



# BT at the heart of Wales



Alwen Williams  
BT Director, Wales

**BT has a significant presence in Wales employing around 4,000 people throughout the country. We spend £284 million with suppliers based in Wales. And our total Gross Value Added (GVA) to the Welsh economy is an estimated £774 million. We're committed to helping make Wales a better connected country and a truly digital nation.**

## **Connectivity**

We believe in the power of communication to make a better world. By bringing together the best network and technology with the expertise of our people, we make connections and create new possibilities. We understand the challenges that come with connecting people and businesses in both rural and urbanised parts of Wales. We are committed to developing and strengthening connectivity across the entire country.

Superfast fibre broadband offers new opportunities to encourage social and economic regeneration, to support

inward investments in local economies and to stimulate business growth. Our aim is to never say no to any community and our target is to reach as many homes and businesses with access to superfast broadband as quickly as possible.

We know how important it is to be connected at home which is why we have been working with new housing developments nation-wide, ensuring that fibre broadband is integrated with new builds. For those working from home this enables them to access the programmes and documents they need to be productive. For children they can access education material online. And families can watch catch-up TV and play interactive games simultaneously.

G.fast is pioneering technology, developed by BT, capable of delivering ultrafast speeds of 300-500Mbps over the copper network. It is being trialled in Swansea as a UK first. We have an ambition to make ultrafast broadband available to up to 12 million homes and businesses across the UK by 2020 using both G.fast and Fibre to the Premises (FTTP) technology.



## EE

In 2016 BT acquired EE bringing together the UK's leading mobile network with the largest superfast broadband network. EE is the first UK mobile operator to bring all customer service handling back to the UK and we have nearly 1,000 local people based in our Merthyr Tydfil call centre. On the back of our contract with the emergency services, BT will be expanding 4G coverage in Wales up to 96%, allowing customers to access the internet in even the most remote rural locations with a focus on eradicating "notspots". We are looking at innovative solutions to support our commitment of expanding coverage.



## Community

Rugby is in our blood and supporting 'Tackle', an education engagement programme designed to support young people living in deprived areas, is just one way we give back to the community. Through our Supporters Club we have awarded grants worth over £942,000 to various sports associations in Wales to help change the lives of disadvantaged young people through sport.

We encourage our employees to volunteer giving them three days of work time each year to contribute to their community/good causes. In 2015/16 over 1,000 employees in Wales gave more than 3,695 work days and 1,695 days of their own time to support charities in their local communities. All charities and community groups across Wales can also

To find out more about our activities in Wales email [alwen.williams@bt.com](mailto:alwen.williams@bt.com) or visit [www.btplc.com/Thegroup/BTUKandWorldwide/BTRegions/Wales/BTinWales.htm](http://www.btplc.com/Thegroup/BTUKandWorldwide/BTRegions/Wales/BTinWales.htm)

## Offices Worldwide

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benefit from MyDonate, our not for profit online fundraising service, with 0% commission and no set up fee or monthly charges. BT has helped raised more than £2.2 million for charities in Wales through MyDonate, which is managed by BT software engineers in Cardiff Bay.

We are committed to helping improve the digital skills of young people to make them aware of how technology and data are the foundations of today's society, helping to better prepare them for life after school which will in turn help our businesses and economy. Through our Tech Literacy programme we are working with more than 1,300 primary schools across Wales. In our partnership with the Urdd youth organisation we also support and promote safe use of the internet and social media.

BT uses 100% renewable energy. Following a £100 million power purchase agreement, 50% of our power supply will come from 9 turbines in Myydd Bwlfa wind farm in Hirwaun.



## Employment

Our people are employed in a variety of jobs from call centres to engineers. We recruit apprentices and graduates to bring new talent into the business. We recognise the challenge of gaining employment so we also offer work placements and work experience opportunities and our 'Ready to Work' programmes provide core skills to help tackle youth unemployment.

We have a long-standing commitment to the Welsh language. We recognise this is an integral part of the country's heritage and culture and offer a Welsh language and bilingual scheme in support of the language's development and use.

## Videos

A couple of short videos are available which highlight BT's activity in Wales –

Two minutes: [www.youtube.com/watch?v=MP2Eyd0A1oc](http://www.youtube.com/watch?v=MP2Eyd0A1oc)

Five minutes: [www.youtube.com/watch?v=fPT35NRz72I](http://www.youtube.com/watch?v=fPT35NRz72I)