

## A New Era for Digital Connectivity

Back in 2011 the County Council published the Nottinghamshire Local Broadband Plan. This set out an ambitious vision of ensuring 90% of all County homes and businesses would have access to superfast broadband. Fast forward to March 2016 and Nottinghamshire is well on its way to becoming one of the best connected counties in the country. With the first stage of the Better Broadband for Nottinghamshire (BBfN) programme now complete, over 95% now have access to fibre broadband at superfast speeds. As we commence the 'Contract 2' rollout, which will increase coverage even further, to 98%, we thought we'd share with you the story so far.



*"BBfN opens up a world of opportunities for local people and businesses - transforming the way people communicate, do business, watch TV and get information. Being one of the best connected places in the country puts us in an extremely strong position to attract inward investment, grow indigenous businesses and create new jobs."*

Councillor Diana Meale, Chair of Economic Development Committee at Nottinghamshire County Council,

## A New Way of Life

The amount of data being used by people with fibre broadband is increasing by 40 per cent every year.

Research shows that between June and August 2015, the average fibre broadband customer used 190 Gigabytes of data per month. That's the equivalent of a single household watching 17 hours of High Definition TV every week, 45 HD movies or downloading 2,000 music albums.

And now at the close of Contract 1 of the BBfN programme, more than 63,500 homes and businesses have been provided the opportunity to make the switch and access fibre broadband, to enjoy all these benefits and more.

It's been a very busy time over the last two years. The programme is one of the largest infrastructure developments the County has seen. Check out page 2 for see some of the highlights.

Despite the size of the programme, the entire build has been delivered ahead of schedule and under budget. We're planning to reinvest all savings and will continue to work towards universal superfast coverage.

As vital as superfast broadband is for our residents, when it comes to businesses, the impact can be profound. Productivity and cost savings are just the tip of the iceberg. You'll find out more in the business section on page 3.

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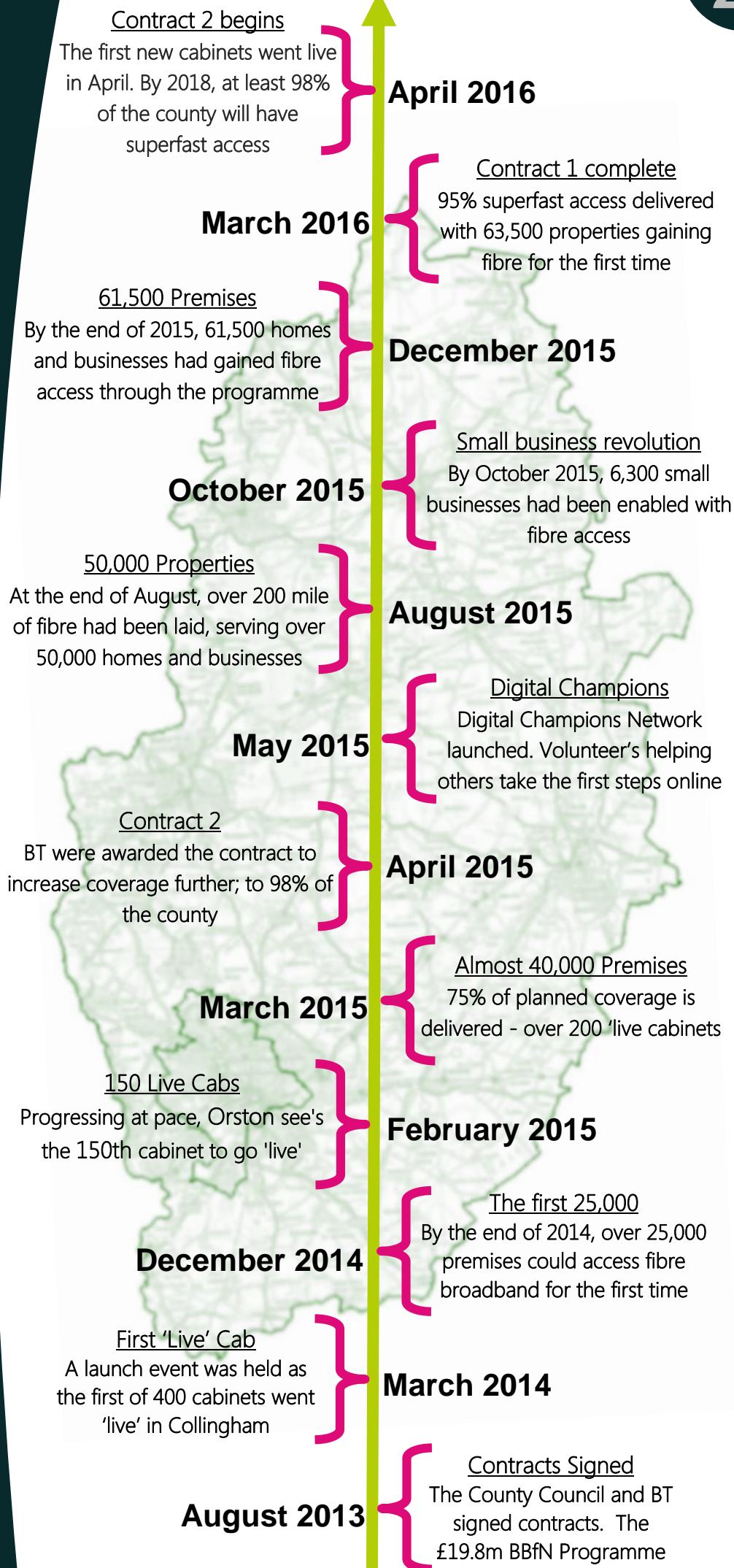
## Achieving 95% Coverage

Over the last two years, the BBfN programme has transformed the digital landscape of the county. At the end of March the programme reached a major milestone with the completion of the first stage of the build. Nottinghamshire is now in the top three counties for digital connectivity with over 95% of all homes and businesses now able to access superfast fibre broadband.

This has been a huge civil engineering programme, with hundreds of miles of fibre cabling deployed and hundreds of new fibre broadband cabinets installed in towns and villages across the county.

It's now time to spread the word and let people know that superfast broadband is here. Upgrades are not automatic. To make the most out of this new superfast infrastructure, people need to sign up to a fibre service with their chosen provider.

During the last year we announced the next stage of the programme. This new stage, our Contract 2 rollout will bring fibre to 130 towns and villages and increase superfast availability to 98% of Nottinghamshire by 2018.



# A Business Revolution

Fibre broadband can be transformative for business and is vital for new start-ups. Its helps deliver savings, often boosts productivity and improves connectivity. That is why in our Contract 1 rollout, we prioritised delivering fibre to as many Small and Medium Sized Enterprises (SMEs) as possible. By the end of March 2016, thousands of businesses have been reached with fibre and there is much more to come.

Just how important superfast broadband is to business is highlighted by some remarkable statistics:

- SMEs with an online presence are growing 3-5 times faster than those with none;
- Those using online technology are seeing their turnover increase twice as fast as those that don't;
- Online transactions are almost 1800% cheaper than by phone and a colossal 5650% cheaper than face-to-face;
- 76% of adults now buy goods and services online

<p><b>Promote your business</b></p>  <p>Social media Marketing Sales</p>	<p><b>Collaborate</b></p>  <p>Share ideas &amp; workspaces</p>	<p><b>Engage with customers</b></p>  <p>Improve your brand image</p>
<p><b>Home working</b></p>  <p>Reduce travel Video conference Remote working</p>	<p><b>Cloud Computing</b></p>  <p>Slash costs &amp; improve data security</p>	<p><b>Research</b></p>  <p>Expand your horizons</p>
<p><b>Be more agile</b></p>  <p>Adapt &amp; keep up with competition</p>	<p><b>Compete globally</b></p>  <p>Reach new markets</p>	<p><b>Utilise Software</b></p>  <p>Cut licencing costs &amp; boost efficiency</p>

- In 2016, 12.3% of UK GDP will be from the internet economy;
- 80.8% of businesses now have a website

To just keep pace with the competition, businesses need a strong online presence and businesses need superfast broadband

## Digital Champions

In June 2015 we launched our Digital Champions Network. Digital Champions are local volunteers offering practical advice to those who want to learn more about the internet and how to use it.

In South Nottinghamshire 31,000 people have rarely or never used the internet, equivalent to one in nine local residents and in North Nottinghamshire its 53,000 - equivalent to one in seven. Being digitally excluded means people are missing out on the significant individual, social, economic and health related benefits of being online.

### Helping others get online

Together with our delivery partner, Digital Unite, we have provided over 60 Champions with access to training courses and support. These champions will now pass on their knowledge and expertise within their local communities, helping others take the first or next steps online.

There is a range of free resources available for people looking to develop the skills to improve their knowledge and to fully realise the benefits of the internet. Find out more here:

[nottinghamshire.gov.uk/business-employment-and-benefits/better-broadband-for-nottinghamshire-programme/digital-champions](http://nottinghamshire.gov.uk/business-employment-and-benefits/better-broadband-for-nottinghamshire-programme/digital-champions)

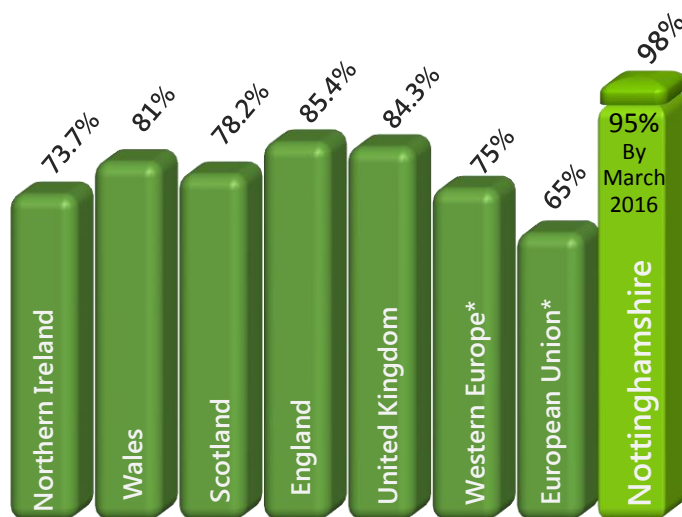
Whether it's helping a relative to use Skype, a neighbour to set up a Facebook profile or a local business to create a website, we can all help Nottinghamshire become not only one of the best digitally connected, but also one of the most digitally active counties in the country.

## 4 Roll on Contract 2

With the Contract 1 rollout now complete, the next stage of the programme is well underway with additional properties due to gain access over the next two years. Details were first announced in June 2015, with a new £6.3m deal put in place to extend the availability of fibre-optic broadband.

A second phase of this Contract two rollout will see the County Council and BDUK commit a further £1.3m to the programme, extending the reach of fibre broadband to even more properties across Nottinghamshire.

The extra funding is for upgrading communities in Bassetlaw and Newark & Sherwood districts, where fibre broadband availability is currently the lowest in the county.



Superfast Coverage Comparison (24Mbps+)  
\*2014 data (latest available)

## The Big Build – Stage 2

Over 130 towns and villages will either get access to fibre broadband for the first time or see existing provision boosted to superfast speeds. The survey and design work has already started, with the first new cabinets going live in April 2016.

Communities in every district of the County are due to benefit but the majority of improvements will be targeted at rural areas of Bassetlaw, Rushcliffe and Newark and Sherwood.

When this next stage of the programme finishes, every district in Nottinghamshire will have superfast coverage which is better than the national average.

Full details of planned new coverage is included on maps published on the BBfN webpages. Here residents and businesses can also find our postcode checker which provides details of where and when fibre will become available.

[nottinghamshire.gov.uk/broadband](http://nottinghamshire.gov.uk/broadband)

## Better Broadband for All

The Government has committed to giving access to 2Mbps download speed to every premises in the UK from the end of 2015.

As part of this commitment, the County Council, in conjunction with Broadband Delivery UK (BDUK), have made available the option of a subsidised satellite broadband installation for eligible premises.



The scheme launched in December 2015 and provides support towards the cost of equipment and installation of a satellite broadband connection so that a basic broadband service can be purchased for a first year cost of no more than £400 (taking into account any upfront costs and 12 month service charges).

Superfast satellite speeds are available at additional cost.

Applications are submitted via the BBfN webpage:  
[nottinghamshire.gov.uk/broadband](http://nottinghamshire.gov.uk/broadband)