

Essex Rural Partnership  
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Writtle College

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## Aims of today's presentation

- provide background to the Next Generation Access broadband challenge
- recent developments in Essex
- Update on ECC's activity

## International context

- people's internet use is changing:
  - on-line booking and purchasing
  - access to government and other services
  - social networking
  - media and other content
  - gaming

## European context

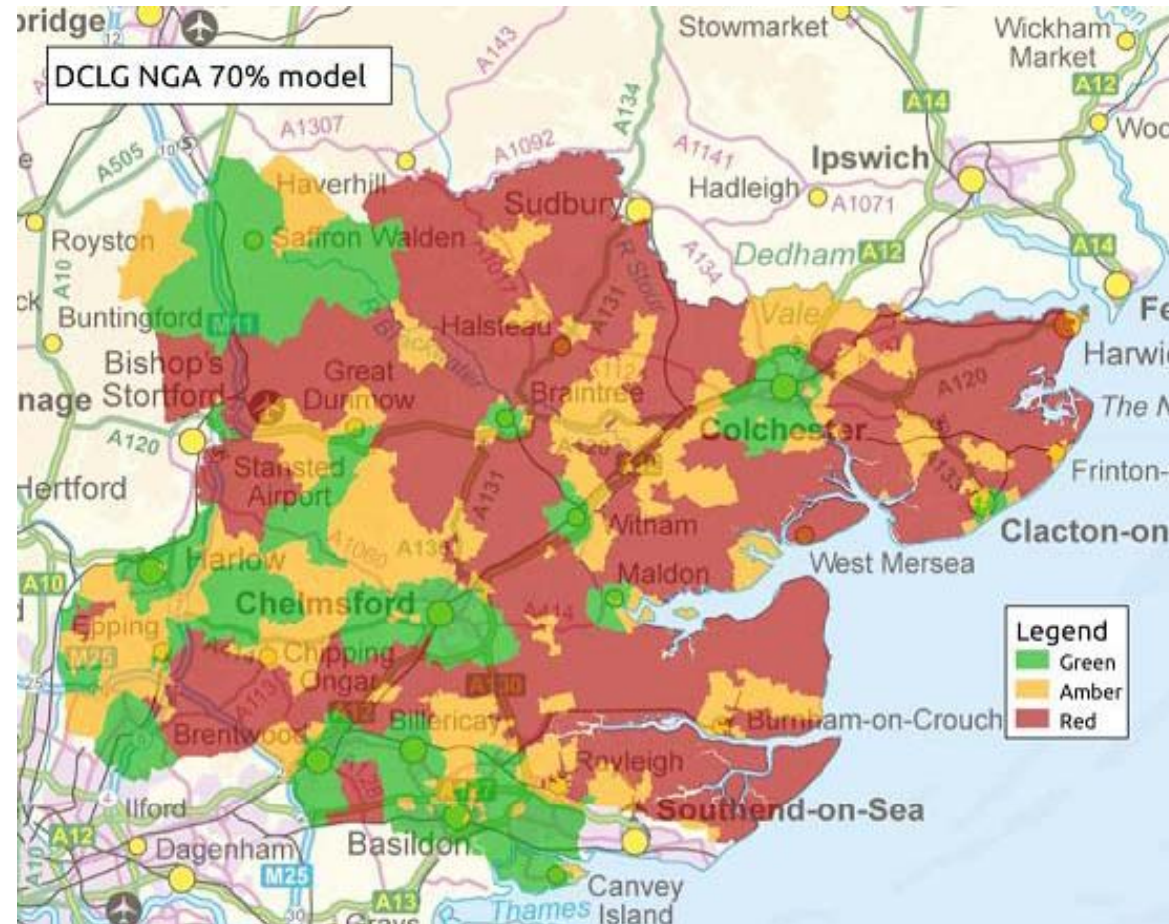
- EU Digital agenda
  - Bring basic broadband to 100% of households by 2013
  - Ensure that by 2020 everyone will have access to internet speeds of above 30Mbps, with 50% having connections above 100Mbps

## National context

- Secretary of State for Culture Media & Sport Jeremy Hunt wants the UK to have the best Broadband in Europe by 2015
- £530 million from Government to be allocated via Broadband Delivery UK (part of DCMS) over three years

## Essex update

- Maldon pilot ongoing
- BT exchange upgrade continuing
- Virgin Media continuing to roll out cable network
- Colchester Borough Council announcement
- Further wireless coverage for the interim



Source: DCLG by kind permission of RNS

- Essex Broadband Strategy Vision

*That Essex is a county where there is limitless broadband internet access for all in a competitive market environment*



Objectives;

- *Establish Essex on the world stage as a superfast broadband region*
- *Create inward investment opportunities for business growth in Essex*
- *To have roaming superfast internet access in all Essex's town centres*
- *Encourage "working from home" in order to reduce trip generation and carbon emissions*
- *Improve access to public services and achieve "channel shift" in the ways customers access customer services*
- *Create greater community wellbeing and cohesion through social networking*
- *Ensure that no groups are disadvantaged by not having access*

- it's grass roots up...
  - pro-active local involvement
  - people demand and are entitled to choice
  - funding devolved to the lowest level possible

- Technologically agnostic...
  - fixed line, mobile, radio or satellite
  - people demand and are entitled to choose
  - needs to be more than adequate for now *and the future*

- adopts an holistic approach to funding...
  - BDUK  
European funding (ERDF, RDPE etc.)
  - industry investment
  - European Investment Bank and the institutional investor sector

- adopts an holistic approach ...
  - s106 planning agreements
  - Community Infrastructure Levy
  - investment by private and public sector utilities (water, gas, street lighting etc. etc.)

## ECC's role;

- providing leadership and a central point of reference
- applying for public sector funding streams direct (BDUK etc.)
- providing a project board
- where possible, allow access to PSN and other assets
- providing a brokerage hub to attract private/institutional investment channel incoming funds to projects

## The proposal – act locally - think national.

- Any public investment will be spent on
  - carrier grade network, suitable for national content delivery
  - open access – but limited conditions can be attached
  - proven by public and business demand
  - technologically agnostic – provided it is sound

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Any questions?

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