



**Consultation on “Glasgow 2014 - Delivering a lasting legacy for Scotland”**  
**Submission from BT Scotland**  
**May 2008**

**Introduction**

BT welcomes the opportunity to respond to the Scottish Government’s consultation on “Glasgow 2014 - Delivering a lasting legacy for Scotland.” BT was supportive of Glasgow’s bid for the Commonwealth Games and was delighted when the decision was announced in Sri Lanka in November.

As is clearly stated in the Consultation Paper, BT believes it is critical, not only to have a successful games but to ensure a legacy which secures wider benefits for Glasgow and Scotland as a whole. The Games is an opportunity for investment in the city which will encourage both tourists and business to visit Scotland in the future.

This response is set out to provide clear responses to the 4 questions set out, in the context of the Government’s desire to see the Games contribute to the National Outcomes of each of the Government’s 5 Strategic Objectives of making Scotland Wealthier & Fairer, Healthier, Safer & Stronger, Smarter and Greener. In each section we will outline how we believe the Games could contribute to each of the Outcomes described and also set out anything additional we feel could be achieved and how this could be done.

**About BT Scotland**

BT is one of the biggest companies in Scotland, directly employing around 8,500 people. Although traditionally thought of as a telephony provider, the true scope of BT’s work is much wider. We are able to provide technical data solutions and a full suite of telecommunications services to businesses and individuals. In addition, we have a strong role in Government transformation projects with major public bodies such as the City of Edinburgh Council, Registers of Scotland, as well as the NHS and Scottish Police Services Authority (SPSA.)

As well as providing technical solutions, however, BT is strongly engaged in workforce transformation to ensure that any technological solution delivers benefits for an organisation. The workforce is crucial to this as they are the ones which transform an organisation, using technology as the tool. Our own experience of transformation since privatisation means we are also able to undertake projects which aim to change the ethos of business and the way they work in order to deliver both local benefits to the business in terms of efficiency, as well as contributing to much wider policy goals such as climate change. We believe that the Commonwealth Games in 2014 provides an opportunity for Glasgow to ensure the Games are not only successful but leave a lasting legacy, providing a foundation for future success.

## **Wealthier and Fairer**

### Better Business and Employment

The Glasgow 2014 Commonwealth Games provide an excellent opportunity to equip Glasgow with the telecommunications infrastructure and equipment that will provide the platform for the long term growth of business and a stronger community. This will make Glasgow an attractive place to do business whilst also encouraging business growth and better employment opportunities.

By 2014, BT's Next Generation Network, 21CN, will be in place to deliver a high speed fibre optic network. This is part of an ongoing programme across the UK, which will see a massive investment in the telecoms infrastructure in Scotland.

Using the Games to equip each venue with ICT equipment will help ensure not only a successful event but will also create the conditions for future business and community use in the future. After the Games, for example, access to and availability of ICT will enable people to use technology to work more flexibly in the future, increasing their productivity for work and improving their work-life balance. BT's experience with our own staff has found that those employees who work flexibly are around 21 per cent more productive. In addition, we believe that our staff are happier in their work. Ninety-nine per cent of women return to BT after maternity leave, compared with a workforce national average of 47 per cent, saving BT approximately £5 million. Since introducing agile working, employee absenteeism at BT has fallen to just over 3 per cent compared to a workforce national average of over 8 per cent. The legacy of the Games from this perspective would be using the investment generated to create a modern, sustainable, wealthier city.

In addition, technological infrastructure created by the Games could allow the establishment of local hub offices for Small and Medium Sized Enterprises (SMEs), virtual contact centres or more local rentable office space with up to date telecommunications infrastructure to be set up in new communities that may be a greater distance from the centre of Glasgow, further reducing traffic congestion and pressure on office space in the city.

In a wider economic sense, knowledge is increasingly the key currency for growth, which requires communications as a life blood to make it work. A Glasgow which maximises the benefits of a modern telecommunications infrastructure would encourage a new kind of economy in the city, encouraging enterprise, with entrepreneurial small and home-based businesses.

### Digital Inclusion / Tackling Inequalities

As technology progresses, each major sporting event becomes more and more about technology, both behind the scenes and on the surface. However, whilst large portions of society will see the benefits of new technologies, a large number may be left behind unless strong action is taken to show them the benefits of technology and educate them as to its use.

Creating an inclusive society by increasing access to technology is an integral part of this. BT's programme of Digital Inclusion addresses this challenge in the following ways:

- Connectivity - giving more people access to communications technology;
- Content - working with partners to develop online content that benefits communities and small businesses;
- Capability - helping groups and individual use technology, from older 'silver surfers' to playgroups, cultural groups, environmental initiatives and youth sports organisations.

BT believes that one of the crucial legacy aspects of the Games will be showing those disadvantaged parts of the community that technology can help improve their lives. The Scottish Government should ensure that the communities around Games locations are shown the technology and should consider transferring some of the technology to community use so that it can be used to develop skills, learning and employment opportunities. The benefits of such a programme would be wide-ranging, improving economic chances but also creating a sense of ownership and community as well as improving social cohesion.

### **Smarter**

For those not economically active, the communities around the Games sites which embraced technology could make it easier for the learning new skills and, for those in work, allow them to continue to progress more easily whilst maintaining a healthy work-life balance. The knock-on economic benefits of this sort of development would be significant.

For young people, technology has the potential to bring the work place closer to them, allowing businesses to interact more closely with potential new employees and, on the flip side, allowing young people to have a better idea of different careers that exist and what that means on a more practical level, an learn the appropriate skills or absorb the appropriate knowledge. The opportunity presented by the Games should be used, first to employ local people during the Games and, second, to help people in Glasgow and around Scotland to have better access to education, skills and employment advice and services.

This vision of the future is one where technology at home, or in a local community, is the jump-off point for future careers. An inclusive world where access to technology provides people with a gateway to the vast information resources available

### **Safer and Stronger**

BT's recent work with the Scottish Police Services Authority has already begun the process of ensuring that technology can bring police forces together, allowing them to share information and work more closely together to fight crime. With an event as complicated as the Commonwealth Games, putting this infrastructure in place now will ensure not only a secure Games but also put in place the tools for the future and help police work with communities to combat crime. There will be lasting benefits if many of the security systems put in place for the games such as surveillance cameras etc. are deployed in the community following 2014

In late 2007, BT and the Scottish police forces signed two major contracts which paved the way for a unified Scotland-wide police information network. Under the first contract, BT Global Services will supply an electronic storage area and back-up solution to the SPSA, providing two secure data hubs to host all forces' information - one in Edinburgh and one in Glasgow. The second contract is to link the data centres with two separate state-of-the-art fibre optic circuits running on opposite sides of the M8, and to supply a high bandwidth core network which will link all forces within a secure network. This will give all eight Scottish forces the ability to access data via an array of secure network routes, and will ensure the data centres remain in operation, even if one circuit fails. Forces will also begin to move away from operating their own separate IT applications – such as command and control – and begin to use the same applications across all forces.

The system will provide many of the benefits of a single Scottish police force but with the retention of the strong community links the current network provides and which will be crucial for the Games and beyond. It will eventually mean the country's forces will be able to share virtually all of their data for the first time, making the fight against crime more effective and freeing up staff for front line police work.

## **Greener**

BT has discovered that there is a wider economic benefit of having developed a more agile, efficient and productive workforce as we reduce our environmental impact. We believe that the 2014 Commonwealth Games can learn from our experience of agile working ensuring a greener games, but also a strong environmental legacy for Glasgow.

Agile working can mean many things. It includes the ability to work from home for some of the day, or 'out on the road' as a mobile worker, as well as the possibility of being a permanently home-based employee. This requires secure, reliable use of technology but, most importantly, a cultural shift to a point where employers trust their staff to manage their own time effectively and carry out work in a way which is based on results delivered, not hours spent in the office. In short, agile working is finding the best way for each individual to carry out their work efficiently and effectively.

BT now has around 15,000 full and part-time homeworkers. Around 80,000 workers (75 per cent of the workforce) are equipped to work flexibly, enabled by our own ICT products and services. This is supported by transformation of the workspace at main sites to maximise office-based resources. BT estimates that in the past up to 40 per cent of its office space was unoccupied due to factors such as annual leave, out of office meetings, work patterns and sick absence. BT's more flexible facilities maximise the use of office space and reduce office costs.

Agile working can be adopted by staff that are out in the field and not desk or office based. For example, Openreach engineers are equipped with laptops, meaning they don't have to report in at the local engineering depot to pick up their daily work schedules, nor do they have to return to submit reports. In short, they move direct from A to C without an additional journey to start the day at B.

The main environmental benefits of agile working are:

- From a carbon perspective, independent research has found that, together, our home workers alone cut their CO2 emissions by a total of more than 3,600 tonnes a year.
- The Saving the Climate at the Speed of Light report by wildlife charity WWF and the European Telecommunications Network Operators (ETNO) - of which BT is a member - concludes that by using existing communications solutions, some 50 million tonnes of CO2 emissions could be avoided across Europe.

During preparation for the Games it is essential that the above principles are considered if the overall environmental impact is to be kept to a minimum. In addition, and perhaps, more importantly, if the organisers were to consider imposing these principles on suppliers, it would generate a cultural shift within Glasgow and across Scotland, with contractors considering their environmental impact more in order to secure lucrative work with the Games.

### **Conclusion**

BT is delighted that Glasgow will host the 2014 Commonwealth Games and is glad to share our own experience and knowledge to help ensure that the Games themselves are as successful as possible and that a positive and wide-ranging legacy is secured.

It is essential that, if the Games are to provide a lasting legacy that the telecommunications infrastructure put in place for the Games is planned in a manner which takes account of possible developments on Games sites in the years beyond 2014

BT would be happy to discuss any aspect of this submission in more detail with the Scottish Government, the Commonwealth Games Organising Committee or any other interested parties and look forward to trying to ensure a successful Games and that Glasgow and Scotland see long term economic, social and environmental benefits from the event.