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Parish Councils Briefing October 2013

This Briefing Note is intended to provide Parish Councils in West Yorkshire with important information about the Superfast West Yorkshire local broadband programme. The information supplied should help Parish Councils respond to any enquires they may receive from their constituents or organisations located in their area about the scheme and is also intended to enlist their support in raising awareness amongst their local community about the campaign to improve broadband access across West Yorkshire.

We recognise the vital and important work that Parish Councils undertake within their local communities. We also acknowledge that broadband access and coverage in many of the areas served by West Yorkshire Parish Councils is very poor and urgently requires updating.

Superfast West Yorkshire is a partnership between all 5 West Yorkshire local authorities. It is partly funded by BDUK (Broadband UK – part of Dept. of Culture, Media and Sport), ERDF (EU funding) and is backed by both the Leeds City Region and the Association of West Yorkshire Authorities. BT signed a contract at the beginning of September to become the infrastructure delivery partner for the programme.

The programme has secured up to £24 million of new investment to improve coverage and access to superfast broadband across West Yorkshire over the next 2 years. The table below provides a funding profile for the programme.

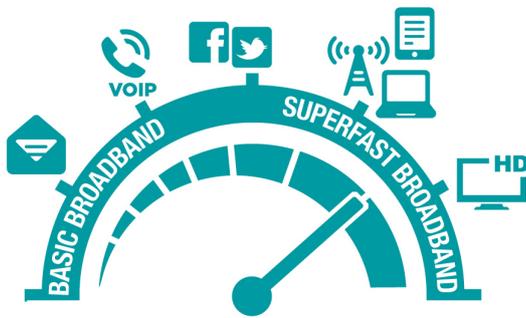
Funding Source	£ millions			% of total
	Capital	Revenue	Total	
Local Authority	0.97	1.54	2.51	10.5
ERDF	3.79	0.43	4.22	17.6
BDUK	4.62	0.00	4.62	19.3
BT (incl Operating costs)	6.19	6.40	12.59	52.6
Total	15.57	8.37	23.94	100

By far the largest single contribution to the programme will be made by BT, representing over half of the investment (£12.59 million). Local Authorities will be making the smallest contribution - £2.51 million which represents 10.5% of total funding.

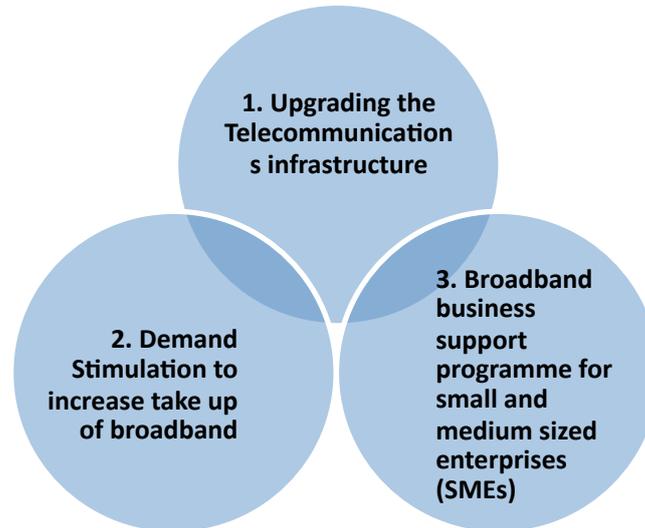
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There are three elements to the programme, which are illustrated below;



Four local authorities - Calderdale, Bradford, Leeds and Wakefield are involved in all aspects of the Superfast West Yorkshire programme. Kirklees are involved in the Demand Stimulation and Broadband Business support elements only.

1. Upgrading the Telecommunications infrastructure.

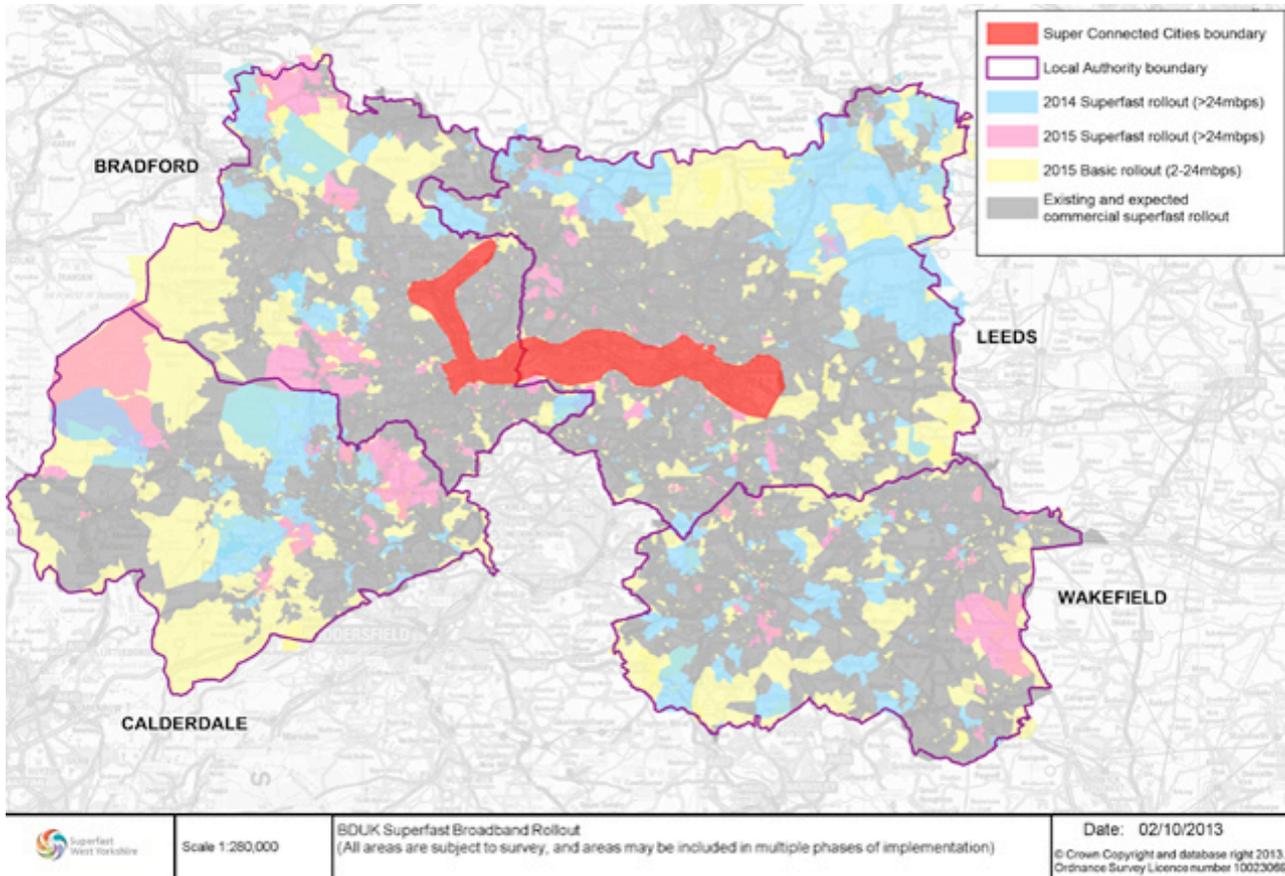
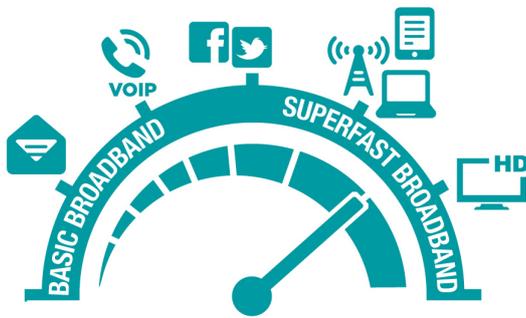
The Superfast West Yorkshire programme aims to help achieve superfast broadband coverage (+24 mbps) for 96% of premises in the 4 local authority areas involved in the **infrastructure element** of the programme by the end of 2015 – with the remaining 4% receiving at least 2 mbps.

B.T have commenced their survey work to determine which telephone exchanges and cabinets across the 4 local authority areas could be included in the Super West Yorkshire upgrade. They are due to report back to us in Spring of 2014 when we will be able to confirm the exact nature of the infrastructure rollout under this programme.

We have included a preliminary roll out map below which shows the overall phases of upgrading the infrastructure both as part of the Superfast West Yorkshire programme and separately, BT's own commercial rollout programme.

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Visit <http://www.superfastwestyorkshire.co.uk/phases-of-upgrading-infrastructure> for a more detailed version of this map.¹

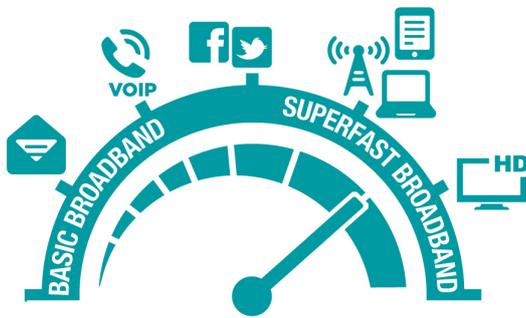
It is important to note that BT and to a lesser extent Virgin Media are rolling out improvements to their broadband infrastructure, through their own commercial activity. However, many parts of West Yorkshire would be deemed commercially unviable under this commercial rollout (due to too few residents in a location or major engineering challenges or technological limitations making such upgrades very expensive). Hence, many parts of West Yorkshire would have missed out. It is here where the Superfast West Yorkshire programme can make a difference - by offering gap funding to ensure more cabinets and exchanges are upgraded.

2. Demand Stimulation

We recognise that simply upgrading the broadband infrastructure of an area will not, by itself, yield any social or economic benefits to residents and businesses in West Yorkshire. Hence, we have developed a programme of activities to stimulate demand by

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raising awareness about the benefits of better broadband access, with the aim of increasing take-up amongst both residents and businesses.

A key medium to promote the benefits of better broadband and to keep the public and stakeholders informed about the programme is the Superfast West Yorkshire website – www.superfastwestyorkshire.co.uk. This portal is being constantly developed and updated and is the central point of information and enquiries relating to the Superfast West Yorkshire programme.

In addition, we have been promoting an active 'demand registration' campaign which commenced in the summer of 2013. We are hoping that **Parish Councils** can join our campaign of encouraging members of their community to register their demand for better broadband via our website. The more registrations that are recorded from any particular location the more evidence we have in our negotiations about strong demand for better broadband from that area. However, we are unable to guarantee that upgrades of broadband infrastructure will take place if demand registrations reach a certain level because we are also guided by value for money considerations when finalising our infrastructure roll out under this programme.

We would like Parish Council to become 'Digital Champions' to help spread the message about the campaign amongst their community. We can supply a stock of leaflets and posters to local volunteers to distribute within their local neighbourhoods.

To date, over 1350 residents and businesses have registered their demand for better broadband across West Yorkshire and this is set to rise as we pursue a targeted marketing campaign, using local press and media to encourage more people to register their demand for better broadband.

We are also using Social media to keep stakeholders informed about the programme.

3. Broadband Business Support programme.

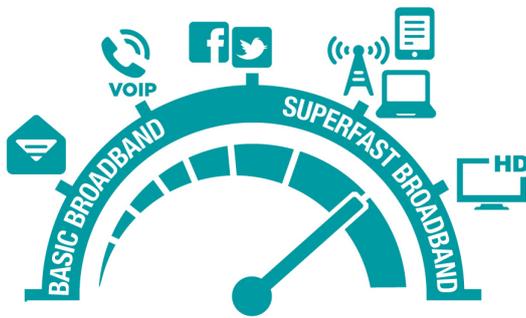
In order to maximise the economic benefits of this large scale investment in the areas broadband infrastructure, we have developed a business support programme specifically designed to help firms exploit better digital connectivity to help achieve business growth and development.

Currently, we are recruiting an external delivery partner to help us deliver this service to businesses. All 5 local authority areas are included in this element. However, since the business support programme is partially funded by ERDF (EU funding) we are obligated

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to support firms that employ less than 250 employees and which are involved in specific business to business activities.

The business support programme runs from December 2013 to June 2015 and will be assisting at least 350 firms across West Yorkshire, with 12 hours of intensive business support to help them exploit superfast broadband for business development and growth.

However, more broadly, the programme will be aiming to engage more than 1500 firms across West Yorkshire – in order to raise awareness about the potential economic and business opportunities afforded by enhanced broadband. Events and workshops will be taking place across each local authority district targeting local firms.

Local Authorities are match-funding the business support programme and will be involved in its overall management.

The business support programme will be officially launched in December 2013 and a press release will be issued to all local press and media.

More details about the Broadband Business Support programme will be available on the Superfast West Yorkshire website shortly – including details of how local businesses can sign-up for the programme.

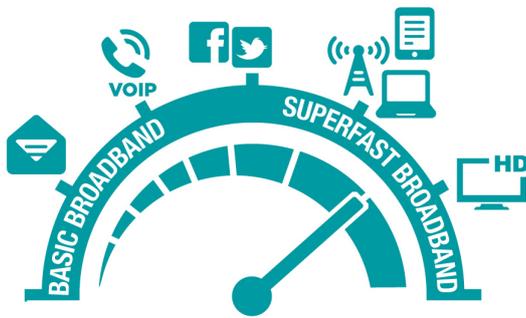
Finally, we have listed some common Frequently Asked Questions and their corresponding answers below - to help you with any questions you may get about the Superfast West Yorkshire. A more extensive set of FAQs can be found on our website at <http://www.superfastwestyorkshire.co.uk/faqs>

<p>What benefits will I see as a householder from better broadband?</p>	<p>Better broadband will provide many benefits for West Yorkshire householders. Examples include having improved access to online shopping, banking and public services and being able to stay in touch with family and friends. Children will be able to do their homework and learn independently online and adults will have improved opportunities for life-long learning.</p> <p>Some people find that they can work from home just as effectively as from the office – you could save time and money and reduce the impact of your car on the environment. You could also consider setting up your own business and running it from your home.</p>
<p>What benefits will I see as a business from better broadband?</p>	<p>Better and faster broadband will provide new opportunities for businesses in West Yorkshire by enabling them to innovate and expand into different markets. It also has the potential to increase efficiency and drive down costs – see our business section about some of the applications and benefits of better broadband.</p>

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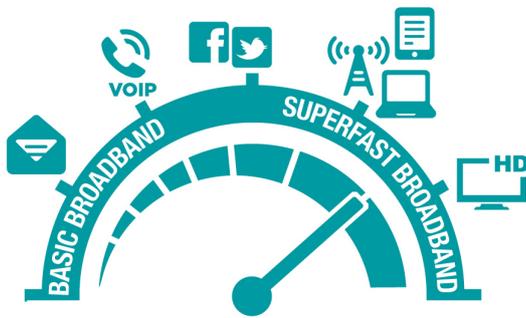


<p>What broadband speeds can I expect to be able to receive if I live in an area that will benefit from the Superfast West Yorkshire programme?</p>	<p>Fibre to the cabinet, the main technology being deployed in this project, delivers speeds of up to 80Mbps. However, the final speed attained at a home or business will depend on a number of factors such as the distance from the exchange or street cabinet, geography, and the wiring within the premises.</p> <p>Remember, we intend to make sure every premise in the West Yorkshire defined area can receive a basic broadband service (2Mbps) as a minimum as a result of the Superfast West Yorkshire programme.</p>
<p>Is there a chance that despite the roll out of better broadband I still may not get access to it?</p>	<p>Some locations are so geographically remote that high-speed fibre broadband will not be achievable for cost or technical reasons. This is why achieving basic broadband (2 Megabits per second+) as a minimum across West Yorkshire is important.</p>
<p>This project is just for rural areas; will this not broaden the urban/rural, rich/poor divide?</p>	<p>The project covers all areas of West Yorkshire except for Leeds and Bradford inner city areas and a connecting corridor (As this is covered through the Super Connected Cities project) and Kirklees. Within the area of the project scope there are a significant number of deprived boroughs and urbanised areas.</p>
<p>How is this any different to the Super Connected Cities project?</p>	<p>This project consists of enhancements to the existing Openreach broadband infrastructure within its defined area. Super Connected cities is concerned with digital improvements within Leeds and Bradford in particular the inner city areas.</p>
<p>How does this project fit in with the Super Connected Cities project?</p>	<p>The 2 projects have separate defined areas. The Super Connected Cities project area is not included in the WYLPB/Superfast West Yorkshire scope.</p>
<p>What is the update on the Super Connected Cities project?</p>	<p>The Super Connected Cities project has already been at the forefront of delivering free WiFi in the two city centres and on some transport routes and we are continuing to work with the government to work up a scheme to offer better broadband connections for businesses as well as a variety of other plans. The plans cover the following:</p> <ul style="list-style-type: none"> - a local voucher scheme for businesses to pay for the installation of high speed broadband - Free wi fi in libraries and museums - Free wi fi on some public transport - Ducting for broadband and other services in new business parks.
<p>How is this project any different from South Yorkshire Digital Region?</p>	<p>This project is completely separate to South Yorkshire Digital Region and the two are not associated in any way. Superfast WY is funded by BT, West Yorkshire Local Authorities, BDUK and ERDF(EU Funding) and is not just focusing on the roll out of fibre but also on supporting businesses to access and use superfast broadband. This is a gap funded project where public funding is covering the gap where connection would not otherwise</p>

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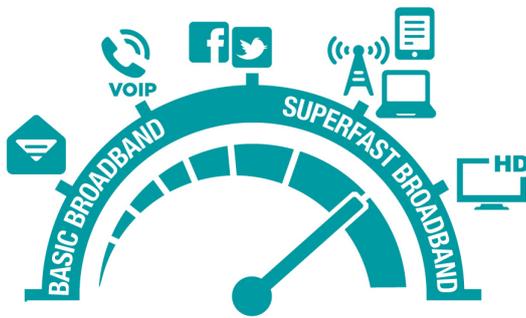


	be commercially viable. The infrastructure will therefore be owned by BT who will also take on the majority of risk for service take up to recoup the initial investment. This is completely opposite to Digital Region which was a build and own infrastructure model with the risks being borne by the public sector.
When are we likely to see the real impact of this project on West Yorkshire?	Work on the project will start immediately after contract signature. The first 6-9 months will be a period of intensive planning and surveying. We are anticipating that the “visible” engineering work will start by the end of Spring 2014 and the project should be complete by the end of Autumn 2015.
How many premises are likely to benefit from this project?	The aim is to deliver access to fibre broadband for 97% of premises across West Yorkshire by the end of Autumn 2015 (excluding Kirklees and Leeds & Bradford inner city areas) when this project is combined with commercial fibre roll-outs. The project aims to deliver superfast broadband (24Mbps and above) to an additional 58,400 premises
Will I have to use the better broadband service or will I be able to stick with my existing broadband service?	The Superfast West Yorkshire programme will implement a broadband infrastructure across West Yorkshire – this infrastructure will then be used by Internet Service Providers (ISPs) to offer Broadband Service Packages to customers. If your current Broadband Service Package meets your requirements you don’t need to do anything. If you want a different package (one that offers faster speeds for example) you can choose a suitable package from any ISP that offers a package that meets your needs. Currently more than 80 service providers across the UK are trialling or offering services over BT’s fibre network.
Will I need to buy new or extra equipment to receive the better broadband service?	Possibly. Your Internet Service Provider will tell you what equipment you need to receive the better broadband service (and may offer to provide it for you).
Will I get better broadband automatically?	No, it does not just automatically switch itself on – you’ll need to place an order with an Internet Service provider (ISP). The Superfast West Yorkshire website will keep you up to date with programme progress and will tell you when to look out for ISP advertising and marketing campaigns.
When will I get better broadband? Will everyone get better broadband at the same time?	This information is not readily available yet and we will develop the phasing of the plan with BT once they undertake surveys of the region. There will be several Superfast West Yorkshire rollout phases - these will overlap each other. Each phase will follow the same sequence: <ol style="list-style-type: none"> 1. Survey, design and detailed planning 2. Infrastructure implementation 3. Services become available from Internet Service Providers (ISPs) <p>When information is available on where the project will be rolled out, this will be readily available on the Superfast West Yorkshire website.</p>
Why can’t you tell me now if I am	We are currently planning the rollout, working closely with our partners

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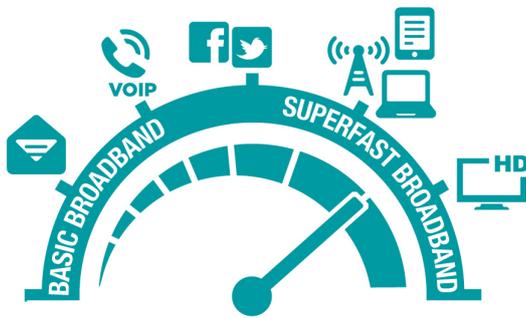


<p>going to get fibre broadband?</p>	<p>and taking into account many factors including geography, planning requirements and the location of the existing telecoms infrastructure. Engineering plans and delivery timescales do also depend on factors such as planning applications, the provision of electricity to the new roadside cabinets and even the weather.</p> <p>It is not possible with a programme of this size and complexity to plan every area at the same time, so some areas will inevitably be enabled before others. We fully understand the huge importance of fibre broadband and we will provide regular updates on our website as the project progresses. We will announce the next communities that are due to be upgraded every three months during the rollout of the new fibre network, and a postcode checker facility will be available.</p>
<p>Is it possible to speed up delivery of better broadband to my area of West Yorkshire?</p>	<p>The programme has not identified specific locations for upgrade as this would have placed technical constraints on the supplier and lead to less coverage and speed uplift. BT has applied the same principles as it uses for its commercial roll-out and will seek to achieve the most technically efficient rollout it can for the Superfast West Yorkshire programme, which will deliver best value for money.</p>
<p>BT has already announced that further exchanges will be upgraded – how will this affect Superfast West Yorkshire?</p>	<p>BT has already announced that it will be upgrading some of its exchanges as part of its £2.5bn investment to roll-out fibre to two-thirds of the UK by the end of Spring 2014. Public Money is being spent to improve broadband in areas that commercial providers were not planning to cover. Superfast West Yorkshire will invest so that more West Yorkshire properties in others areas receive better broadband.</p>
<p>Is taxpayer’s money being spent on this project?</p>	<p>Public funding is being provided to the project by a central government grant, European Regional Development Fund and contributions from the 4 local authorities. However, more than 50% of the funding is being provided by BT.</p>
<p>Why has BT been appointed to this project?</p>	<p>Central Government undertook a procurement to obtain a framework contract with multiple suppliers. Local authorities, in this case the West Yorkshire authorities, procured a call off contract from this framework which was won by BT.</p>
<p>What do want from businesses and residents?</p>	<p>We want to encourage businesses and residents to register their demand for better broadband through our website;- www.superfastwestyorkshire.com –</p> <p>The more firms that we have registering for broadband from each location the stronger the business case to encourage telecoms operators to invest in those areas.</p>

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<p>Is there any other support available to businesses?</p>	<p>Yes – the business support programme, as mentioned above will be targeting SMEs in each of the 5 local authority areas. The programme will help at least 350 firms across West Yorkshire exploit broadband and ICT to achieve business development and growth.</p> <p>More information will be available on the Superfast West Yorkshire website.</p> <p>The programme will be officially launched in December 2013.</p>
<p>Are you working with anybody else?</p>	<p>Yes, we will be working closely with the Leeds City Region and teams across each of the 5 Authorities to ensure that we can communicate with as many businesses and residents as possible about the Programme.</p>

If you require any further information about this project please contact;-

enquiries@superfastwestyorkshire.co.uk

In addition if you would like to join our campaign of increasing demand registration for better broadband in your area by becoming a Digital Champion please contact;-

muz.mumtaz@leeds.gov.uk

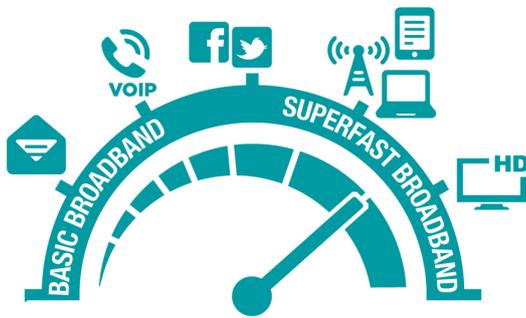
Our website is being updated regularly with new information about the Superfast West Yorkshire programme – please visit www.superfastwestyorkshire.co.uk for more details.

Alternatively, follow us on twitter on @SuperfastWY or Facebook – under the Superfast West Yorkshire page.

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ⁱ Please note: The **map** is not accurate at a premises or postcode level and should not be interpreted as such. It is based on information known as of September 2013 and uses data received as part of an Open Market Review exercise carried out in January 2013 by the West Yorkshire Local Broadband project and information supplied by BT as part of the West Yorkshire Local Broadband project procurement process.

The Programme is still at an early stage following the contract signature with BT in September 2013. Expected deployment plans will be subject to change as survey work progresses. The map will be updated at appropriate stages as the project moves through deployment.

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