

Digital inclusion

let's make a  
**better**  
world

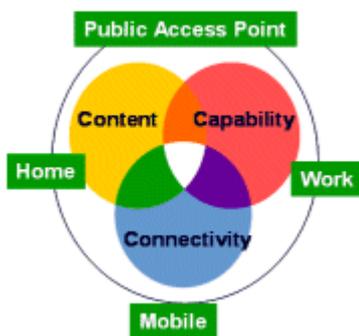


## Digital inclusion

Access to Information and Communications Technology (ICT) can improve people's lives, opening doors to education, jobs, entertainment and personal contacts. But many people – in developing and developed countries – have neither the opportunity nor the necessary skills to use the technology.

We want everyone to participate in the digital revolution. Here we discuss how we promote digital inclusion, in three ways:

- Provide greater access to communications technology – **Connectivity (ICT access)**.
- Encourage communication and its use for social and economic benefit – **Content (Online content)**.
- Help groups and individuals use technology – **Capability (ICT capability)**.



## ICT access

We provide a range of different connections, at home, in the office or on the move. The most significant is high-speed broadband, which provides a fast always-on connection to the internet via a conventional telephone line. Its availability promotes social inclusion.

More than 99% of UK homes and businesses are connected to broadband-enabled exchanges. By 2015, the productivity benefits of broadband could result in UK Gross Domestic Product being up to £21.9 billion higher than it would otherwise have been, according to the Centre for Economic and Business Research.

Broadband enables more people to work and shop from home. According to the UK government, this could help reduce the annual miles driven by up to 14.5 billion. But the wider benefits will only be realised if people use the technology more. We promote broadband by encouraging its use and offering services that depend on it.

See [Driving ICT Demand](#) and [Digital Inclusion](#) for ways we are encouraging the greater use of broadband.

## Driving ICT demand

Just over half (56%) people in the UK have access to the internet at home, according to regulator Ofcom. But its use is not spread evenly in society. Only one in three low-income households have internet. One in 20 UK adults experience difficulties using a PC. This rises to one in six of those with a disability, and one in 10 people aged over 65.

It is in our commercial interests – and our social responsibility – to encourage wide use of broadband. See [Digital inclusion](#) for ways we help the excluded get access to the technology's benefits.

Our market incentives to encourage broadband use range from rewards for those who introduce their friends, discounts and incentives for charities to become resellers via their [websites](#).



We have started to introduce a range of internet-based telephone services. For example, we launched the world's first home and mobile phone in June 2005, called BT Fusion. This works as a mobile phone when you are out, but switches automatically onto a BT Broadband line when you get home.

We offer internet telephone calls using voice on the internet protocol (VoIP).

We intend to introduce a range of services to help make life simpler and better for our customers. At the heart of this will be the BT Hub, which will enable wireless networking for all the family's PCs and laptops, next-generation TV, voice calls over broadband, video telephony, high definition voice, monitoring services and remote diagnostics

## Digital inclusion reports

Here are two reports that give further background on efforts to promote digital inclusion.

### **EverybodyOnline**

Read about the [EverybodyOnline project](#), including case studies and assessments of its effectiveness, available as a PDF download.

### **Digital Divide 2025**

Read this [independent report on the digital divide](#) written by Future Foundation Projects and commissioned by BT, available as a PDF download.

## Online content

The amount of information available on the internet is vast, but there is still a great need for content that brings benefits to communities, small businesses and individuals. To help make this happen we support organisations that are providing the necessary information. Some examples are:

- **Charities** – We have teamed up with IK software, a business providing specialist internet solutions, to make free, simple-to-build websites available to UK charities and community groups (see the [Charities Website leaflet](#), available as a PDF download, for more information).
- **Connected Earth** – This museum on the internet, launched in 2002, is one of the largest virtual museums, providing information on the history of telecommunications (see [Connected Earth](#) for more information).
- **Netmums** – [Netmums](#) websites, supported by BT, provide local and general information for mothers looking after children, including contacts for new friends, where to find a toddlers' group and help on returning to work.
- **Tate Online** – We sponsor the UK's leading modern art museum's virtual gallery, the UK's most visited arts website. The site is powered by BT, which provides technical support, hosting and online broadcasting (see [Arts and heritage](#) and [Tate Online](#) for more information).

## Lifelines India

Lifelines India is a community project in support of one of the UN Millennium Development goals on digital inclusion aimed at supporting developing countries to become part of digital society. BT is working with Cisco and a charity called OneWorld to implement this programme during 2006

LifeLines brings information to ordinary people in remote rural areas of India, using the power of digitally engineered information, allowing them to get answers by phone to questions that are key to improving their lives such as agricultural and veterinary advice.

BT supports this project with funding, commercial and technical expertise (through development assignments of BT managers). The objective is to make the service self-



sustaining after approximately 3 years at which point the service can be replicated in other developing countries.

## ICT capability

Our digital inclusion campaign demonstrates how communications can help improve society.

Our efforts are focused on the BT-supported [EverybodyOnline](#) Project. This is a programme designed to help disadvantaged communities and individuals across the UK use digital technology. This is one way we help promote digital inclusion.

Run by the charity [Citizens Online](#), the project has demonstrated that it can help people overcome their personal barriers to using computers and the internet.

The project is grounded in local communities. Local project officers work full time to promote digital inclusion. They develop a network of local access points, learning programmes, partner organisations and volunteers.

In the financial year 2006, the project has:

- Increased internet usage by up to four times the national average.
- Run taster sessions attended by over 3,000 people.
- Helped over 500 people significantly increase their key employment skills.

[Read a full report](#) on the project and further [case studies](#).

## Silver surfers

About 9.7 million people over the age of 60 in the UK do not use computers or the internet and are considered to be “digitally excluded”. This is the finding of BT-commissioned research.

Helping older people get online and learn about new technologies is at the heart of a new partnership between [Age Concern](#), a charity, and BT.

In the 2006 financial year, we began a three-year partnership to transform Age Concern’s 150 nationwide computer ‘drop-ins’ and access points into a network of Silver Surfer Clubs. This support enables Age Concern centres to access grant funds and provides ICT training for key staff and volunteers.

BT will also be co-sponsoring a [week-long event](#) in May 2006 with the aim of promoting the opportunities that computers and the internet can provide for older people to learn new skills.

## Digital inclusion - Key Performance Indicators

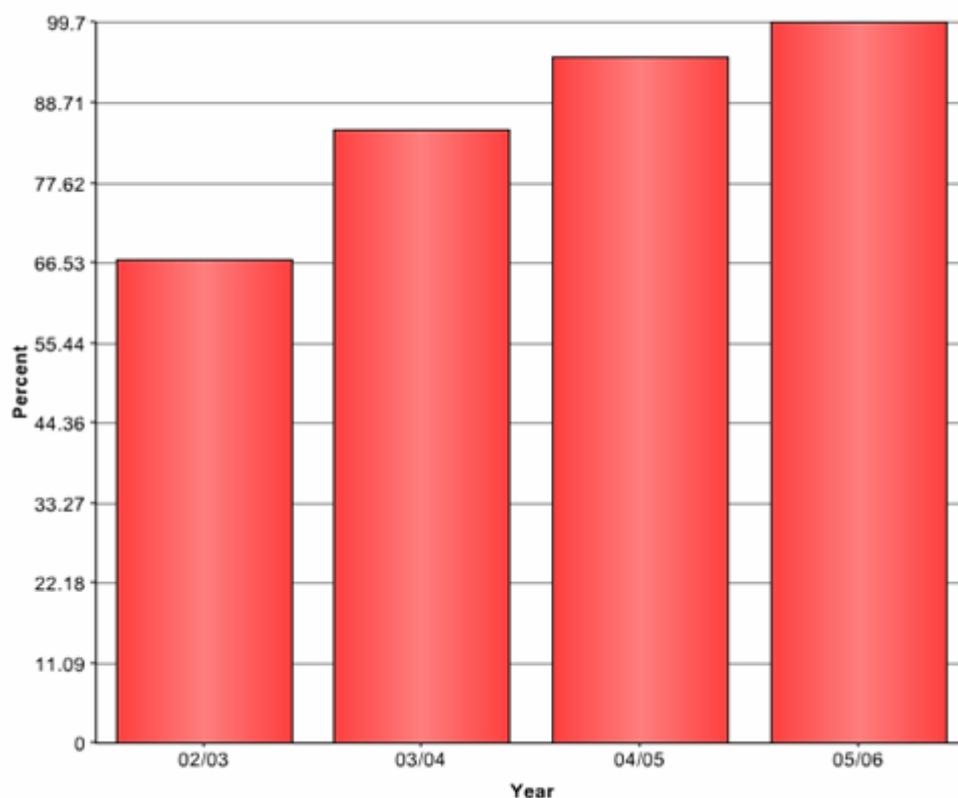
Indicator	Description	Measure	Target
<b>UK Addressable Broadband Market</b>	A measure of the geographical reach of broadband	99.7% of UK homes and businesses have access to broadband.	To maintain at 99.7% and actively look for economic opportunities to extend during the 2007 financial year. A new target will be developed for the 2008 financial year.



## Digital inclusion Targets

Start Date	End Date	Description	Update	Target Status
April 2006	March 2007	BT will maintain its Broadband coverage at 99.8% and actively look for economic opportunities to extend.		New
April 2006	March 2007	BT will work in partnership with Citizens Online and others to develop up to Six Everybodyonline projects in Northern Ireland.		New
April 2006	March 2007	BT will develop a new digital inclusion target for use in the 2008 financial year. By March 2007, BT will develop a new digital target for use in the 2008 financial year.		New
April 2005	March 2006	Engage with Age and Disability stakeholders to address recommendations of Digital Divide 2025 report.	Planned projects are in place aimed at increasing motivation, skills and accessibility of ICT for older and disabled people across the UK.	Completed
April 2004	September 2005	We will make Broadband available to exchanges serving over 99% of UK homes and businesses.	As of 30th September, there were 25,320,639 households in enabled exchanges out of a UK total of 25,376,239 (99.8%).	Completed

Broadband coverage



## ICT access - Key Performance Indicators

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## Digital inclusion reports Targets

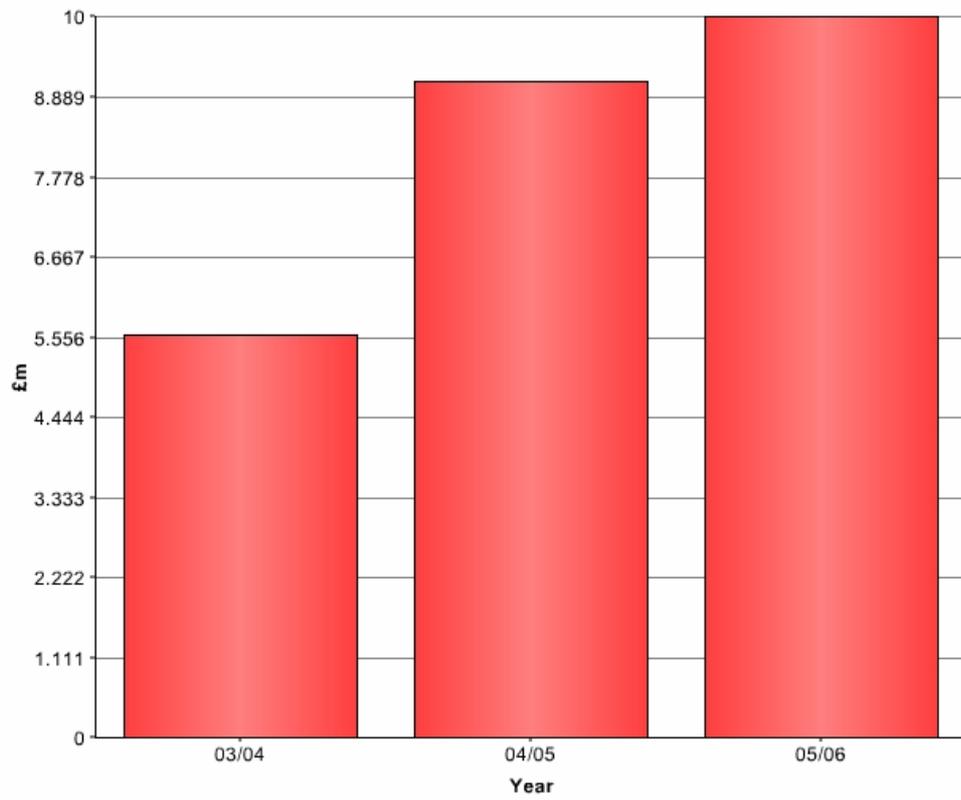
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## Online content - Key Performance Indicators

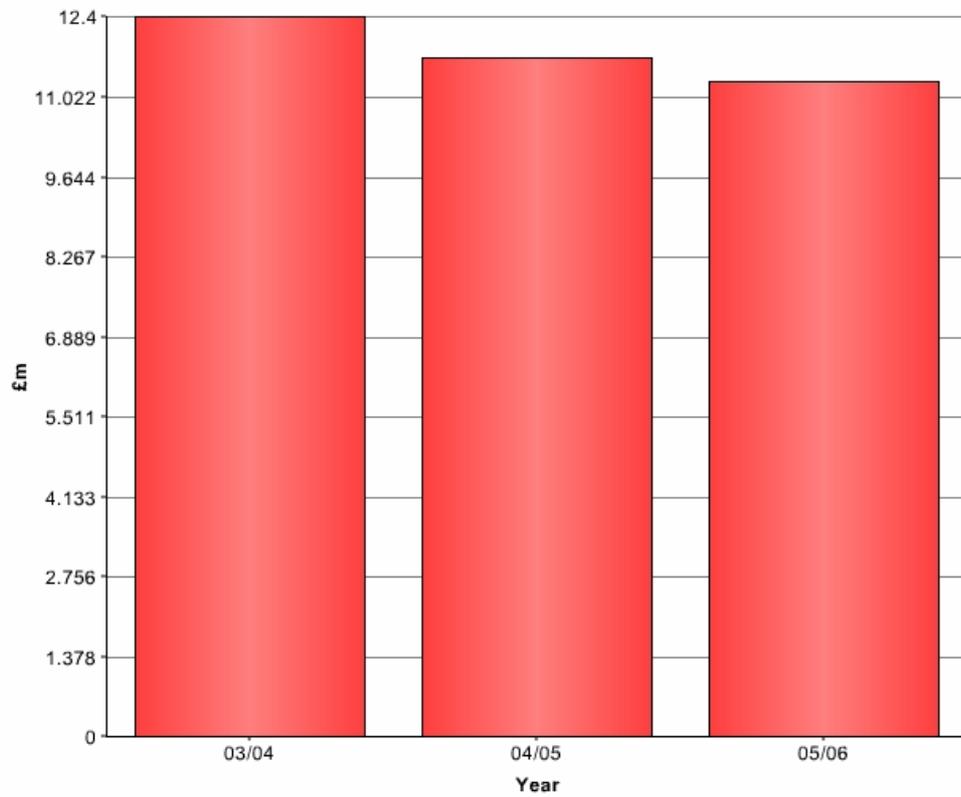
Indicator	Description	Measure	Target
<b>Community contribution</b>	A measure of our investment in society	During the 2006 financial year BT provided £21.3m in funding and support in kind.	Maintain a minimum investment of 1% of pre-tax profits and trial a new measure of community programme effectiveness during the 2007 financial year.



### Financial contribution



### Funding and support in kind



## Lifelines India - Key Performance Indicators

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## Lifelines India Targets

Start Date	End Date	Description	Update	Target Status
April 2005	March 2006	We will launch the LifeLines India community investment programme (in support of the UN Millennium Development Goals, aimed at bridging the digital divide in a developing country).	The LifeLines India programme remains in progress but has met several operational delays resulting in the new anticipated launch date of June 2006.	Delayed

## ICT capability - Key Performance Indicators

Indicator	Description	Measure	Target
<b>UK Addressable Broadband Market</b>	A measure of the geographical reach of broadband	99.7% of UK homes and businesses have access to broadband.	To maintain at 99.7% and actively look for economic opportunities to extend during the 2007 financial year. A new target will be developed for the 2008 financial year.

## ICT capability Targets

Start Date	End Date	Description	Update	Target Status
April 2006	March 2007	BT will work in partnership with Citizens Online and others to develop up to Six Everybodyonline projects in Northern Ireland.		New
April 2005	March 2006	Engage with Age and Disability stakeholders to address recommendations of Digital Divide 2025 report.	Planned projects are in place aimed at increasing motivation, skills and accessibility of ICT for older and disabled people across the UK.	Completed

## ICT capability case studies

Here are some of the many human stories that show the success of efforts to encourage digital inclusion

### Children help promote digital inclusion

A BT-sponsored child-friendly website, called [Internet Rangers](#), is part of a campaign launched in 2004 to help young people get their families online.

Our research found that children – particularly young teenagers – are the most effective spur to encourage reluctant parents or grandparents on to the internet. Nearly a third of parents and grandparents have been taught or encouraged to surf the internet by a child aged between 13 and 16 years.

Nearly one in five parents and grandparents have either learned a new skill or been educated via the web following online help from a child aged between five and eight.

### Celebrating digital well-being

Getting the phobic, disaffected, sick, pregnant and the excluded back into learning is the objective of Notschool.net. This online research project is looking at ways to engage young people who are outside the traditional school system.

The website was the 2005 winner of the Digital Inclusion category of the eWell-Being Awards, which recognise creative and inspirational use of communications technology to deliver environmental and social benefits.



GameOn! won the Age and Disability category. This website enables young people with disabilities to access computer games and other leisure software in the same way as their able-bodied friends.

BT sponsors both categories. "We have long recognised the benefits that creative use of communications technology brings. Our sponsorship of the eWell-Being awards forms an integral part of our contribution to a more digitally inclusive society," says Mike Hughes, BT's Head of environment and CSR campaign. More information on the awards can be found at [www.sustainit.org](http://www.sustainit.org)

## **BT Community Connections**

Since 2000, [BT Community Connections](#) has provided 3,400 internet-ready PCs to a diverse range of groups ranging from dance groups, hospices, homeless drop-in centres and sports groups. The scheme provides an NEC internet-ready PC and Microsoft software package worth more than £1,300 to voluntary and community organizations so they can provide internet access to the local communities. An estimated 85,000 people have benefited directly and indirectly from the awards.

## **Preparing for a digital retirement**

Kathleen McDonald, 52, is certainly taking advantage of the classes being offered at her local Age Concern centre in Newcastle, and is eager to learn how to use the internet.

Soon to retire, Kathleen is looking forward to pursuing new hobbies such as gardening and is using the internet classes as a way of preparing for her retirement.

Kathleen said: "I'm planning on taking up gardening. It's a new hobby, and one that I will need lots of guidance on, so I'm hoping that the internet will supply lots of wonderful information that is immediately available, rather than having to spend money buying books."

The internet will also enable Kathleen to keep in touch with friends. As she lives on her own, once she retires, she will still be able to have regular contact with her old work colleagues via email.

The more Kathleen uses the internet, the easier she finds it, and thanks to the support from her classes at Age Concern, her confidence is growing. Having recently booked holiday flights online, it is clear to Kathleen that the internet really is opening new doors for her and allowing her to become more independent.

## **Never too old to use a webcam**

Patricia Humble received an unexpected present on her 70<sup>th</sup> birthday – a computer. Her son felt it was time for her to begin experiencing the benefits of the technology, and enjoy the independence it would give.

However, Patricia had never used a computer before, and the prospect of learning how it worked was extremely daunting. It was therefore a great relief when she heard that her local Age Concern centre in Newcastle provided internet lessons.

Since attending the sessions, Patricia is amazed at the positive impact the internet has made on her life. With a son and grandchildren in North America, it is important for Patricia to keep in touch. With the help of one of the volunteer teachers at the centre, Patricia learnt how to set up and use a webcam and e-mail.

Now, instead of only speaking to her family abroad, Patricia regularly uses the webcam to have face-to-face conversations with them. It has completely changed Patricia's life; she has the joy of seeing her grandchildren nearly everyday, even if they are thousands of miles away.

## **Visual impairment no digital barrier**

Being visually impaired has not stopped Henry Hollinshead from learning to use the computer. Specialist software that reads out what's on his computer screen enables him to use a PC and surf the internet.

Henry regularly attends information technology (IT) classes at the North Tyneside Society for the Blind, and recently used the internet to plan a trip of a lifetime to Lourdes in France. The dream holiday was realized when Henry found a charity online that organises trips for disabled groups to the popular pilgrimage site. Henry was able to research and book his entire journey online.

Having had such an amazing experience, Henry is now keen to expand his use of a computer to discover lots more. He said, "Once my confidence grows, I definitely want to use the internet to do more things, such as online shopping and finding out about more holidays. I would definitely encourage other visually impaired people to learn how to use a computer. It really has broadened my horizons; I do so much more now."



## Internet vital for high achiever

Despite having cerebral palsy, at just 25 years of age, Stephen Miller, from Northumberland, has achieved goals that most people can only dream about. He is an example of what determination, energy and a 'can do' attitude can accomplish.

Stephen has achieved the highest of acclaims in the sporting world. With three Olympic gold medals in the club, which is equivalent to the javelin, and a bronze in the discus at the Sydney Olympics 2000, Stephen is a world record holder. And off the field, the internet offers Stephen the independence to live his life the way he chooses, even though he is in a wheelchair.

Stephen has been into computers since he was a teenager. As Stephen cannot use his hands, he has had a special guard attached on his keypad, which enables him to press keys through holes in the guard.

Stephen said, "Being able to use a PC and the internet is very important to me. In fact, I would say it's vital. Because I cannot use my hands, things that other people take for granted, like using a mouse, is out of the question for me. But having access to equipment that enables me to use a computer is absolutely great, if I didn't have this at my disposal, I would not be able to work."

As well as using a computer at his part-time job at the Queen Elizabeth Hospital, where he is a web designer, Stephen is also the Secretary of the Newcastle United Disabled Supporters Association, which involves him having to write and produce newsletters and manage the fantasy football league online.

## Silver surfers Targets

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April 2005	March 2006	Engage with Age and Disability stakeholders to address recommendations of Digital Divide 2025 report.	Planned projects are in place aimed at increasing motivation, skills and accessibility of ICT for older and disabled people across the UK.	Completed

