



Changing world: Sustained values

Our 2010 Sustainability Review



Connected world



We want to use our technology as a force for good, helping customers and communities to improve productivity and quality of life – while growing our business. Investing in the research, development and deployment of the next generation of ICT infrastructure is essential if we are to realise these benefits.

Making sure our customers have a good experience when they deal with BT is just as important. We aim to be number one for customer service by getting things right first time whenever our customers contact us.

No-one should miss out on the benefits of our technology. We are committed to increasing access to ICT for our customers and wider communities, in partnership with governments, other businesses and not-for-profit organisations. Enabling skills that will help bring about a more inclusive society is an important element of our CR strategy.

While the impacts of ICT are overwhelmingly positive, new technology also brings new challenges that we must work hard to address, such as privacy, piracy and data security, and concerns about the possible health risks of wireless technology.

In this section we discuss:

- Investing in the future
- Customer experience
- Customer access to ICT
- Community ICT and skills
- Privacy and data protection
- Wireless and health
- Online services for our customers

Investing in the future

The potential benefits of technology won't be realised without the most up-to-date, reliable and secure ICT infrastructure. Fibre-optics, coupled with enhanced copper technology will play a key role, bringing a significant increase in broadband speeds and enabling a range of new services and capabilities, including many with social, environmental and economic benefits.

We are investing £1.5bn and aim to make fibre-based broadband services available to at least 40% of UK premises in 2012 – the largest investment in super-fast fibre-based broadband ever undertaken in Europe. We aim to make our fibre services available to 4m UK premises by the end of 2010. Assuming an acceptable environment for investment, we see potential to expand our fibre roll out to about two-thirds of the UK by 2015 for an incremental investment of about £1bn.

Other communications providers will be able to connect quickly and easily to our network on equivalent terms, and bring super-fast broadband services to their own customers.

Our super-fast broadband programme will deliver a mixture of both fibre to the premises (FTTP) and fibre to the cabinet (FTTC) technology. Our [wireless](#) solutions also have an important role to play.

Fibre to the Cabinet

FTTC refers to fibre-optic cabling running from our network to a street cabinet. Copper cabling then provides the connection from the cabinet to customers' premises. This will be the most commonly used technology, enabling download speeds of up to 40 megabits per second and upload speeds of at least 2 megabits per second.

Fibre to the premises

FTTP is fibre-optic cabling that connects customers' premises directly to our network – at speeds of up to 100 megabits per second – and is being deployed in economically viable new-build sites such as Ebbsfleet Valley, a major new urban development in Kent, and the London 2012 Olympic Village.

Meeting customer demand

We continue to develop ways to improve broadband access in remote areas, and are testing a broadband enabling technology (BET) that provides faster speeds across our network to people who currently get limited speed because of their distance from our exchanges. We are testing BET around the UK and, if successful, it will play an important role in making faster broadband speed a reality. More information on the BET pilots is available on our [Openreach](#) website.

There will be some locations, particularly in rural and remote areas, where public sector funding is needed to make deployment of super-fast broadband commercially viable. We are committed to working with others to address this issue.

For example, we are involved in a public-private partnership in Northern Ireland to extend the roll-out of fibre-based broadband. The project will cover both urban and rural areas with the £48 million cost jointly funded by BT, the Department of Enterprise, Trade and Investment (Northern Ireland), the Department of Agriculture and Rural Development (Northern Ireland), and the European Union. We believe this agreement can serve as a model for other regions and that these types of partnerships can play an important role in ensuring that businesses and families don't miss out on the commercial, educational and social opportunities presented by the internet.

Beginning in April 2010, the project will see 1,175 FTTC cabinets installed across 166 Northern Ireland exchange areas during the next 18 months. This is expected to ensure 85% of businesses in Northern Ireland have access to next generation broadband speeds by 2011.

There is more information available at www.fasterbroadbandni.com.

Research and development

BT is the UK's third biggest spender on research and development (R&D) after drugs companies GlaxoSmithKline and AstraZeneca, according to the [2009 R&D Scoreboard](#), published, in March 2009, by the UK Department for Business, Innovation and Skills (BIS), which says that, overall, telecoms and software companies are among the UK's biggest investors in R&D.

BT has a global research presence. In the UK, research is located at Adastral Park, near Ipswich in the county of Suffolk. The facility has research and development people from both BT and some of its partner companies.

Our global research and development team works with customers, partners and universities around the world. We have dedicated innovation scanning teams in the US, Asia, Europe and the Middle East who identify more than 500 new technologies, business propositions and market trends a year – and global development centres in the UK, India, Europe, the US and China.

In 2010, we invested £850m in R&D in global research to support our drive for innovation. This investment comprised capitalised software development costs of £341m and research and development operating costs of £509m.

Building on our long tradition of innovation, we filed patent applications for 63 inventions in 2010. We routinely seek patent protection in different countries including the US, Japan, France, Germany and China, and we currently maintain a total worldwide portfolio of around 6,400 patents and applications.

Broadband anywhere

Increasing numbers of customers want access to the internet on the move. BT now provides more than one million wireless hotspots at locations such as Starbucks, Caffè Nero and Hilton hotels, major city centres including Liverpool, Westminster, Newcastle and Birmingham, and independent business and residential addresses. BT Openzone customers can also get online at an additional 65,000+ locations worldwide, through roaming partners.

Through [BT FON](#), customers who agree to share a small, secure section of their home broadband connection can access high speed wireless broadband at over a million BT Wi-Fi hotspots in the UK and Ireland, plus around 350 additional FON locations around the globe.

The BT Openzone network continues to change, there are full details on the [website](#).

Customer experience

BT aims to be number one for customer service.

To achieve this we are;

- ensuring that our new products and services perform right first time
- addressing the root causes of our customers complaints and keeping customers informed on our progress
- improving the reliability of our solutions, removing duplication and inefficiency within the business
- making it easy for customers to manage their services however they choose.

In so doing, we seek to provide an excellent customer service, faster, more reliably and more cost effectively.

We have continued in 2010 to focus on improving getting our services right first time for our customers, and have been developing the measurements of this to include more of the end-to-end customer experience. A stretching group-wide target was set in 2009 to improve "right first time" by a further 16%, and we achieved an increase of 10.5% delivering an excellent customer experience in many areas. Over the three years of the RFT program we have reduced customer failures by over a third, and we are looking to increase this further as we move into the fourth year.

All parts of BT have plans in place to make sure we get things right first time.

In the last year, we have reduced business and consumer complaints by 50% and 34% respectively. Our efforts to resolve customer queries during their first call continue to play a major role in delivering our group-wide RFT improvements. Since the creation of Openreach, fault rates have reduced from one fault every nine years per line in 2006, to better than one fault every 15 years in 2010.

We also run programmes such as [My Customer](#) to ensure everyone at BT is focused on improving customer satisfaction.

We are proud to have been awarded the best customer care award at the annual [World Communication Awards](#) (WCA), recognition for everyone in our business involved in RFT programmes.

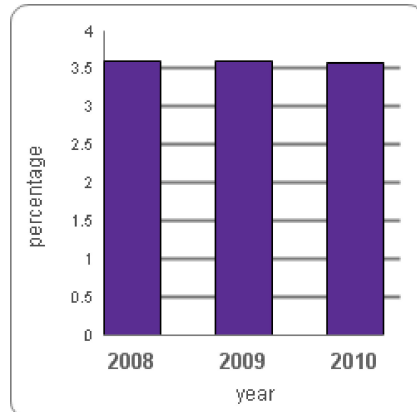
Key performance indicators

Indicator	Description	Measure	Target
Customer service	A measure of success across BT's entire customer base	17% improvement in RFT performance from 2008	To improve customer service based on getting things right first time (RFT) in line with our corporate scorecard

BT targets

Start Date	End Date	Description	Update	Target Status
April 2009	March 2010	BT will improve customer service in line with the corporate scorecard and achieve a continued year on year improvement in right first time (RFT) performance	In 2010 we achieved a 10.5% increase in the internal scores we use to measure customer service. This compares with a 9% improvement in 2008 and 17% in 2009.	New
April 2010	March 2011	We will improve our Right First Time performance from 2010 outturn.		New

Quantitative data



Customer service - improvement in Right First Time

Resolving queries

Though we work hard to provide the best service, sometimes things do go wrong. When they do, we want to put them right as quickly as possible.

Across BT Group, we encourage employees to contribute to helping improve our customer service. We train our people and support their development through our apprenticeship framework, which provides the opportunity to gain externally accredited qualifications such as National Vocational Qualifications (NVQ). In BT Retail for example over 3,000 contact centre agents are taking part.

Providing support to BT Retail customers

Our Customer Services unit structures its teams in a way that aligns with our customers' journey. For example, our advisors specialise in areas such as new orders, existing accounts, and help and support.

We contact customers in the way that is most convenient for them, including phone calls, pre-recorded voice messages, post, email or text message. We employ customer service advisors who speak Welsh and some Asian languages. Advisors use Type Talk to respond to queries from customers with vision impairment.

Our automated processes aim to make it easier for people to access the information they need. These include interactive voice recognition, systems that give real time information, online billing and payment as well as on-line chats.

Customers also have the option to fix problems themselves. For example, our Home Hub (wireless broadband router) includes a self-help function. Our assisted help technologies allow our technical advisors (with permission) to access customers' PCs remotely and fix any problems with our broadband services.

Pro-active monitoring of our call handling systems identifies customers who have contacted us

several times recently. This can indicate that the customer's query is not being resolved quickly enough for them. Future calls are routed to specialist teams who can assess and address these queries.

When a customer does call BT, an advisor will try to resolve the query there and then. If this is not possible, we agree a course of action and keep the customer informed until the problem is solved.

Learning from feedback

We welcome feedback and carry out internal and external customer research and satisfaction surveys. We call a proportion of customers directly after they have called one of our contact centres to carry out a satisfaction survey. In the 2010 financial year (2010), we tripled the number of these surveys carried out. We use a similar email survey for customers who contact us through BT.com.

We recognise that we can learn from complaints. We ask for feedback from customers whose complaint was not resolved on their first call, in line with our right first time performance measure. We ask about their overall experience and for feedback about the advisor who handled their complaint.

Within our complaint management team in BT Retail Customer Service, the number of customers who said they would recommend BT to others increased by 37% in 2010 and 30% more customers were satisfied with the way that we handled their complaint.

All survey feedback is linked to the advisor who handled the query. This enables us to identify wider business issues and individual training needs. We analyse customer complaints to highlight the causes, and the BT Retail leadership team (RLT) reviews this information. This approach helps inform RLT improvement plans and to monitor the success of changes made. For example, BT Retail identified that time-related charges (typically raised if any faults found are related to non-BT equipment or customer's internal wiring) were a significant cause of complaints at the start of the 2010 financial year. By reviewing the way we communicate these potential charges to customers, and by further training our advisors we have reduced this kind of complaint by around 75% by the end of the year.

Still unhappy with our service?

If a customer is still unhappy they can ask for the matter to be referred to the appropriate senior manager. If the complaint still cannot be resolved, the case can be taken to the BT Complaint Review Service. This service reviews all aspects of the case and strives to resolve the matter to the customer's satisfaction.

All Public Communications Providers have to have an Alternative Dispute Resolution (ADR) system in place. An ADR system gives customers another way to resolve a dispute if they are unhappy with the final outcome.

We provide an ADR through an external body called the [Office of the Telecommunications Ombudsman \(Otelo\)](#). Otelo provides a free, completely independent service for investigating complaints which is approved by the communications regulator, Ofcom.

More information on BT's complaints procedure is provided in the back of BT Phone Books and on our website at [Complaints about our Service](#). Ofcom also publishes advice about how to make a complaint to a telecoms company.

There are full details of how to contact us on our [group website](#).

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Resourcing customer services

We constantly seek to improve the way we handle the millions of customer calls we receive each month. Where appropriate, we look for suppliers around the world that can offer our customers a great service. We ensure service is consistent irrespective of location by using the same processes, systems, monitoring and performance measures.

BT provides elements of customer service from countries as diverse as Brazil, Hungary, China and India. Examples include:

- BT Innovate & Design, our IT arm, sources some software development in India. A large proportion of this is done by TechMahindra, a software development company in which we have a 31% stake.
- BT Wholesale has people supporting customer service operations in Pune and Bangalore.
- While most of BT Retail's call centres are in the UK, we also have three in India. These are provided by Infosys BPO in Bangalore, HCL in Noida (near Delhi) and Wipro in Mumbai.

Off-shore suppliers remain part of our resourcing plans. However, we have listened to feedback from customers and are seeking opportunities to provide more retail customer services from the UK and Ireland, as this is where our consumer customers are. In November 2009, our Northern Ireland contact centres began to handle customer complaints received through the post. These scanned complaints were previously handled by a supplier in India.

HomeAdvisors

BT Retail's new workstyle in customer services is known internally as 'HomeAdvisor'. Customer Service Advisors are equipped with call centre technology at home, enabling them to provide the same level of customer service as one of our contact centres. This gives us the flexibility to cover peaks in call levels and respond quickly and cost effectively to unpredictable customer demand.

We conducted a survey of 100 HomeAdvisors this year, with a 36% response rate, to assess the social and environmental impacts of this change of workstyle. Our HomeAdvisors told us that typically;

- They are avoiding commuting journeys of around an hour a day, mostly by car. Cumulatively this is avoiding some 120,000 miles travel in a year generating 40 tonnes of CO₂.
- The change of workstyle is having a positive effect on other members of the home with 78% reporting a very positive impact on other adults in the home and 62% a very positive impact on children.
- This is delivering benefits to BT too with 31% reporting that their quality of work is better and 20% more productive. The respondents cited; greater ability to concentrate (23%), better working conditions (21%) and reduced stress relating to previous commute (15%) as contributing to this gain.

Fifty nine per cent of respondents are full time employees, over half worked 5 days in last week, 85% are female and 23% provided care for other adults (either at home or elsewhere).

See [flexible working](#) for more details.

Customer access to ICT

The ability to communicate is a basic human need. Communication technologies can improve productivity and quality of life, with benefits for both individuals and society.

We believe that no-one should miss out on the benefits of technology. Understanding why some people do not use ICT is important so we can help remove any obstacles, especially for those most in need.

In this section we discuss how we increase access to our products and services, through:

- Providing affordable products and services
- Designing inclusive products
- Working with others to widen access to ICT.
- Inclusive communications

We discuss our efforts to improve skills and increase confidence in the wider community [here](#).

Affordability

Cost is one factor that affects take-up of technology. We have a legal duty in the UK, known as our Universal Service Obligation, to make basic telephone services available to all UK consumers at affordable prices.

We provide a low-cost telephone service called [BT Basic](#) to customers who receive Income Support, Income-based Jobseeker's Allowance, Employment Support Allowance (Income based) or Guaranteed Pension Credit Features include:

- Line rental of only £13.50 per quarter including VAT, including a call allowance of £4.50 (prices correct at 31st March 2010)
- An automated 'Call My Bill' service which helps customers budget by telling them how much they have spent since their last bill
- The option to choose to bar certain costlier types of call e.g. to Premium Rate numbers
- Broadband access.

[PlusNet](#), a BT business, provides a low-cost broadband service in the UK.

Payphones

Our Universal Service Obligation includes a duty to provide payphones. In Great Britain, we have just over 53,000 public payphones and 12,000 managed payphones in operation. There are 1,576 public payphones and 795 managed payphones in Northern Ireland.

Many payphones are now unprofitable, as their use has fallen considerably in recent years due to increased mobile use. During the 2010 financial year, we removed 1,200 public payphones. We consulted the local authority in line with Ofcom guidelines on kiosk removals in each case.

Communities can secure the future of their payphone through the Adopt a Kiosk scheme, which enables them to either take ownership or pay towards the upkeep of little-used kiosks. Since the start of the scheme, 572 kiosks have been fully adopted and 66 are being sponsored.

Of the 6,684 kiosks being considered for the adoption scheme, Unitary Authorities have objected to 3,016. Of the adoptions objected to, 114 had been applied for by Parish Councils.

More information on Payphones and the Adopt a Kiosk scheme can be found [here](#).

Supporting businesses

We were the first UK communications provider to make an unlimited calls option available to small businesses - via our BT Business One Plan package – bringing certainty and value for money to the SME communications market.

BT's business packages include fixed and mobile internet access, free calls to 0800 and 0844 numbers, UK phone, online workspaces and internet-based voice over IP telephone services, among others.

More information on our business packages can be found on our [website](#).

Disconnections

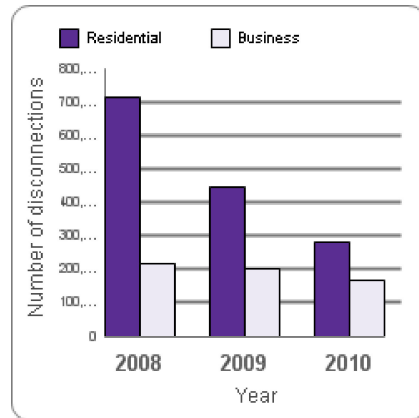
We make every effort to avoid disconnecting customers. We offer flexible payment options to help people budget for their bills, and work with customers having temporary payment difficulties to agree payment over a longer period than usual, for example.

If we do not receive payment after the first reminder, we give the customer a second reminder, usually by telephone. If we still do not receive payment, or have been unable to agree a payment

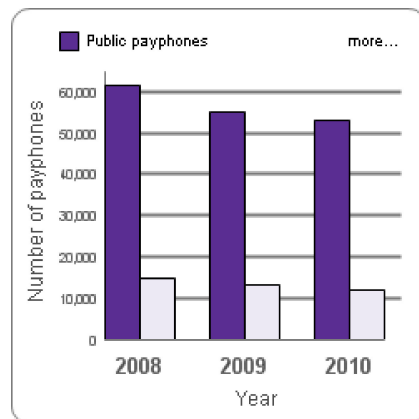
plan, we restrict the customer's service to incoming calls only (except for calls to BT and emergency numbers). We only consider temporarily disconnecting the service from incoming calls as well if we still don't receive payment or cannot negotiate a realistic payment plan.

Our [Codes of Practice](#) describe our procedures for requesting payment and the help customers can expect if they have problems paying.

Quantitative data



Disconnections (UK)



Payphones

Inclusive design

The way we design our products and services can help more people benefit from communications technology, particularly older people and those with disabilities. Making sure these customers can use our products also increases our potential markets.

We aim to improve access right across our core product range. To this end, we have developed an inclusive design toolkit in partnership with i~design (a business and academic consortium), which is available at www.inclusivedesigntoolkit.com. The toolkit explains the benefits of inclusive design and provides guidance for product designers within BT and other businesses. It includes a calculator to help designers understand how they can increase the potential market for a product by making sure it is suitable for customers with reduced capabilities. The toolkit has received around four million hits since its launch, and is incorporated in design courses at a number of universities around the world.

In the 2010 financial year, BT co-hosted an inclusive design conference at BT Tower with the University of Cambridge. Minister for Digital Britain, Stephen Timms, opened the conference in a recorded video address that commended BT for our commitment to inclusive design. There were speakers from Age Concern and Help the Aged, the University of Cambridge, The Alloy design agency and Wire Design. A broad range of attendees came from the design, manufacturing and business communities as well as consumer organisations and government bodies. We launched a new BT guide, [Designs on a Bigger Market: A guide to Inclusive Design](#), at the conference.

We also presented our approach to inclusive design at events managed by the Employers Forum on Disability.

Accessible products

These are some examples of our efforts to incorporate accessible features across our product range:

The **BT Home Hub** (our wireless router) has a socket for an inductive loop for people with hearing impairments; raised pips on buttons for those with poor eyesight; and improved layout of sockets to make installation easier for people with dexterity problems.

The **BT Big Button 100** is one of our best-selling corded phones. It is a development of the original phone launched in 1998, with an easy-grip handset and larger keys that help older customers and those with limited mobility.

The **Converse 2200** business or home office corded phone has a flashing lights for incoming calls and a speech amplifier for people who are hard of hearing; quick speed dials prominently positioned for people with poor eyesight; and a hands free function for those with dexterity problems.

Our new cordless phone, the **Freestyle 710**, has an easy-grip handset; large, well-spaced buttons; a built in inductive coupler; an easy-to-use speed dial and a back-lit screen with large characters. These features improve accessibility for people with a range of visual, hearing and dexterity problems.

Working with others

We work with consumer, age and disability organisations to understand customer needs and ensure our approach is inclusive. We communicate these needs to our employees in a number of ways, for example our 'Including You' intranet site.

We have long-standing relationships with many consumer advocacy bodies including Consumer Focus, the Citizen's Advice Bureau, the Communications Consumer Panel and specialist age and disability organisations. Our work with these groups helps to ensure we incorporate customer feedback on accessibility requirements into our product design processes. In 2009, we set up a dedicated helpdesk for Citizen's Advice Bureaux giving their advisors direct access to a BT team who are able to help with complex customer issues.

In the 2010 financial year, we commissioned the market research company ICM to carry out an independent survey of these organisations and customers to assess how well BT is doing and where we can improve. Survey participants rated BT more highly than other service providers in most areas. We will use the results to help plan improvements for the coming year.

We also work with partners to help older and disadvantaged people gain ICT skills, see [community ICT and skills](#) for more information.

Support on our websites

We are the first major UK company to provide a [British Sign Language](#) section on our website. This includes information about products and services, a guide to using computers and the web and information about BT calling plans including our new telephone service for people on low incomes, BT Basic.

We provide [plain language guides](#) on our [inclusion](#) website which include information on computers and accessories. This helps people overcome worries about the internet, including concerns about learning something new, the cost or the barriers of their disability. The guides include:

- Communications Solutions – our guide to the full range of BT products with accessibility features.

- Sound Connections Guide – our guide to hearing better on the phone.
- The Internet: It's easier than you think – our guide encouraging people to get online.

BT is the only FTSE 100 Company to hold the 'See it Right' industry accreditation for its inclusion website. BT was awarded certification by both the Royal National Institute of Blind People (RNIB) and AbilityNet for the easy navigation, layout and usability of the site. The 'See it Right' certification is given to companies which cater for the needs of blind and partially sighted people, as well as other people with disabilities, when trying to access the internet and online services. We were also awarded the AbilityNet UseAbility certification after our site was tested by people with a disability.

Live chat

Live chat, a new instant-messenger style function, is now available on our [inclusion website](#). The new feature offers customers another way to get information, resolve queries or make purchases and will be particularly beneficial to those who have difficulty communicating via the telephone (for example people with hearing or speech impairments).

Live chat provides access to a BT customer service advisor without the need to speak over the phone. They simply type in their question and a dedicated advisor responds straight away.

BT's Live chat support covers all aspects of customer service, including:

- Billing queries
- Account changes – for example, to change phone and broadband package
- Advice about products and services – for example, guidance on phones suitable for people with an impairment
- Requesting BT literature in alternative formats – for example in large print, or as a text file suitable for screen reading software

Text Relay

Text Relay is our service to enable deaf or speech-impaired textphone users to communicate via telephone. It allows people using textphones to communicate directly. When a consumer using a voice phone wants to communicate with another person using a textphone or vice versa, Text Relay will automatically bring a relay assistant into the call to translate voice to text or text to voice. The text relay service can be used with and without the assistance of a text relay assistant depending on the equipment used by the customer and the person they are calling.

BT funds the text relay service to support deaf, hard of hearing, and speech-impaired people in the UK as part of the requirements of our Universal Service Obligation. In 2009 we ended a contract with RNID to provide the text relay contact centre and brought the service in-house. We integrated the centre into our existing operations without disruption to the service.

In 2009 we launched www.textrelay.org to help consumers find out more about relay and other accessibility services.

Community ICT and skills

Communications technology can promote social inclusion by helping people to stay in touch with family and friends, access education and participate in the global economy. Unfortunately millions of people still lack both access to, and the skills to use this technology, particularly those on low incomes and older and disabled people.

Enabling skills for an inclusive society is one of the four pillars of our CR strategy and we partner with community organisations to increase communication and ICT skills.

We want as many people as possible to benefit from our products and services and we also support social inclusion through our business practices. The section of this report describes how we are making our products more accessible, affordable and available.

Progress

In October 2005, data from the UK Office of National Statistics (ONS) showed that 36% of adults had not accessed the internet in the last three months. We set a target to reduce this percentage

by 10% (to less than 32.4%) by 31 March 2010. ONS data published in August 2009, shows that the percentage has now fallen to 24%.

Promoting the benefits of ICT

We sponsor the eWell-Being awards, which are run by the sustainable development charity UK CEED as part of their [SustainIT](#) initiative. The awards recognise innovative local authorities, businesses, charities and academic institutions that are using ICT to bring social, economic and environmental benefits.

In 2009 the Royal National College for the Blind, together with Danish organisation, Robobrilie won the Reaching the Digitally Excluded category for, their free automatic email service which enables electronic documents to be translated into speech or Braille.

Helping communities get online

Through the BT Community Connections award scheme we aim to increase internet use among excluded groups by enabling community and charitable organisations to get online and make use of ICT.

We also provide content on our own websites to benefit communities, small businesses and individuals, and help other organisations to do the same. For example our BT Internet Rangers website helps young people to pass on their ICT skills to adults.

BT Community Connections

The [BT Community Connections](#) (BTCC) award scheme provides grants and equipment, to support grassroots organisations working to help communities get online.

Charities and community organisations can apply for laptops, wireless broadband access and IT equipment through the scheme, which is particularly aimed at groups in deprived areas where no internet or computing services are available. Successful applicants can also request a visit from a BT volunteer, are provided with DIY press releases, a website building tool and can call a hotline for support.

The scheme is available to organisations in the UK and in the 2010 financial year (2010) we expanded the programme to the Republic of Ireland.

In 2010 applications increased by 94% and we made awards to almost 1,000 community and voluntary organisations.

This year we introduced the BTCC Cluster Award which enables up to five organisations with shared objectives to jointly apply for a larger, bespoke IT equipment package.

In July 2009, BT won a prestigious Business in the Community Award for Excellence 'BIG TICK' for BTCC which recognises companies that have shown innovation, creativity and a sustained commitment to corporate responsibility.

Quantifiable benefits

We survey BTCC award winners to gain their feedback and to help assess the impacts of the scheme. This shows that the scheme brings quantifiable benefits to community organisations:

- 94% say the award has met or exceeded expectations
- 85% say computer and internet access has directly enabled them to secure more members, users and volunteers
- 80% go online nearly every day
- 36% secured further funding within six months as a direct result of their award

"We help unemployed or unskilled people who have become disenfranchised from society. Using the award I have trained many young people and migrants who have recently moved to Powys from Eastern Europe. Being able to show people how computers can open doors to new opportunities provides ways for them to integrate into the community." Siawns Tey, Powys

BT Internet Rangers

Young people often have excellent internet skills and can be more familiar with technology than their parents and other adults.

Our [BT Internet Rangers website](#) was designed with the help of young people, to pass on their knowledge to adults. The site contains guides, support materials and activities that make being an internet teacher fun for children of all ages.

The BT Internet Ranger of the Year award recognises exceptional young people who help adults to gain IT skills and confidence. Fourteen year old Jenny Pidgley from Southampton was the overall UK winner for 2010. For two and a half years Jenny has volunteered to help older people use computers and go online. The sessions take place every fortnight in Jenny's school and are organised by Age Concern New Forest East. Jenny received her award at the National Digital Inclusion Conference from Martha Lane Fox, the UK's Digital Inclusion Champion and head of government digital inclusion initiative Race Online 2012.

In 2010 we launched the BT Internet Ranger School's Award scheme which recognises schools that help young people pass on their ICT skills to other people in their communities. 71 schools from around the UK applied for the award. The winning school, Cardinal Allen Secondary School in Fleetwood offers IT classes for older people which are run by pupils in conjunction with Age Concern. The prize money will be used to purchase laptops with wireless internet connection for use by people who are unable to travel to the sessions at the school.

Supporting disadvantaged communities

People on low incomes are less likely to benefit from communications technology. Data from "The Internet in Britain 2009" report by Oxford Internet Surveys shows that people in the highest income category are more than twice as likely to use the Internet (97%) than those in the lowest income category (38%). We work with partners to improve access to technology in disadvantaged communities.

EverybodyOnline

BT has supported the EverybodyOnline project since 2002. Run by the charity [Citizens Online](#), the programme helps disadvantaged communities and individuals across the UK use digital technology.

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

In the 2010 financial year (2010), 6 projects were running in Bristol, Andover, London, Liverpool, Edinburgh and Caithness. After nearly four years the project in Liverpool came to an end.

During the year, the projects:

- Enabled over 10,000 people to attend sessions to try out new technology in locations where they feel comfortable.
- Helped over 2,500 of these people to significantly improve their skills.
- Developed local networks, bringing in over 30 new volunteers.
- Helped over 20 people into employment, saving an estimated £180,000 in state benefits.
- Developed projects in art, music and multimedia to engage people in ICT using the things that matter to them.

In 2010 the programmes worked closely with the government employment agency Job Centre Plus to help jobseekers to learn new skills and improve their employment prospects. In addition BT staff have become involved with the Caithness EverybodyOnline project, volunteering time to support IT sessions in the local library.

The European Commission has included a best practice case study highlighting the achievements of Everybody Online projects in their [European e-Inclusion Initiative](#) (see page 42).

Communicating for Success

Jointly funded by BT and the Football Foundation, Communicating for Success uses sport to improve communication skills and tackle digital exclusion. The project is aimed at pupils with behavioural issues, particularly in schools in deprived areas, and excluded groups such as single mums, carers or Muslim women. As well as teaching ICT skills, the programme also promotes active lifestyles and helps to tackle obesity.



Since the launch of Communicating for Success, over 190,000 people have taken part in their learning centres, sporting clubs or have been reached through their community involvement programmes. Almost 3,000 people have been directly engaged in the learning programmes. Over 90% of participants have improved ICT and communication skills and over 95% participated in physical activity.

Supporting older and disabled people

Older people, especially those on low incomes, are more likely to have never used the internet. In the UK, 64% of adults aged over 65 have never been online, compared with 21% of all adults. People aged over 65 and in social class D and E account for 28% of all people without internet access.

BT works with charities and community organisations to promote computer and internet use amongst older and disabled people. We also provide resources for these groups on our websites.

Partnership with Age Concern

BT has worked with Age Concern since 2005 to help reduce digital exclusion amongst older people. In the 2010 financial year (2010), our programme of activities included:

Digi-Olympics

As the official communications services partner of the 2012 London Olympics and Paralympic Games, BT asked Age Concern to come up with ideas to develop a digital inclusion activity for older people linked to the Games.

The charity hit on the idea of an online computer game competition between two locations with strong sporting links: Newham one of the host boroughs for the Olympic Games and Wimbledon, famous for its international tennis tournament. Teams of older people from the two areas competed against each other in a series of computer games, including Mario Kart and Wii Tennis.

The event promoted the message that technology can be used to have fun and stay physically and mentally fit.

Tessa Sanderson CBE, Olympic Gold medallist attended the event to give her support.

Age Concern & Help the Aged internet champion

Research (see below) shows that older people are much more likely to use a computer or the internet for the first time if they are encouraged by one of their peers or a novice user. New users tend to be more reassuring and often excited by the new possibilities which have been opened up to them.

Age Concern and Help the Aged, supported by BT, appointed Lucy Berry, 80, and Frederick Briggs, 72, as Internet Champions for 2010. Lucy and Frederick act as ambassadors for the charity to inspire other older people to use the internet. Frederick was invited to take part in BBC Working Lunch and both Lucy and Frederick have been appointed to the Digital Inclusion Champion's People taskforce.

Research

BT funded Age Concern to research the barriers that prevent older people from becoming computer and internet users. The charity published a [report](#) in October 2009 which was based on the findings of focus groups attended by people aged 55-64 in social class D and E.

The research showed that one of the main barriers is a lack of confidence. People struggle to understand how to use the equipment and require explanation as to 'what to press and when'.

They are also concerned about 'doing something wrong', as well as about the security of the internet.

Age Concern Digital Inclusion Network

BT supports the Age Concern Digital Inclusion Network which provides support for organisations that help older people use computers and the internet. The network, which has 178 members, trained 108,000 older people in 2010.

Since the partnership began, BT has provided over £210,000 to the network as well as 55 laptops. We also host annual workshops for network members and for the first time in 2010, we delivered online training sessions using Live Meeting.

Itea&biscuits week

In 2010 we also sponsored the Age Concern Itea&biscuits week, a series of events that encouraged older people to take advantage of taster sessions where they could learn about new technology. 6,000 people attended the events, which took place throughout the UK.

Scope

There are approximately 1.5 million people in the UK with communication impairments and up to 600,000 of them could benefit from specialist equipment. BT has been working with disability charity Scope to support the "No Voice, No Choice" campaign, lobbying government to improve support for people with speech, language and communication needs. This led to government publishing its first ever strategy and commitments on children's and young people's communication.

Project Wheeltop was set up to design a communication device for a student at Beaumont College, Scope's specialist education college for young disabled people, who was able to use voice automated technology through moving just one knee. The project resulted in a computer device that can be mounted to a wheelchair and that offers reliable voice automated technology and a range of other applications including e-mail, SMS, word processing, media player software, internet and access to the college network. The project has since evolved and BT and Scope are working to influence communications equipment manufacturers to design products that meet the needs of people who cannot communicate verbally.

This project was highlighted as an example of best practice on the EU [e-Practice](#) website.

HFT

We have been working with [HFT](#), an organisation which provides specialist support for people with learning needs, on the development of a DVD and guides. These have been designed to help people choose a computer which meets their needs and shows them how to get started. They were launched at the National Digital Inclusion conference in April 2009 and widely distributed by HFT.

International programmes

As a global company, we have a number of international projects which are improving the lives of people in disadvantaged communities around the world.

Inspiring Young Minds

BT has invested £1.5 million in Inspiring Young Minds, a three-year strategic partnership with UNICEF which brings education, ICT and communication skills to disadvantaged children in South Africa, Brazil and China. The initiative aims to empower young people to use communications skills to improve their lives and achieve their dreams.

The programme started in South Africa in 2007, was expanded to Brazil a year later and in April 2009 the initiative was launched in China. In its first year in China, more than 6,600 students at 40 schools in poorer areas have had access to IT equipment through the programme.

In the 2011 financial year, the equipment will be used to enable cultural exchanges and remote learning between the students of the Hong Kong Polytechnic University and those in mainland China.

For further information on BT's partnership with UNICEF, go to [Inspiring Young Minds](#).

Lifelines

The Lifelines project brings the benefits of ICT to hard to reach communities in India. Lifelines is a phone-based information service providing important veterinary and agricultural information to rural farmers, enabling improved crop yields and increased income. Coverage now reaches 150,000 farmers in over 2,000 villages across four states.

The agricultural service receives between 10,000 and 12,000 calls each month.

In 2007, Lifelines India was extended to provide a new education service to over 88,000 schools in two states. Teachers and higher grade students in the rural area of West Bengal and Rajasthan are supported by a panel of subject-matter and teaching experts who answer queries on curriculum, subject content and classroom management issues.

Following this highly successful initial phase of the service, Lifelines is now seeking new funding partners to extend the reach and scale of the services to a wider audience of farmers in other regions of India.

Katha Information Technology and E-Commerce School (KITES)

BT supports the Katha School which delivers IT education and training for disadvantaged children in India.

BT started working with Katha in 2001 when we funded the opening of the Katha Information Technology and E-Commerce School (KITES) in the heart of Govindpuri - the largest area of deprivation in Delhi.

Since 2001, KITES has awarded 16,993 IT certificates to participants in computer education programmes. Over half of the certificates were awarded to girls and women (who are often excluded from education and training in poor Indian communities) and 689 teachers have benefited from access to IT.

More than 2,725 students have qualified for the more advanced KITES professional certificate in IT, helping them to find work with IT companies. In the 2010 financial year (2010) alone 320 students were awarded 'O' and 'A' level certificates and 223 students went on to work in IT companies, international companies and NGOs.

St Crispin's

BT supports the St Crispin's IT training centre which provides opportunities for girls from disadvantaged backgrounds in Pune, India. In 2006 we provided funding to equip a computer lab and since then we have funded internet access and have helped the school develop IT courses which lead to recognised qualifications.

In 2010, over 600 pupils benefited from these courses.

Global Hothouse

Our Global Hothouse project gets students thinking about social issues and enables them to collaborate with other young people globally to find ways to overcome social and environmental problems. For example children from schools in Uganda, India and the US met via BT videoconferencing to discuss the growing problem of global water scarcity and to share ideas about ways to save water.

The initiative is based on the BT Hothouse process, a series of intensive workshops that we use to find solutions to business problems.

For more information visit www.globalhothouse.org

See also [country charity partnership](#) programme.

Privacy and data protection

Our products and services enable customers to communicate quickly and easily at home and work, and to access a wealth of information on the internet.

However, new technology also creates new challenges. Some websites and television programmes aren't appropriate for children, for example. Many new services made possible by technology collect and store information about individuals, which can be misused if it falls into the wrong hands.

In addition, there are different data protection regimes around the world, creating challenges when we use suppliers in different countries.

This section explains the policies, systems and services we have in place to protect all the data we are responsible for, and to help customers protect themselves, their data and their privacy. It covers:

- Our approach to privacy and data protection
- Our privacy and data protection services for customers
- Employee privacy
- Customer privacy
- Internet security and child safety online

Our [procurement principles](#) commit us to safeguard the confidentiality of information entrusted to us, and to ensure BT suppliers who handle information on our behalf do so too.

BT complies with ISO27001 – the internationally recognised standard for information security management – and has over 30 certificates covering key sites and services.

Our mandatory security policies are designed to align with and fulfil all the requirements of ISO27002 – the International Code of Practice for Information Security Management.

We may provide information in response to properly-made requests from law-enforcement agencies, to help prevent and detect crime, and apprehend or prosecute offenders. We may also provide information that may help safeguard national security. In both cases we comply with the Data Protection Act and other relevant legislation in the country concerned. We also provide information when required by law, for example under a court order or in response to properly-made demands under powers contained in legislation. We also cooperate very closely with law-enforcement agencies to obtain from them the information we require to appropriately investigate cases where we may be the victim of a crime.

Protecting data

We routinely collect, process, store and transfer customers' and employees' personal data. This makes information one of our most valuable assets, but the possibility of data being lost; stolen or misused is also one of our CR risks, as it creates privacy and data protection challenges. Ensuring the protection and responsible use of the data BT holds and handles is fundamental to our success. We also have a responsibility to make services such as networks and internet access as secure as possible.

People have a right to know their personal information is handled and stored securely and responsibly. Balancing these rights with the realities of global trade in a competitive market, where data can travel around the world in seconds, is complex. Our approach must be flexible enough to take account of new technologies, new regulations and new ways of doing business.

Our systems and processes aim to ensure we comply with data protection laws, and we take all adequate steps to prevent unauthorised access to personal data. Our intention is to only collect the personal information we need, with the individual's knowledge, and to only use it for the stated purpose. Everyone has the right to access the data we hold about them, to correct inaccurate information and to expect that appropriate measures are in place to protect their information. BT's privacy policy is available [online](#) and our customer advisors will provide this if requested by telephone.

Our Data Protection Taskforce is chaired by the Group Company Secretary and consists of data protection champions from all lines of business, as well as other key functions such as human resources and security. The taskforce is responsible for establishing a clear and structured compliance programme and ensuring that related activity is coordinated across our businesses. Key activities include:

- Ensuring data protection legislation and internal policies are effectively applied across all BT businesses
- Ensuring BT businesses operate and report on data protection objectives
- Establishing a companywide data protection compliance programme
- Identifying and minimising data protection risks in the business
- Making sure our data protection communications campaign (see Training and awareness, below) is effectively rolled out pan-BT.

Training and awareness

We require all BT people with access to personal data (such as those in human resources or who deal with customer contact details), and all managers to attend data protection training once every three years.

The Council of Europe's annual [Data Protection Day](#) took place on 28 January 2010, to raise awareness of personal data protection, highlight the types of personal data that organisations collect, and explain individual rights with respect to their information.

The 2010 financial year was the second year of our internal 'protecting information' campaign. This year we ensured that it coincided with the Council of Europe's Data Protection Day. Backed by a comprehensive website, and a web-chat at which employees were encouraged to ask questions, the campaign highlighted four guiding principles:

- Protecting personal data is every employee's individual responsibility
- Data Protection training and processes are mandatory
- Our technology helps to keep personal data secure
- Personal data can only be stored if lawfully permitted. This means always adhering to the prevailing data protection legislation.

Employee privacy

As an employer, we are committed to protecting and respecting our people's personal data. Our employee privacy policy is available on our intranet and explains what information we collect and why. The site also explains how this information is protected, as well as how to query and change personal details.

We aim to maintain our good record and reputation for handling information about our employees, customers and others.

Privacy and data protection services

Our [privacy policy](#) explains how we collect customer data, what we use it for and how we protect their privacy. We publish our privacy policy online or customers can call us on 0800 800150 and ask one of our staff. We may change our privacy policy from time to time. New policies will be published on our [web sites](#).

In the UK, [BT Privacy](#) brings together a range of free and paid-for services to protect customer privacy. These include:

- Blocking unwanted sales calls through the [UK Telephone preference service](#), or by registering online in Eire
- Caller display services that show the number of the person calling
- Advanced calling features including 'choose to refuse', which blocks calls from certain numbers

Customers that still use a dial-up internet connection are vulnerable to rogue internet diallers that cause higher than expected telephone bills. A dialler is a piece of software installed secretly via the internet or directly onto the computer that calls international or premium rate services using the modem. In many cases, the installation is perfectly legitimate but customers are unaware of the cost implications.

BT has been working closely with the industry and [Phoneplay Plus](#) (the premium rate services regulator) to resolve this. [BT Privacy Online](#) provides protection against rogue diallers. It

provides:

- Protection software to help keep the modem safe from rogue diallers
- Text messages to alert customers to any unusual activity in their account

In the UK, we voluntarily operate a Nuisance Call Bureau (NCB) to support customers receiving malicious or nuisance calls. Specially trained advisors answer initial enquiries and offer simple advice. The NCB is open 24 hours a day, 365 days a year and can be contacted on 0800 661 441.

We pass on complex cases that may require police investigation or call tracing to NCB specialists who are trained in police liaison, and may appear in court as prosecution witnesses if necessary.

Internet security

BT is committed to making the Internet as safe as possible. BT was the first company in Europe to have a dedicated e-Crime and Internet Abuse team and promotes awareness and provides a wide range of security features at no extra cost.

Awareness of Internet Safety and advice on how to best protect you and your family is communicated to all customers via email, online channels and customer support. The range of services offered is shown at www.bt.com/childsafety and advice and guidance at <http://www.btbroadbandinformation.com/broadband-help/>

The security features we offer include:

- [BT Family Protection](#): Comprehensive parental controls in partnership with McAfee, providing website filtering, time of day restrictions, Instant Messaging (IM) and Peer to Peer (P2P) application blocking, monitoring of personal data disclosure on social networking sites, email and short message service (SMS) alerts to parents.
- [BT NetProtect Plus](#): McAfee Anti-Virus and Firewall protection for up to 7 home computers for all BT Total Broadband Option 2 and 3 customers at no extra cost and just £3.49 a month for Option 1
- [BT Yahoo! Mail](#): extensive email protection against spam, viruses and phishing. Phishing is when criminals fraudulently acquire personal information by posing as a legitimate company on a website or in an email
- [BT Digital Vault](#): 5GB (enough space to back up 6,500 photos) of secure online storage to backup personal data to provide protection in the event of hard-disk failure, theft or fire
- [Security](#) for our business customers, including PC security, online backup and email protection.
- [BT Vision parental controls](#): Parental locking system that allows parents to block access to unsuitable content

Working with Others

BT is a founder member of the [Internet Watch Foundation](#), the [Family Online Safety Institute](#) and the [UK Council for Child Internet Safety](#).

Wireless communications and health

BT offers several mobile, fixed and wireless radio services. These include:

- Cordless home phones
- A mobile phone for consumers and mobile phone, voice and data products for businesses
- An extensive public wireless local area network ([BT Openzone](#))
- Private wireless local area networks (WLANs) installed for business customers and equipment such as the BT Home Hub so customers can install their own WLANs at their home or office
- Fixed point-to-point radio service deliveries
- Baby monitors
- CCTV, fire, security and machine-to-machine monitoring systems

Some people are concerned that radio frequency emissions from mobile phones, base stations, radio sites and wireless networks may affect their health. BT is committed to ensuring the

technology we supply is safe. We take these issues very seriously, understand public concern about wireless radio technologies and are taking steps to address this.

All wireless devices use radio waves to communicate, whether a mobile phone handset or a Wi-Fi enabled computer. These radio waves are a form of electromagnetic energy of a similar frequency to those used by TV and radio, which have been in public use for decades. Our wireless products operate at a low power; the average power from a mobile phone is 0.25 Watts, and Wi-Fi enabled computers typically emit 0.01 Watts.

We host wireless, fixed and mobile networks on our infrastructure for other mobile operators. These all operate well within the guidelines for public exposure to radio frequency emissions set by the International Commission for Non-Ionising Radiation Protection (ICNIRP). In fact, [Ofcom audits](#) show that exposure levels are many hundreds or thousands of times lower than the ICNIRP guidelines for public exposure.

Based on the body of expert opinion available from the World Health Organization and others, the UK Health Protection Agency states that there is no conclusive scientific evidence that mobile, fixed and wireless technologies are harmful to health, although research continues into the potential effects of longer-term use.

For example, in January 2009, the European Commission Scientific Committee on Emerging and Newly Identified Health Risks (SCENIHR) published an [updated opinion on the possible effects of Electromagnetic Fields \(EMF\) on human health](#), following a public consultation. It concluded that:

"...exposure to RF fields is unlikely to lead to an increase in cancer in humans. However, as the widespread duration of exposure of humans to RF fields from mobile phones is shorter than the induction time of some cancers, further studies are required to identify whether considerably longer-term (well beyond ten years) human exposure to such phones might pose some cancer risk."

See the [World Health Organisation fact sheet on mobile telephones and their base stations](#) and the [Health Protection Agency](#) for more information.

Wireless services

Mobile phone base stations

Some BT exchanges, buildings and telegraph poles house mobile phone base stations on behalf of UK mobile network operators. [Ofcom](#) publishes the locations of BT infrastructure that hosts base stations.

We require all mobile equipment installed on BT sites to meet the guidelines for public exposure to radiofrequency fields set by the International Commission on Non-Ionising Radiation Protection ([ICNIRP](#)).

We are also a signatory to the UK mobile industry code of practice, known as the Ten Commitments to Best Siting Practice. This is incorporated into the Code of Best Practice on Mobile Phone Network Development published by the Department for Communities and Local Government. There are further details on the website of the [Mobile Operators Association](#). The World Health Organization (WHO) advises that "Considering the very low exposure levels and research results collected to date, there is no convincing scientific evidence that the weak radio frequency signals from base stations and wireless networks cause adverse health effects". See the [WHO](#) website for more guidance and fact sheets.

Mobile and cordless phones

There is a standard methodology for measuring the level of radiofrequency emissions the body absorbs from each model of mobile phone. The maximum value is defined in the International Commission on Non-Ionising Radiation Protection ([ICNIRP](#)) exposure guidelines. BT offers a range of mobile and cordless phones from several manufacturers, which all comply with this standard.

We follow the advice of the WHO and other leading health organisations. The WHO acknowledges that there are gaps in knowledge that require further research to better assess health risks.

In September 2007, the Mobile Telecommunications and Health Research Programme (MTHR) published its findings. This research is part of a larger programme overseen by an independent committee set up by the UK government.

The report concludes that "none of the research supported by the programme and published so far demonstrates that biological or adverse health effects are produced by radiofrequency exposure from mobile phones" but recommends further research into longer-term exposure and the exposure for children. The research also found that radiofrequency emissions from base stations are well below international guidelines. Visit the [MTHR website](#) for the full report and more information on the next phase of research.

The German government published the results of [similar research](#) in 2008, with the same conclusions.

Wireless networks

BT owns and operates one of the largest Public Wireless Local Area (WLAN) Networks in the UK – BT Openzone. Public WLANs establish a connection between a fixed access point and a Wi-Fi enabled computer using a low-power radio wave. As with handsets and base stations, public exposure to these radio waves is many times lower than internationally accepted guidelines.



Our approach to safety

The growth in mobile telephone services has seen a substantial increase in the number of antennas installed on buildings, rooftops and other structures, especially at third-party sites where our equipment is deployed. It is BT policy to never knowingly expose either members of the public or employees to electromagnetic fields (radio frequencies) that exceed the specific guidelines as set out by the International Commission on Non-Ionising Radiation Protection. This is achieved, where appropriate, by field strength measurement around installations, together with exclusion zones and the use of personal monitors by employees and is applicable to all BT products and services.

We provide guidance on safe working boundaries around common types of antenna to all BT people and to employees of other operators working on our sites.

Online services

We want to make it easy for our customers to contact us and manage their BT accounts in ways that suit them. We are expanding online services to complement services we provide by phone and mail.

Our UK [home](#) and [business](#) customers can use the internet to:

- View and pay bills
- Place and progress orders
- Report and track faults
- Top-up and manage BT Mobile
- Access broadband
- Order new services.

Anyone in the UK with access to the internet can, access the [BT Phone Book](#) or buy from the Shop. Our online retailer, [DABS.com](#), serves customers in the UK and Eire.

We have an online customer [portal](#) for our larger customers around the world to provide services 24 hours a day, 365 days a year. It provides a range of real-time information to improve communications and increase customers' control over network support operations.

Thanks for reading what we have to say – now we want to listen to you. E-mail us at yourviews@bt.com and tell us what you think of this review and sustainability at BT.

