

Creating a connected society

We bring the benefits of a connected society to all.

22m

We took our fibre broadband coverage beyond 22m premises in the UK.

£6.8 bn

Helping millions of people to use the internet for the first time can transform people's lives and is worth around £6.8 billion to UK society and the economy*.

100%

We contacted all of our BT Broadband customers in 2014/15 to raise awareness of BT Parental Controls.

938

Helped 938 young people in India improve their ICT education through the BT funded school, KITES.

*Based on BT's estimation that the socio-economic value of being online to a new user is £1,064 times the total number of people who have never been online.

Our 2020 ambition

Provide 9/10 people with access to fibre-based products and services.

Result 2014/15

7.5/10



Investing in our broadband network

We are extending our fibre broadband network so millions more people in the UK can benefit from superfast internet.

Creating accessible products and services

We develop products and services that help the most digitally excluded people get online.

Developing digital skills

Through our digital skills programmes we are helping people develop the skills, knowledge and confidence they need to use the internet.

Helping customers stay safe online

As one of the UK's leading internet providers, we understand our role in helping our customers and their children use the internet safely. We share resources and knowledge with charities, UK Government and other businesses to help address the challenges of online safety.

Connecting communities around the world

We use our infrastructure, skills and expertise to connect communities around the world to the internet. We can help to improve healthcare and education, create job opportunities and enhance thousands of people's lives.

Valuing digital inclusion

Year ended 31 March

Benefits



60% of learners report improved confidence



78% of learners stay online after the Get IT Together course



25% of learners report a reduction in social isolation



Reduced travel with environmental savings of 1.6m tonnes of CO₂

So far we have helped

30,000

people take part in courses and gain the confidence and competence in using the internet

We measure the social value of someone going online in the UK at

£1,064

a year

Source: Just Economics for BT

Bringing affordable internet to socially disadvantaged people across the UK

We are bringing affordable internet to low-income people across the UK. In 2014/15, we extended our Click and Connect pilot to provide high-speed wi-fi to tenants living in a housing association in Glasgow at a subsidised price. A study of 70 tenants found that two thirds are now using the internet to search for jobs and over half would be willing to pay full price for the internet.

This pilot proved the concept for our new shared internet service. This BT Business innovation helped 9,156 social housing properties get online in 2014/15. By allowing residents to share access to internet connections, this service helps housing associations provide more affordable internet.



Helping customers stay safe online

At BT, we are committed to keeping our customers and their families safe online. We are working to raise awareness of the risks, and provide practical advice about staying safe online. In partnership with Unicef UK we set up The Right Click: Internet Safety Matters to provide parents, teachers and children with practical advice about how to stay safe while online. In 2014/15, BT volunteers ran 92 workshops to train parents, teachers and children on safe internet use.

Through BT's Infinity Lab we supported tech start-up, [Xooloo App Kids](#), to create a new app that is helping to keep children safe while online. The app makes smartphones and other devices child-friendly by blocking dangerous content and making sure children can only view approved content.



Using innovation to help solve the world's challenges

In partnership with TechHub, our BT Infinity Lab is inspiring small businesses to develop and test ideas, and create new products that we can market alongside our existing products.

Through the BT Infinity Lab competitions we challenged start-ups to develop innovations that use communication technologies to tackle social challenges. We are now working with the four winners – [Xooloo App Kids](#), [Insane Logic](#), [Babylon](#) and [Euan's Guide](#), the go-to website and app for people with a disability who want to explore the UK.

We also sponsored the Tech4Good Awards to promote the work of innovative businesses that use technology to promote communities. In 2014/15, [BuffaloGrid](#) won the BT Ingenious award for its affordable solar powered mobile charger.

