

Broadband for Norfolk Workshop

26/2/2010

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The Digital Economy Goal in the RES

“Digital Economy Goal

Accelerating the use of digital technologies in public services, society and commerce

Digital technologies are rapidly shaping economies through broadband, digital broadcasting, telecommunications and wireless technologies. This is driving competition, productivity, innovation and growth in business; influencing work patterns; access to public services; revolutionising education and training, leisure and entertainment.

The region has good basic broadband availability (99.7 per cent of the region). *The region needs higher-speed services to remain competitive, to attract new and retain existing businesses and to meet business requirements. Higher speeds will bring better, faster and more productive ICT solutions for business, service delivery and the home.*

Broadband, telecommunications, wireless technologies and software are the foundations of the region’s digital infrastructure.

We must continually monitor and benchmark the region’s digital infrastructure against our competitors and ensure that excellent services are available throughout the region. Where necessary we must stimulate demand for such services and promote their benefits.

The region is strong in developing digital technologies and software with higher levels of long-term GVA and employment growth than the national average. The continued growth of this internationally renowned cluster is a priority, not least because it helps to deliver economic and social benefits to the wider region through enabling technology and knowledge transfer.

Implementation priorities

- enabling SMEs to enhance their productivity using new digital technologies through advice and skills development
- increasing the quantity and quality of ICT skills provision to increase the rate of adoption of digital technology
- lobbying, collaborating and planning for region-wide availability of high speed broadband services comparable to competitor regions across the world.”*

Situation Assessment

- The Government has committed to establishing a 2 mbps Universal Service Obligation so our activities will be concentrated on ensuring next generation access
- As observed by Analysys Masons: “On balance it appears probable that if the more rural areas are to receive next-generation broadband access there will need to be a mixture of demand- and supply-side interventions from the public sector, similar to what happened with the first generation of broadband services.”
- The Digital Britain Report concurs: “The Government believes that the case is made for the desirability of such next generation networks being available to the large majority of the UK population. It is also persuaded that the economics of network deployment, whether fixed or next-generation mobile, mean that true superfast broadband will be concentrated in the first two thirds of the market in the next decade, leaving the ‘final third’ served only with current generation broadband. This would be undesirable. Equally, any subsidy scheme has to be carefully targeted to avoid distorting competition or subsidising activities which commercial operators would otherwise undertake”.
- “The increasingly widespread conclusion from industry and economic analysis is that there is no obvious means whereby the market, unaided, will serve the final third of the population. We therefore propose a Final Third Project to deliver at least 90% coverage of Next Generation broadband for homes and businesses by 2017 (and, it is hoped, accelerate the expansion of the boundary of market provision from 50% to the two thirds coverage level). “

Problems with Rural Broadband

“Research carried out by the North Yorkshire authorities regarding the provision of advanced broadband services in the region showed that independent commercial players will, once again, focus on urban and other more affluent areas. Consequently, many businesses and residential users will be unable to receive the benefits of advanced broadband services provided by alternative operators. Where independent operators have invested in providing their own services, the competitive environment produces clear benefits for businesses in terms of the range of services available and the prices at which those services are made available.

According to the UK authorities, the key reasons for the lack of investment in rural areas are, first and foremost (a) the cost of backhaul connectivity from BT, which because of the large distances in North Yorkshire, is considerably more costly than that in urban areas such as London; and (b) the low population density across much of the sub-region and consequently the low number of potential broadband subscribers. As a result, in rural areas where demand is not developed and coverage of network cost is uncertain, alternative network operators have so far decided not to invest in advanced broadband infrastructure.

On balance, the Commission concludes that the overall effect of the measure is deemed to be positive. The measure is clearly in line with the objectives of Article 87 (3) (c) EC Treaty as it facilitates the development of certain economic activities (wholesale and, indirectly, retail broadband services) in certain remote and rural areas.

Conclusion

In the light of the above, the Commission has come to the conclusion that the aid involved in the notified measure is compatible with Article 87(3) (c) of the EC Treaty.”

**State aid N 746/2006 – EC Approval for United Kingdom NYNET
North Yorkshire Advanced Broadband Project February 2007**

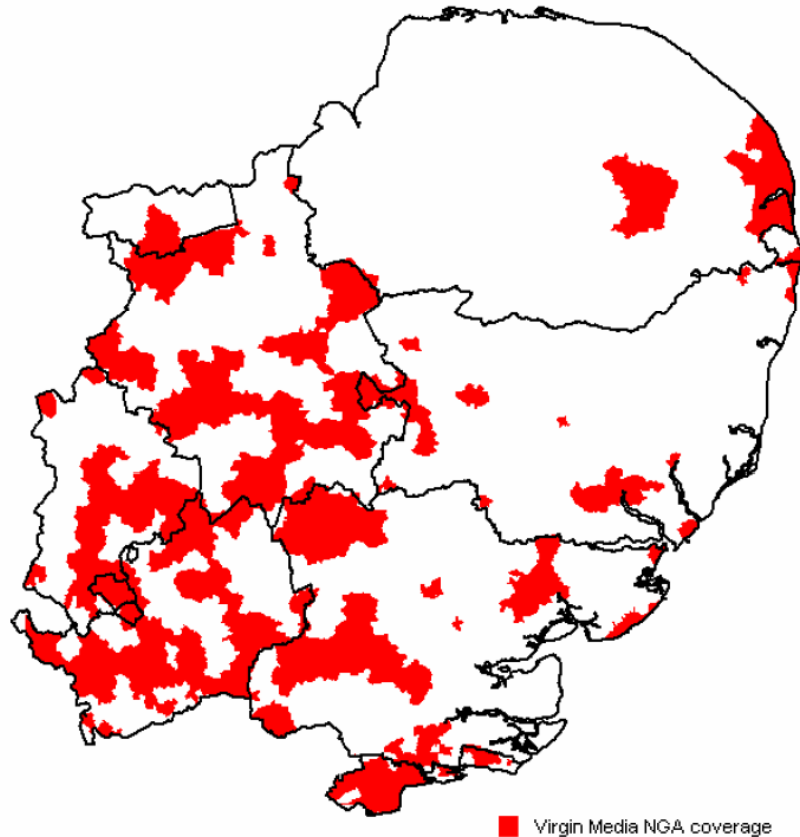


Problems with geography

Problems with
population density

Currently, widespread NGA broadband services in the East of England are only offered by Virgin Media

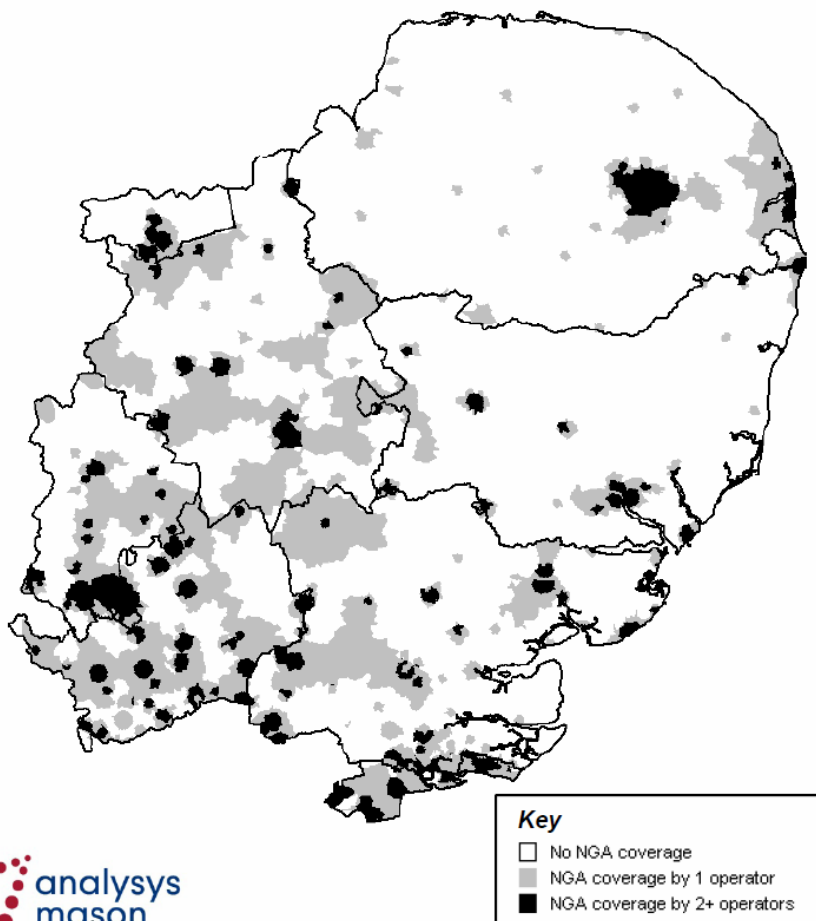
Virgin Media NGA coverage in the East of England region



- Virgin Media operates in some parts of the East of England, providing broadband coverage to 59% of premises in the region
- The provider already offers NGA via its 50Mbit/s product (based on DOCSIS 3.0 technology) to its entire network
 - the company has plans for a limited expansion of its network, but it is unlikely to see significant change in the near future
- The assumed roll-out of NGA infrastructure by other players will initially cover many areas already covered by Virgin, as these areas will most likely have:
 - the highest demand for NGA
 - some of the lowest deployment costs
 - the highest revenue potential

The 'final-third' area represents 27% of premises in the East of England region

Expected NGA coverage in the East of England region

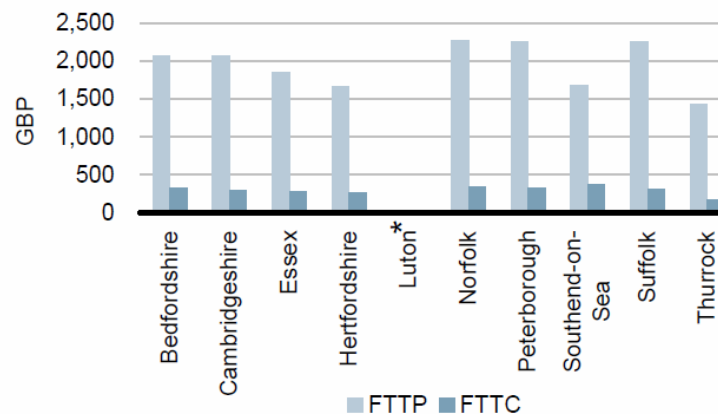


Overall, the East of England is expected to have a higher than average proportion of premises with NGA coverage (when 67% of UK premises have NGA). However, much of the coverage is concentrated in the south, leaving the rest to the region with much lower coverage. Much of East Anglia is therefore expected to be in the 'final third'.

'Final third' statistics for the East of England

- 27% of premises expected to be in the 'final third'
- average FTTC cost per premises passed: GBP302
- average FTTP cost per premises passed: GBP2053

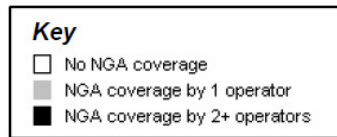
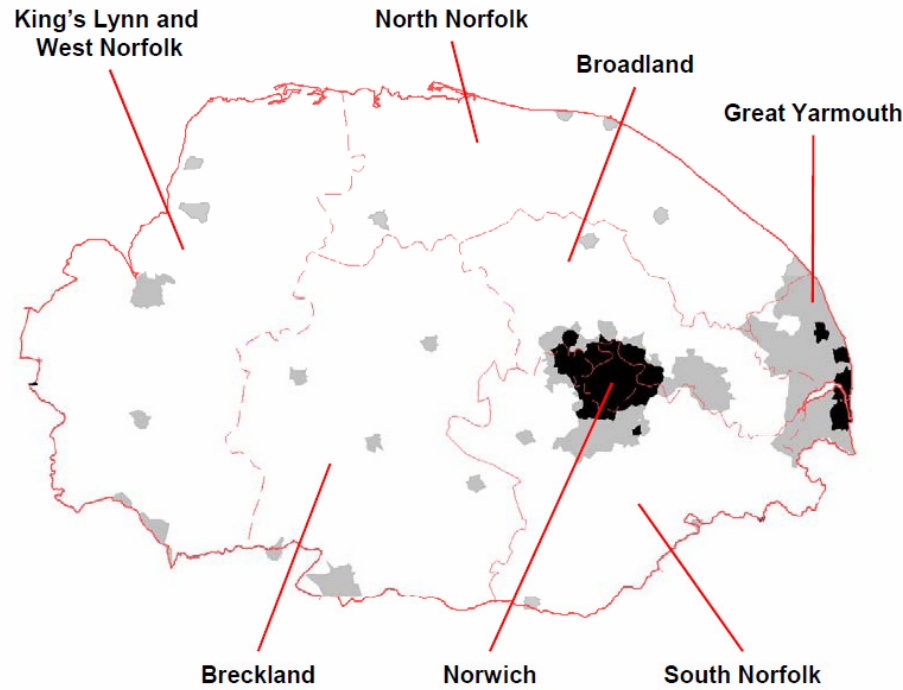
NGA deployment cost per 'final third' premises passed



*Cost is zero as there are no premises in the 'final third' Confidential

In Norfolk, the 'final-third' area represents 44% of premises, assuming 67% NGA coverage

Final-third areas in Norfolk

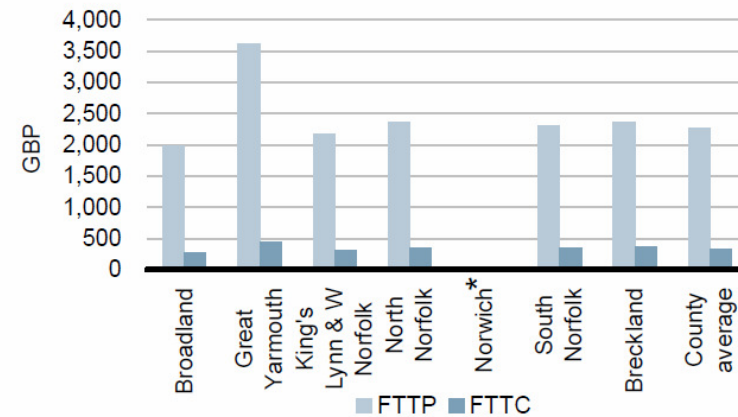


Norfolk is not expected to have substantial NGA coverage if NGA infrastructure covers 67% of UK premises. Areas of coverage are concentrated in Norwich and Great Yarmouth, both of which already have Virgin Media NGA coverage.

'Final third' statistics for Norfolk

- 44% of premises expected to be in the 'final third'
- average FTTC cost per premises passed: GBP335
- average FTTP cost per premises passed: GBP2264

NGA deployment cost per 'final third' premises passed



*Cost is zero as there are no premises in the 'final third'

Ref: 16564-506
Confidential

Appetite for Intervention? - 1

- **The Government believes that the case is made for the desirability of such next generation networks being available to the large majority of the UK population.** It is also persuaded that the economics of network deployment, whether fixed or next-generation mobile, mean that true superfast broadband will be concentrated in the first two thirds of the market in the next decade, leaving the 'final third' served only with current generation broadband. This would be undesirable. Equally, any subsidy scheme has to be carefully targeted to avoid distorting competition or subsidising activities which commercial operators would otherwise undertake. (*Digital Britain Report*)
- **The increasingly widespread conclusion from industry and economic analysis is that there is no obvious means whereby the market, unaided, will serve the final third of the population.** We therefore propose a Final Third Project to deliver at least 90% coverage of Next Generation broadband for homes and businesses by 2017 (and, it is hoped, accelerate the expansion of the boundary of market provision from 50% to the two thirds coverage level). (*Digital Britain Report*)
- On balance it appears probable that if the more rural areas are to receive next-generation broadband access there will need to be a mixture of demand- and supply-side interventions from the public sector, similar to what happened with the first generation of broadband services. (*Analysys / Masons*)

Appetite for Intervention? - 2

- Localised and community network developments have a role to play in developing next generation broadband, and where we can we should look to support their capacity, scale and expertise. Work on standardisation and inter-operability between local networks has already commenced. The Government will provide further support through a £150,000 grant to support the Independent Networks Co-operative Association (INCA). (*Digital Britain Report*)
- The CRC wants to see more support for communities to help themselves in delivering their own solutions to digital technology challenges. We would wish to see a comprehensive support network for community broadband networks including practical advice and guidance to help communities deliver their own local solutions by setting up community broadband networks. CRC offers to take the lead in developing this recommendation. (*Mind the Gap*)
- While it is unclear where line will be drawn when determining who gets Next Generation services and who doesn't, it is certain that the market will deem some areas uneconomic to install fibre-optic cabling. Developing an understanding of alternative models - both technical and commercial - will be critical for the public sector to understand what interventions may become necessary and where if the UK is to avoid a new Digital Divide. (*Community Investment in NGA*)

NGA in the First Two Thirds

- As the market will probably deliver NGA in most urban areas by 2012, EEDA's role in these areas should be to stimulate demand and encourage communication providers to offer services using initiatives such as EREBUS to register demand. Support for these activities will also come from a regional Digital Partnership (supported by a networking website) which will also have the remit of promoting content and services.
- The overall aim of the EREBUS (Eastern REgion Broadband Uplift Scheme) is to capture as much demand for next generation broadband services as possible in an information resource. The purpose of this resource is to demonstrate that there is sufficient demand to make commercial investment worthwhile. EREBUS does this by listing real world (potential) customers and the services which they require. The project will establish a database that will map demand (and supply) down to post code level. It will be freely available to anybody who needs it to provide a service.

EREBUS

EREBUS Broadband Demand Registration

erebusonline.org.uk



Next Generation Broadband
for the East of England

[HOME](#)

[BROADBAND FOR YOUR HOME](#)

[BROADBAND FOR YOUR BUSINESS](#)

[PUBLIC / THIRD SECTOR BROADBAND](#)

[FREQUENTLY ASKED QUESTIONS](#)

Less than 5 minutes of
your time could make an
enormous difference...



If you live in any of the counties shown in the above map, a few minutes of your time could help to bring faster broadband into your area. Please click on one of the links below to help.

[Click here](#) if you want faster broadband to your home.

[Click here](#) if you want faster broadband for your business.

[Click here](#) to register for faster broadband to a public or third sector building.

If you have any questions, we'll try to answer them [here](#).

EREBUS (Eastern REGION Broadband Uplift Scheme)

The goal of **EREBUS** is to encourage commercial suppliers to invest in next generation broadband infrastructure in the East of England. It seeks to do this in a manner that does not favour any operator or competing technology. **EREBUS** builds upon the demand registration schemes of the past but takes them a stage further.

The overall aim of the project is to register as much demand for next generation broadband services as possible in an information resource.

The purpose of this resource is to demonstrate that there is sufficient demand to make commercial investment in next generation broadband worthwhile. Nothing does this like listing real world (potential) customers (domestic, business and public sector) and the services which they require.

The project will establish a database that will map demand down to post code level. This data be freely available to anybody who needs it to provide a service - although we will not provide personal data on individuals.

For more information, please contact:
admin@erebusonline.org.uk


EREBUS is a project funded and run by EEDA (the East of England Development Agency). For more information on EEDA and its activities, please go to www.eeda.org.uk.



BLIMP

BLIMP: Broadband Line Information Monitoring Project

- Home
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- Register
- UK Results
- Download
- FAQ



BLIMP

BLIMP is an acronym which stands for Broadband Line Information Monitoring Project. The aim of this project is to measure the broadband speeds which are being achieved in the real world and store these in a database from which we can identify the relative levels of service being delivered across the country by different suppliers and make this information publicly available. From this we can create an up to date, self maintaining atlas of Internet connectivity at a relatively low cost to the taxpayer - no consultants will be made rich as a result of this initiative!

The first step in accomplishing this is to ask you, the visitor to this site, to download a tool which will make periodic measurements of your line speed and return this data automatically to the BLIMP database. In return, you will have access to a historical log that shows how the speed of your broadband connection is changing over time and you will also be contributing information on broadband infrastructure which is vital if we are to achieve our goal of creating a broadband network that is in the top tier internationally.

We really do need your support to do this. You can uninstall the tool at any time, we don't collect any personal information and the tool should not significantly impact the performance of either your computer or the speed of your broadband connection.

[Download Getting Started Guide](#)

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The Final Third: A Threefold Initiative

As far as the Final Third is concerned, our strategy is as follows:

- Firstly, the creation of a collaborative regional partnership called the Digital Partnership for the East of England (DPEast). This will be comprised of representatives from regional bodies, local government, other public sector bodies operating regionally, communications providers, umbrella organisations for community groups and commercial companies. Online facilities such as forums, networking tools, collaborative workspaces and so on will be set up to facilitate the workings of this group. This online approach will be supplemented by regular events/ conferences.
- The role of this body will be to act as a forum for information and the exchange of ideas as well as helping inform and shape broadband strategy across the region. It will also be a source for collaborative projects which might include infrastructure investment; local pilots; the sharing of content and services; the resolution of problems relating to planning issues; identifying opportunities for aggregating demand; material for demand stimulation and research. Online facilities such as forums, networking suites, collaborative workspaces and so on will be set up to facilitate the workings of this group.

To be launched at an event at
Newmarket on March 15th



The screenshot displays the website for Digital Partnership East. The header features the logo "DigitalPartnershipEast" in green, with the tagline "Supporting the Digital Agenda in the East of England" below it. A navigation menu includes links for Main, Invite, My Page, Members, Groups, Blogs, Forum, Events, Resources, and Multimedia. The main content area is divided into several sections: "About" (describing a forum for public and private sector interaction), "Members" (with a "Invite More" button), "Getting Started" (featuring a power button icon), "About Digital Partnership East" (with a "Welcome to Digital Partnership East!" message and a description of the site's purpose), and a user profile for Laurence Ramsey (with options for Sign Out, Inbox, Alerts, Friends - Invite, and Settings). A sidebar on the right contains a "Quick Add..." dropdown, a "Ads by Google" section for "FITX Design and Installation of Next Generation Fibre Networks", and a "Grants and Funding Advice" section with a search function. At the bottom, there are sections for "New to Digital Partnership East?" and "On this site you will find:".

The Final Third: A Threefold Initiative

- Secondly, establish the East of England Broadband Co Operative (EEBC) which is designed to build on the INCA proposal (for supporting community groups) outlined in the Digital Britain Report but offering a more hands on approach towards supporting community initiatives.
Discussions ongoing with other RDAs and the CRC
- The third element, SONGBIRD (Supporting Open Next Generation Broadband in Rural Districts) will aim to take fibre as deep as possible into the countryside - into areas where the market has no interest in delivering an effective, affordable product. SONGBIRD is not conceived of as a monolithic structure but as a related series of smaller plans (between 10 and 20) able to best take advantage of local conditions. It will chiefly operate as an open access network providing cost effective backhaul and middle mile capability to any communication provider or community group who wishes to deploy a last mile service to end customers.
Date of launch to be confirmed.