
- Dungannon Primary School, Dungannon
- Integrated College Dungannon, Dungannon
- Kesh Primary School, Enniskillen
- Kilmoyle Primary School, Ballemoney
- Macosquin Primary School, Coleraine
- Nazareth House Primary School, Londonderry
- Oakgrove Integrated College, Londonderry
- Omagh County Primary School, Omagh
- Parkhall College, Antrim
- Portora Royal School, Enniskillen
- Portstewart Primary School, Portstewart
- Poyntzpass Primary School, Newry
- St Anne's Primary School, Londonderry
- St Brigid's Primary School, Londonderry
- St John the Baptist Girls Primary School, Belfast
- St John's Primary School, Maghera
- St Patrick's High School, Lisburn
- Trench Road Primary School, Londonderry



Regional activity continued

Teaching Awards

BT Northern Ireland supports the National Teaching Awards because we believe that good communication is at the heart of good teaching. ICT is playing an increasingly important role in education and we want to help teachers get the most out of new on-line resources and new ways of working. The awards celebrate the achievements of teachers and to raise awareness of the profession.

The 2004 category award for Teacher of the Year in a Primary School went to Anne McGuinness, a teacher at St John the Baptist School in Craigavon.

To find out more, go to www.teachingawards.com.

Young Enterprise

BT Northern Ireland supports Young Enterprise to provide a range of practical business education programmes in schools and colleges. We provide financial support for the Junior Achievement Primary School Programme, which was the first primary schools enterprise programme developed in the UK. Over 18,000 pupils take part each year in Northern Ireland and the programme has now been established across the UK.

Many BT volunteers are involved in Young Enterprise. The organisation presented a Gold Award to Gerry McClory for his longstanding support at Corpus Christi school in Belfast.

Sentinus

Sentinus provides business education programmes that promote the development of enterprise and communication skills in the UK. It offers awareness and skills development programmes in secondary schools throughout Northern Ireland. BT provides financial support for two Sentinus programmes, Experiences of Work and the Science and Engineering Ambassadors in Schools.

BT volunteers can get involved in several initiatives, for example helping children to develop their interview skills and teaching them about business. BT Northern Ireland also participates in the Sentinus 'Year in Industry' programme by taking on a school-leaver to work for a year before going to university.

National Trust Partnership

BT Northern Ireland has worked in partnership with the National Trust on its education programme for ten years. Six education centres at properties in Northern Ireland have hosted 350,000 school visits during this time. Costumes and crafts help bring history to life at National Trust houses and gardens.

The Prince's Trust's Wired Up Programme

BT supports the Prince's Trust Wired Up Programme in Northern Ireland is designed to help young entrepreneurs succeed in their businesses. The programme offers small businesses the opportunity to raise their profile through effective use of marketing and information technology.

Young Farmers Clubs of Ulster

The Young Farmers Clubs of Ulster (YFCU) is run by and for rural young people. The clubs are open to all young people aged 12-25 who have a keen interest in the countryside.

BT supports the YFCU programme to involve young people who are excluded from other social activities. We have helped the YFCU develop an interactive website for club members to organise and publicise their activities.

Other education projects

BT Northern Ireland supports a number of other education programmes. For more information, see [culture and heritage](#).

[BT Volunteers](#) also help out at their local schools.

BT Volunteers

Many BT Northern Ireland employees give their time as volunteers to support local schools and a wide range of programmes through organisations such as Young Enterprise and Sentinus.

They also volunteer to support special causes, including Children in Need and Comic Relief.

Many BT employees also support charities through sponsorship for personal challenges such as marathons or international treks.

Culture and Heritage

Belfast Festival - BT Talks

The Belfast Festival at Queen's has been an international showcase for performers and artists for more than 40 years. BT sponsors the Talks (BT Talks) at the festival from writers, poets and media personalities. Speakers have included Sir Ian Kershaw, Richard Eyre and Tony Benn.

Ulster Orchestra

BT Northern Ireland has worked with the Ulster Orchestra for many years to encourage children's interest in classical music. For example, the Orchestra played the musical score of 'The Snowman' at a Christmas concert while the film was shown on a large screen.

Moving on Music

Moving on Music promotes musical performances and education. BT has partnered the organisation in its regional tours of jazz, classical and traditional music for three years.

Lislea Drama Festival

Lislea Drama Festival, supported by BT, attracts performers and audiences from all over Northern Ireland and the Republic of Ireland.

The Playhouse Theatre Company, Londonderry

BT supports The Playhouse in Derry, which offers high-quality theatre and other community arts activities, including a range of programmes for people with disabilities.

Arts and Business

BT works closely with Arts and Business - an organisation funded by the Arts Council for Northern Ireland and the Department of Culture, Arts and Leisure - to form partnerships with arts organisations.

Funding that the groups receive from BT is matched by Arts and Business.

Charities and Fundraising

ChildLine

BT is supporting ChildLine's biggest-ever fundraising appeal. We have raised more than £3.1 million across the UK - the largest sum we have ever raised for a single charity.

BT people all over Northern Ireland are contributing to the appeal by organising raffles and other fundraising events. BT Northern Ireland hosted ChildLine's 18th birthday party in our Belfast offices and we have helped the charity benefit from activities organised by the Northern Ireland Chamber of Commerce through our commercial sponsorship.

For more information visit www.childline.org.uk

