

Company Name

# British Telecoms (BT)

B2B



Tenant Offer



### Geographic Scope

#### London

North South East West Central

    

#### England

NorthW NorthE Yorkshire Midlands East London SouthE SouthW

       

#### UK

England Wales Scotland Ireland

   

#### Universal



#### Urban areas



#### Rural Areas



### Company Summary

BT is a leading communications services company. Better Futures is a company-wide program aimed at using the power of communications to improve lives and ways of doing business. Connected Society is one strand of the program, and aims to 'help improve society globally through the power of digital connections'.

[Connected Society webpage](#)

[Housing Association offer brochure](#)

[BT Basic Brochure](#)

Twitter: @BTBetterFuture

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### Contact

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### Summary of Offer

BT Business is offering a shared wifi internet service for Housing Association tenants, paid for by the Housing Association. This package also comes with affordable hardware offers and support delivering training.

BT also has an affordable Broadband offer, BT Basic, which is for individuals who receive income-based benefits.

### Details of Offer

#### Offer to Tenant

Through '[BT Basic](#)' BT now offers Broadband for under £10 a month, for anyone on *income-based\** benefits:

- £9.95 a month for BT Basic (phone line) + Broadband (includes line rental), the UK's cheapest bundle.

#### B2B

##### 1. Shared wifi

A shared Wi-Fi solution for tenants via wireless access points which offers the following:

- 2Mb per second internet access speed
- Currently only available in multi-dwelling properties

<ul style="list-style-type: none"> <li>• Broadband with up to 16Mb download speed 10GB usage a month. (BT email customer if they are close to going over, but will charge if they do so).</li> <li>• No installation charge, but need to pay for the postage and packaging for router.</li> <li>• Default is to bill every 3 months, but customers can ask for monthly.</li> <li>• Must have a BT telephone line and BT basic telephone (included in the £9.95 cost) to have this offer</li> <li>• If a customer doesn't have a BT line, they'll need to change to BT before getting BT Basic. Customers will not normally need to pay a connection charge to do this unless there are exceptional circumstances that involve special equipment or work (this will be confirmed with the customer before proceeding).</li> <li>• Must be getting one of the following benefits: Income Support, Income-based Jobseeker's Allowance, Pensions Credit (Guaranteed Credit), Employment and Support Allowance (income related), Universal Credit (and are on zero earnings). This is checked with the DWP.</li> </ul>	<ul style="list-style-type: none"> <li>• £6 per month per dwelling</li> <li>• 36 month business to business contract</li> <li>• Installation and monthly cost paid for by Housing Associations</li> <li>• Helpdesk for tenants run by BT</li> <li>• Working with a hardware company to give residents access to affordable hardware deals – launching Tech 4 Tenants in March 2015</li> <li>• Glasgow Housing Association and the Scottish Government have piloted the offer through their 'Click and Connect' programme, in a tower block <a href="#">watch video here</a></li> </ul> <p><b>2. Tech4Tenants</b></p> <p>BT has launched the <a href="#">Tech4Tenants initiative</a>, which enables social housing tenants to purchase new devices on affordable terms. The aim is to help customers avoid using high interest options to purchase new devices through a partnership between the Housing Association, BT and Freedom Tech Ltd.</p>
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**Added Value**

BT has commissioned some good social and economic research in relation to their digital inclusion and digital skills activity, which is available for organisations to use in business cases etc. Their Get IT Together digital skills programme run with CitizensOnline, was evaluated by Just Economics. They conducted a social return on investment (SROI) study - the first time SROI methodology was applied to digital inclusion activities. Read more on their website.

**Existing partnerships with CHI members**

Housing Association	Summary of partnership	Want to know more?
Family Mosaic	Family Mosaic worked in partnership with BT for a two year Digital Inclusion project where approximately 180 schemes were given internet provision and refurbished equipment.	<a href="mailto:Joe.thomas@familymosaic.co.uk">Joe.thomas@familymosaic.co.uk</a>

**CHI Opinion**

**B2B**  
 BT's digital inclusion offer for social housing providers aims to offer a complete package of connectivity, kit and support which may be attractive for organisations looking to set up a digital inclusion initiative quickly. However, it's important to note that the agreement is between BT and the social housing provider, not directly with the tenant/customer. Providers may be liable for all payments to BT for connectivity and related services, regardless of whether costs can be recovered directly from tenants or through other sources. We feel that this is a key element that limits the scalability of the BT offer – this approach may be viable for relatively small numbers of properties and/or where funding streams are guaranteed up front. However, it is difficult to scale up this approach given the debt liability

social housing providers would need to take on. Moving to a sustainable model with residents paying for use may be a concern for those without very long term funding in place.

Tech4Tenants may be of most interest as part of a financial inclusion campaign/strategy rather than digital inclusion alone. The initiative is intended to offer a more affordable option for people who may otherwise use high interest credit options – it isn't targeted at tenants who can access lower interest credit or could buy devices outright themselves. Tech4Tenants does need the Housing Provider to be involved in the marketing and payments chain – the overheads of this may be offset by the financial inclusion benefits for some customer groups.

**Offer to Tenant**

BT Basic is a very good option for people in receipt of income based benefits who don't often use their landline. However, eligibility criteria does not provide an effective measure of households who are on low incomes, as it excludes those households who are working in some capacity but have very low financial capability. Moreover, if a tenant's circumstance changes and they no longer qualify for a specified income based benefit they will no longer be eligible for BT Basic.

BT is uniquely placed to bring innovative, scalable options to help address connectivity and cost barriers to millions of people across the UK. We look forward to continuing to work in partnership with them to identify and refine viable solutions, for example based on a more flexible BT Basic+Broadband approach.

[Open Comment Box](#)

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