

7th June 2016**Agenda Item: 6****REPORT OF THE CORPORATE DIRECTOR, PLACE****BETTER BROADBAND FOR NOTTINGHAMSHIRE – QUARTERLY
UPDATE ON THE ROLLOUT****Purpose of the Report**

1. To provide the quarterly update on the Better Broadband for Nottinghamshire Programme (BBfN) covering:
 - a) Progress to date;
 - b) Contract 2 update;
 - c) Progress with the 'basic broadband for all' satellite broadband scheme;
 - d) Demand stimulation activity;
 - e) Digital Champions Networks; and
 - f) An update on the Nottinghamshire Digital Business Growth Programme.
2. To seek approval to amend the frequency of rollout reporting from quarterly to six-monthly.
3. For Committee to receive two short case studies. One about the Nottinghamshire Digital Champions Network and the other about the difference superfast broadband makes to a local business.

Information and adviceProgress with contract 1

4. At the end of December 2015, the 'total homes passed' (THP – the contract measurement) by contract 1 of the Better Broadband for Nottinghamshire programme was 61,651 – premises that would not have had access to fibre broadband without the BBfN programme.
5. Speeds of up to 80 megabits per second (Mbps) are available depending on how far the property is located from its serving green street cabinet. Information on the process involved in planning, survey work and why the outcome may mean deployment plans could change, is explained on the FAQ page of the programme's website at www.nottinghamshire.gov.uk/broadband

6. Contract closure was triggered at the end of Quarter 3 (November to December 2015) as the superfast THP target (speeds of above 24 Mbps) had been exceeded. The remaining delivery expected within contract 1 is proceeding as planned and will be claimed and accounted for under contract 2.

Progress with contract 2

7. Nottinghamshire received an allocation of £2.63 million from the Government to increase fibre broadband coverage in the County. This has been matched by D2N2 Local Growth Fund resources, resulting in an investment through contract 2 of £5.26 million. Following this Committee's approval of the approach in March 2015, Nottinghamshire County Council (NCC) entered into a contract with BT for these additional resources at the beginning of May 2015.
8. NCC has worked with Broadband Delivery UK (BDUK) and BT to accelerate the delivery of contract 2, consequently works commenced 9 months earlier than originally planned.
9. All other parts of the county achieve over 96% coverage at the end of contract 2 but Bassetlaw and Newark & Sherwood were some way behind. In addition to the £5.26 million investment, NCC secured a further £720,000 from BDUK to extend coverage to 95% in Bassetlaw and Newark & Sherwood districts. In July 2015, NCC's Finance and Property Committee approved the allocation of £600,000 of match funds for this additional BDUK investment from the capital programme.
10. Details of the areas covered by the existing investment in contract 2 have been published on the Council's website. The postcode checker has been updated accordingly: <http://www.nottinghamshire.gov.uk/business-employment-and-benefits/better-broadband-for-nottinghamshire-programme/where-and-when>
11. Although the Quarter 4 (January to March 2016) returns regarding work completed are not yet available, early indication from weekly progress reports suggest that a further 21 cabinets have gone live.

Progress with Basic Broadband for all Satellite Broadband Subsidy scheme

12. The *Basic Broadband for All* scheme was launched in December 2015. To date, over 100 applications have been received. Premises are eligible if they do not have access to speeds of more than 2Mbps. Applicants are required to confirm that there isn't a satellite broadband service at the address. Following eligibility checks and records of existing and planned coverage of broadband service available, if there are no plans to provide Superfast Broadband to the postcode within 12 months of the application, a voucher code is issued under the Scheme. Promotion has been alongside the demand stimulation activities of BBfN and supported by promotion of the national scheme conducted by the Department for Culture Media and Sport (DCMS). Promotion has included a mail drop providing details on the Scheme to almost 2,500 properties across Nottinghamshire.

Demand stimulation activity

13. The contract with BT includes a 'gainshare' mechanism, whereby NCC will receive 69% of the revenue income derived by BT through the BBfN programme once take-up of fibre services exceeds 20%. The higher the take-up rate across the programme, the higher the rate of return for the Council. The contract mechanism is such, that this return will be allocated to an investment pot and used in the future to either extend fibre coverage further or invest in new technologies to tackle the remaining parts of the county that are left without coverage after contract 2. The gainshare mechanism remains in place for seven years after the capital build programme is complete.
14. In order to increase awareness of the BBfN programme and maximise take-up in local communities, Committee approved the establishment of a Broadband Engagement Officer post in September 2014 and subsequently allocated revenue resources to support this work in March 2015 and again in March 2016 (£20,000 for 2016/17). This is supported by £50,000 of revenue from D2N2 Local Enterprise Partnership.
15. The Broadband Engagement Officer started work in December 2014 and has made good progress in building relationships with organisations and networks that can support the promotion of fibre broadband availability in the county. 'Live' cabinet data is monitored and links are made with relevant areas to capitalise on publicity, at local community events such as: community lunches, village community days and partnership events. Other activities include: regular attendance in libraries, Business Clubs, Parish Council meetings and attendance at regional event (EXPO Conference and D2N2 LEP Breakfast Meetings). When out placing promotional stickers on the newly installed cabinets, nearby businesses are visited to alert them to fibre broadband availability.
16. BBfN now has a bank of case studies showcasing how fibre-optic broadband has made a difference to households and businesses. In April a Stakeholder Bulletin was distributed to all Elected Members, Parish councils, Federation of Small Businesses, Business Clubs, Libraries' and county-based Economic Development Officers.
17. The monthly *Email Me*, providing updates on BBfN now reaches over 3500 users. This months Business *Email Me* which will be issued to a further 3000 recipients (and will include information on other aspects of Economic Development work). 4000 registered community groups on the newly launched Notts Help Yourself Website have also been targeted and there are plans to add a dedicated BBfN page.
18. At the end of March 2016, take-up rates of fibre broadband services increased from 11% (in March 2015) to 27.55%. The take-up rate is also now outstripping that achieved in BT's commercial rollout. In some wards, take-up is in excess of 50%, with cabinet capacity being increased beyond levels BT originally planned for.

19. Contract 2 is already yielding strong take-up, achieving 5% since service commencement.

Digital Champions Network

20. A contract to deliver a Nottinghamshire Digital Champions Network (NDCN) was awarded to Digital Unite in 2015, to complement the awareness raising and promotional activities.

21. Year 1 attracted 72 new Digital Champions across Nottinghamshire exceeding the target of 62. Two further events are planned in June to promote the network and attract new Digital Champions.

22. A Digital Champion was recently featured on Notts TV for his working in organising a series of IT sessions at Larkwood Retirement Village in Clifton.

23. As part of the £20,000 allocation from this Committee to support Demand Stimulation, the contract with Digital Unite has been extended for another year.

24. NDCN have organised 2 events in June to promote the network and attract new Digital Champions. NDCN have created a webpage where interested residents can book their place. Information on these events has already been sent out to all Parish and Town Councils with a link to the website: <https://www.digitalchampionsnetwork.com/content/connecting-nottinghamshire-digital-champions>

Nottinghamshire Digital Business Growth Programme

25. Nottinghamshire County Council's Economic Development Service commissioned a £20,000 pilot digital business support programme, known as the Nottinghamshire Digital Business Growth Programme, which was awarded, and successfully delivered by, the East Midlands Chamber's eBusiness Club between February and March 2016. The fourfold aims of the Programme were to:

- Improve businesses knowledge and awareness about the benefits of fibre broadband and associated technologies and the role they play in achieving economic and business growth;
- Support businesses to implement, adopt and exploit digital technologies;
- Create demand from businesses to take advantage of the commercial opportunities being generated by the rollout of the BBfN programme, and;
- Provide evidence of demand to support future funding and business support proposals.

26. Businesses based within Nottinghamshire were able to access fully funded: ICT, social media, digital marketing advice and support from regional industry leaders, thanks to the partnership between NCC and East Midlands Chamber.

27. The following table illustrates the achievements of the Chamber's eBusiness Club aimed at boosting businesses' digital awareness to help drive their online engagement and increase revenue. Events were delivered to businesses throughout the county, where one-to-one support was also provided:

Table illustrating the achievement of the Chamber's eBusiness Club delivering the Nottinghamshire Digital Business Growth Programme (DBGP)

Activity delivered	Numbers supported
Fully funded full-day action-planning workshops	8
Fully funded awareness-raising seminars	5
Unique Nottinghamshire businesses assisted	56*
Businesses attended seminars	59
Businesses attended workshops	71

* equating to 510 hours of actual support

28. A wide range of subjects were covered by the Programme: social media, website development, video marketing, search engine optimisation (SEO), cyber security and digital apps¹ aimed at boosting productivity.
29. Businesses looking to invest in digital technology, showing strong growth ambitions or requiring further digital support were recorded as a pipeline for the proposed D2N2 Digital Business Growth Programme (DBGP). This £7.2m, D2N2 LEP area-wide European Regional Development Fund (ERDF) submission, is being led by NCC. If approved, the DBGP will be launched in summer 2016.

Frequency of Rollout reporting

30. As the number of structures and THP for contract 2 is far less than contract 1, quarterly reporting is excessive for the amount of progress achieved. It is therefore recommended that the reporting be reduced to a six monthly frequency.

Reasons for recommendation(s)

31. To ensure Committee receives up-to-date knowledge on the progress of the Better Broadband for Nottinghamshire Programme.

Statutory and Policy implications

32. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described in the body of the report.

Financial implications

33. The financial implications are stated within the report itself.

RECOMMENDATIONS

¹ App – an application, typically a small, specialised program downloaded onto mobile devices

34. That Committee notes the content of this report, subsequent presentations and approves revising the Better Broadband for Nottinghamshire roll-out reporting to six-monthly.

**Report of the Corporate Director, Place,
Tim Gregory**

For any enquiries about this report please contact: Phil Berrill, 74641

Constitutional Comments [LM 12/05/2016]

The recommendations in the report fall within the Terms of Reference of the Economic Development Committee.

Financial Comments [SES 13/05/16]

The financial implications are set out in the report.

Background Papers and Published Reports

- Nottinghamshire Local Broadband Plan (www.nottinghamshire.gov.uk/broadband)
- *Nottinghamshire Local Broadband Plan* – report to Full Council, 15-12-2011, published
- *Update on Nottinghamshire Local Broadband Plan* – report to Policy Committee, 20-06-2012, published
- *Response to Petitions presented to Economic Development Committee* – report to Economic Development Committee, 20-09-2012, published
- *Nottinghamshire Local Broadband Plan* – report to Full Council, 28-02-2013, published
- ERDF Funding Agreement, 14-05-2013
- Investing in Britain's future – Presented to Parliament by the Chief Secretary to the Treasury by Command of Her Majesty, 6-2013 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/209279/PU1524_IUK_new_template.pdf
- *Superfast Broadband for Nottinghamshire* – report to Policy Committee 17-07-2013, published
- *Superfast Broadband for Nottinghamshire* – report to Economic Development Committee 09-07-2013, published
- UK Broadband Impact Study – Impact Report, SQW, 11-2013 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/257006/UK_Broadband_Impact_Study_-_Impact_Report_-_Nov_2013_-_Final.pdf
- *Better Broadband for Nottinghamshire – Resource Requirements for Delivery Phase* – report to Economic Development Committee, 12-12-2013, published
- *Better Broadband for Nottinghamshire* – report to Economic Development Committee 14-01-2014, published
- Superfast Extension Programme indicative funding allocation letter – BDUK on behalf of the Department for Culture Media and Sports, 25-2-2014, published
- *Better Broadband for Nottinghamshire – Superfast Extension Programme* – report To Economic Development Committee, 11-03-2014, published
- *Better Broadband for Nottinghamshire – Phase One* – report to Economic Development Committee, 1-4-2014, published
- *Better Broadband for Nottinghamshire Superfast Extension Programme* – report to Policy Committee, 4-6-2014, published

- *Update on D2N2 Strategic Economic Plan and Local Growth Deal* – report to Economic Development Committee, 1-7-2014, published
- *Better Broadband for Nottinghamshire – Additional Staffing Resource* – report to Economic Development Committee, 16-09-2014, published
- *Better Broadband for Nottinghamshire – quarterly update on the rollout* – report to Economic Development Committee, 18-11-2014, published
- *Better Broadband for Nottinghamshire Contract 2* – report to Policy Committee, 07-01-2015, published
- *Better Broadband for Nottinghamshire: authorisation for contract 2* – report to Economic Development Committee, 31-03-2015, published
- *Nottinghamshire Digital Champions Network* – report to Economic Development Committee, 31-03-2015, published
- *Broadband Petitions* – report to the Economic Development Committee, 31-03-2015, published
- *Better Broadband for Nottinghamshire – quarterly update on the rollout* – report to Economic Development Committee, 07-07-2015, published
- *Broadband Petition* – report to Economic Development Committee, 07-07-2015, published
- *Financial Monitoring Report: Period 2 2015/2016* – report to Finance and Property Committee, 20-07-2015, published
- *Better Broadband for Nottinghamshire – quarterly update on the rollout* – report to Economic Development Committee, 03-11-2015, published
- *Basic Broadband For All – Satellite Broadband Subsidy scheme* - report to Economic Development Committee, 19-01-2016, published.
- *Broadband Petition* - report to Economic Development Committee, 23-02-2016, published
- *Broadband Petition* - report to Economic Development Committee, 22-03-2016, published

Electoral Division(s) and Member(s) Affected

All