



# We are the Protectors

Laura Price – Employer Brand Lead, BT Security

January 2022

## Size and scale of the challenge

- BT is a global organisation -big scale but specific skills in locations
- Better workplace programme in UK

# BT Group

- Barefoot: <https://www.barefootcomputing.org/>
- Skills for Tomorrow programme  
<https://www.bt.com/skillsfortomorrow/home-life?filter0=activities-for-children>
- Workready: [Work Ready Programme \(bt.com\)](#)
- Australian Schools Cyber Security Challenges: <https://aca.edu.au/projects/cyber-challenges/>

# Security locations in the UK

- 5 strategic locations in Bristol, Birmingham, Ipswich, London and Manchester
- Operational presence in Belfast, Glasgow, Leeds and Newcastle
- SOC in Skelmersdale
- Specialist provision in Bristol, Cheltenham, Ipswich, London (and Manchester in 2023), plus in customer sites around the UK





## Security's Schools engagement objectives:

Raise the profile of:

- a) Develop Brand awareness of BT – and inspire!
- b) Careers in Cyber Security – and inspire!
- c) Improve the diversity of our talent pool
- d) Build local communities and networks for our people


# Brand awareness



## Our Brand

We are the Protectors





Visit [www.watpbt.com](http://www.watpbt.com) and hold your mobile phone in front of the image shown here to reveal the hidden message!

This block contains a circular glyph logo on the left, which is a series of concentric circles of dots. To its right is a white text box with a purple border containing the instruction: 'Visit www.watpbt.com and hold your mobile phone in front of the image shown here to reveal the hidden message!'.





# Games

- Try our digital Escape Room –Have some fun with our digital games – here's the password to get you started: **Op8ny0ur8y8s**
- [BT Escape Room \(wearetheprotectors.com\)](http://wearetheprotectors.com)



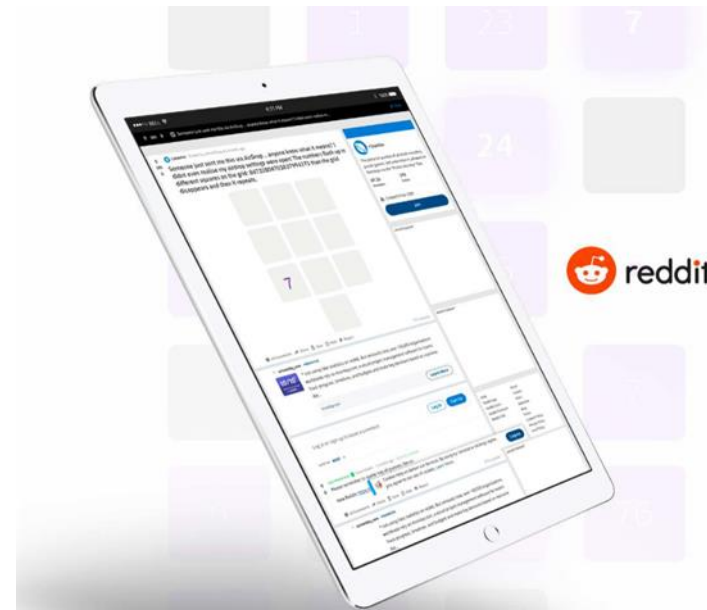
The collage features three puzzle screens on the left. The top screen shows a red 'F' shape on a black background with the text 'YOU MADE NOTHING IN COMMON'. The middle screen shows a red skull and the text 'NICE TRY BUT NOT GOOD ENOUGH!'. The bottom screen shows a red path through a maze. To the right is a computer monitor displaying a woman's face with a red 'X' over her mouth. Above the monitor is a black banner with the text 'NICE TRY BUT NOT GOOD ENOUGH!'.

**The cybercriminal LYCus is determined to cause chaos across the nation. Try and stop him in this series of puzzles, and see if you have what it takes to join the Protectors.**

Use the pass key **Op8ny0ur8y8s** to enter the game

Try our Reddit challenge:

[https://www.reddit.com/r/puzzles/comments/i9knqy/someone\\_just\\_sent\\_me\\_this\\_via\\_aidrop\\_anyone\\_know/](https://www.reddit.com/r/puzzles/comments/i9knqy/someone_just_sent_me_this_via_aidrop_anyone_know/)



Visit [www.watpbt.com](http://www.watpbt.com) on your phone and hold it in front of the image shown below to reveal the hidden message!



# Not just for geeks



# Partnerships



# Partnerships

- [CyberFirst](#) - Schools, Girls' competition, student placements
- [Unlock Cyber](#) - Schools engagement
- [Careers & Enterprise](#) - Work Placements
- BCS
- Cheltenham Science Festival
- NAS and other specialist organisations to support diversity



# Press, Social and PR content

having the freedom to now I see fit and getting to y problem-solving skills in to work out exactly what curred in each incident.

**did you opt for a geeky like this?**

college I did an eight-week er school where I learnt how the internet works as basics in computer pro- ning and networking.

as when I first heard of security. It was clear from n that this was where I saw g-term career heading.

dn't consider myself a typ- ek. I'm into my tech but I getting out and socialising ying that, my friends and certainly know who to ask any tech-related issues that ave.

ort of studying are loing?



**TECHY Sarah loves the challenges of her job**

I'm doing a degree apprenticeship and I am in my second year, which is all online since the start of the pandemic. It includes virtual workshops and assignments for each university module.

I'm given time away from my usual work duties to focus on it.

**Why didn't you go to uni-**

I started out studying Computer Science at the University of Manchester but I was soon disap- pointed by the lack of cyber secur- ity content that was being offered in the course.

I always had a part-time job and found that I thrived in a working environment as it felt like I had greater purpose.

Studying for the sake of studying didn't feel purposeful and so I left university ready to work and apply for apprenticeship schemes. I knew that having a job and studies that directly affected and improved that job performance would feel more satisfactory for me, and I was right!

**It is still a male dominated role?**

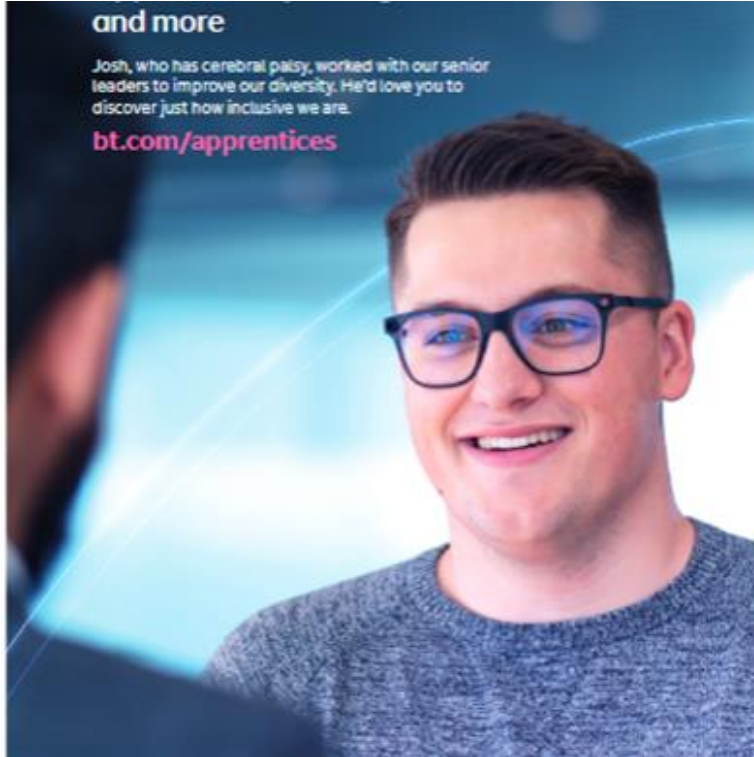
Yes, and it motivates me more than anything to stand out and perform as well as my peers. I'm competitive with myself and I enjoy proving that women belong in tech too.

**What are your ambitions?**

and more

Josh, who has cerebral palsy, worked with our senior leaders to improve our diversity. He'd love you to discover just how inclusive we are.

[bt.com/apprentices](https://bt.com/apprentices)



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11 AUGUST 2021

## How the NCSC's CyberFirst programme is helping BT tackle the cyber skills gap

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Tel: 020 7356 5369  
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How the NCSC's CyberFirst programme is helping BT tackle the cyber skills gap

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**THIS IS A CYBERFIRST WORLD  
LET'S OPEN IT UP**

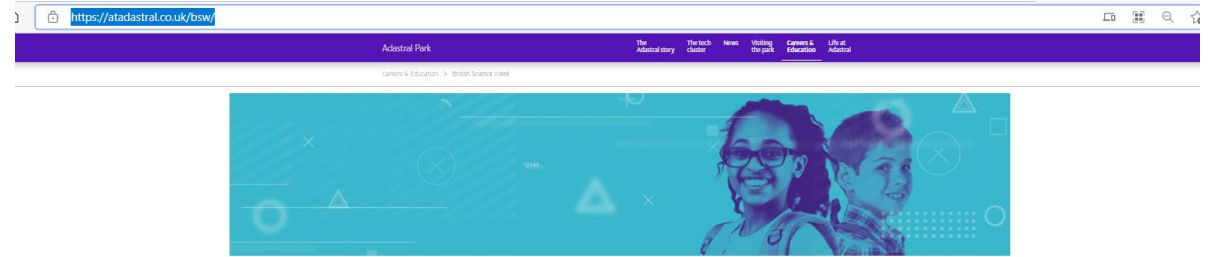
BT was recently designated a 'Partner' of the National Cyber Security Centre's (NCSC) 'CyberFirst' progra- mme. This blog, Kevin Brown (Managing Director, BT Security) and Chris Ensor (Deputy Director for Cyber Grow NCSC) look at the cyber skills gap, and how initiatives such as CyberFirst are helping to tackle this issue.

For a number of years, voices from across the security industry have highlighted a cyber skills gap, where it simply aren't enough people with the right knowledge and skills to fill the number of cyber security jobs available. Both private & public sector organisations from across the world are impacted by this, with many publicly

# Adastral Park - Ipswich

Schools Engagement Team

EG Virtual British Science week  
- [www.adastral.co.uk/bsw](http://www.adastral.co.uk/bsw)



## Careers & Education

Adastral Park is an exciting place to learn and work. Hosting over 6,000 students and teachers each year and with circa 150 high-tech companies, a career in technology could be just around the corner.

To find out more about education and careers at Adastral Park, please view our latest [BT at Adastral park education and skills newsletter](#) (updated: 26 Nov 2021) and visit the pages below.



### Virtual learning

Whether a student, teacher or parent, or simply looking to find material and resources that help explore the incredible technology we work with and how this can be used in learning, this is a great place to start!

[Learn More >](#)



### Work experience

Although we are currently unable to offer face-to-face work experience we are currently offering a virtual work experience programme...

[Learn More >](#)



### Careers

Find out about the amazing career opportunities at Adastral Park, from starting your career, looking to gain a placement, experience whilst studying through to wanting to take the next step in a professional or a senior career role.

[Learn More >](#)



### Face-to-face enrichment activities

If we do attend face-to-face events, they are designed to bring the curriculum to life and support work-based experiences.

[Learn More >](#)



### Volunteering

## British Science Week 2022 is coming!

"Growth" is the theme for British Science Week 2022 and we are really excited to be supporting a special week of activities for schools, with input from experts across BT, industry and academia.

From 14th - 18th March we will be launching one topic each day. These topics are all focused around STEM (Science, Technology, Engineering and Mathematics) and will be looking at how they influence us in our every day lives. There will be bite-sized videos, live Q&A sessions - all of which you can get involved in for free. The content is ideal for years 9 - 13 (ages 13 - 18).

This is our second British Science Week. The content from our first week is still available on our [British Science Week 2021](#) site, where we explored the subjects of cyber security, smart cities, creative media, drones and health & sports science.

Meet Luke who will give you an overview of what our British Science Week 2022 will consist of:





# Authentic advocacy



# We are the Protectors



