

A woman with brown hair and bangs, wearing a grey t-shirt, is leaning over a young girl with dark curly hair wearing an orange hoodie. They are both looking intently at a laptop screen. The woman's hand is on the girl's shoulder. The scene is set in a bright, modern interior with a window in the background.

Delivering our Purpose –  
2017/18 report summary

## 2. Connecting society

We're helping more people get the benefits of a connected society by building the infrastructure, services and skills they need to get the most out of our increasingly digital world.

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**Progress against  
our ambitions**

**27.5m**

premises can now get our  
superfast broadband

**4.6m**

people we've helped overcome  
social disadvantage through  
the benefits of our products  
and services

**1.6m**

children have received better  
teaching in computing and  
tech skills

**£531m**

we've helped to raise for  
good causes

# Overview and highlights

We're helping people thrive in today's rapidly evolving digital world.

We've a big role to play as the UK's digital champion. What we're doing is at the heart of the Government's strategy to build the infrastructure and skills needed to develop a world-leading digital economy that works for everyone.

Both in the UK and overseas, we're going above and beyond to help millions of people overcome social disadvantage through the benefits our products and services bring. We're also using our technology and expertise to help charities support more people in need.

We're extending connectivity by rolling out our fibre and mobile networks across the UK and we're committed to keeping people connected, even in emergencies. These are just two of the ways we aim to offer a great customer experience.

Getting online opens the door to opportunities that can transform people's lives. It can mean better access to training, jobs or healthcare. Even the ability to keep in touch with friends and family can extend a valuable lifeline. We're helping to build an inclusive digital society to make sure no one is left behind, regardless of age, income or disability.

For vulnerable people in particular, the internet can be a scary place with unseen threats from digital fraudsters and predators. We work hard to protect customers' data from cyber criminals and we offer tools and guidance to help them protect themselves from the dangers of a digital world.

We're also preparing for the future by helping the next generation learn the skills they'll need to thrive in an increasingly digital world.

## 2017/18 highlights: Connecting society

### Broadband coverage

#### Helped the Government reach 95% of UK premises

We've helped the Government achieve its goal of 95% superfast broadband coverage for homes and businesses in the UK.

### Reaching communities

#### 250th hard-to-reach community connected

We've partnered with 250 hard-to-reach communities to help them get superfast broadband and we've extended the deal to communities with charities, not just schools.

### Connecting the world

#### Improving healthcare in Ghana

Our grant has helped to recruit, train, equip and deploy more than 1,750 community health workers across 20 regions, reaching nearly 900,000 people.

### Cyber security

#### Investing in cyber skills

We're one of the UK's largest recruiters in Cyber security, and this year have invested in over 90,000 hours of specialist training to protect our business and our customers.

### Online safety

#### Partnering to keep kids safe online

We work with Internet Matters to help parents keep children safe in the digital world. This year EE became their first mobile partner.

### Cancer Research

#### Supporting Stand Up To Cancer

More than 13,000 BT people raised over £130,000 for the Stand Up To Cancer campaign through our partnership with Cancer Research UK this year.

### Building tech literacy

#### Acclaim for Barefoot

Our Barefoot programme was named by teachers as the top computing resource at primary level, reaching over half of UK schools.

### Training young people

#### Helped 810 young people get Work Ready

We provided training and work placements to help 810 young people transition to work, exceeding our commitment to the UK Government.

### Helping good causes

#### £109m

We've helped to raise a total of £109m this year for good causes, of which a record £62m came through our MyDonate platform.



## Flying fibre in for hard-to-reach homes

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INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



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SUSTAINABLE CITIES  
AND COMMUNITIES



“This year, my team faced one of our greatest engineering challenges yet: getting high-speed broadband to the tiny village of Pontfadog in rural North Wales.

First, we installed a link to the main part of the village on the valley floor. That was the easy bit. But an isolated group of 20 homes – perched up on the valley slopes – was still out of reach. We couldn’t dig trenches or use satellite or wireless technology because of the terrain. That’s when we decided our only option was a drone.

We attached the drone to a high-strength fishing line and flew it over trees to reach the homes. We used another rope to pull the fibre cable along the path flown by the drone. It’s not something we’d tried anywhere else. But it worked so well that my team is now looking at how we can use drones to get fibre to other remote communities across the UK.”

**Andy Whale**  
Chief Engineer, Openreach



## Hosting an innovation hothouse

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QUALITY EDUCATION



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DECENT WORK AND ECONOMIC GROWTH



9

INDUSTRY INNOVATION AND INFRASTRUCTURE



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PARTNERSHIPS FOR THE GOALS



The internet's an exciting place for pre-teens and teenagers, but it can also be a little scary. Few children understand how the technology works, who else is using it and why.

In November 2017, we hosted an innovation hothouse with 5Rights where we invited 12 children from a local middle school to a one-day workshop. The kids wanted to know how companies and YouTube stars make money online, why gaming is addictive and why they find it difficult to put their devices down.

Technical, design and policy experts joined the workshop too. They came up with new ways to help children understand the commercial realities of the internet and navigate the digital world with confidence.

Who better to judge what kids would make of these ideas than kids themselves? The children formed a judging panel to critique the ideas put forward. They often surprised the adults by challenging their assumptions about what children think. We're taking the best ideas forward in the next phase of our work with 5Rights.

Entertaining  
Not repetative  
How do they make money out of us?  
Does it change how I fed?  
Does it change how I behave?  
Would I use it?

"It was remarkable to watch the collective creativity and expertise of so many people focused on answering the challenge of how to treat young people online."

Baroness Kidron  
5Rights founder