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# Our vision and strategy for Suffolk

- Suffolk is ambitious for economic growth
- Our vision is to create a low-carbon, highly-skilled and high value-added economy
- The New Anglia (Suffolk + Norfolk) Local Economic Partnership (LEP):
  - Aims to act as a catalyst for change
  - To make New Anglia competitive, both nationally and internationally
  - Focussing on key, strong-potential, high-growth sectors: energy, creative, tourism, local food and drink, biotech and ICT
  - Suffolk's ambition is to be the 'Greenest County' and home to the UK's Green Energy Coast
- Broadband is a key enabler of our vision and strategy
  - One of the top four priorities of the New Anglia LEP

# Impact of Broadband on Suffolk's economic development

Better Broadband in Suffolk will facilitate:

- economic growth of ~15-20% (~£2bn)
- the retention and growth of small businesses (~500 pa), particularly in the creative industries
- access to a global online market for entertainment and business opportunities
- modernising and cost-reducing the delivery of public services online
- retention and growth in employment (~5,000 FTE jobs)
- raising and modernising skills and achievement levels
- avoiding a 'digital divide'

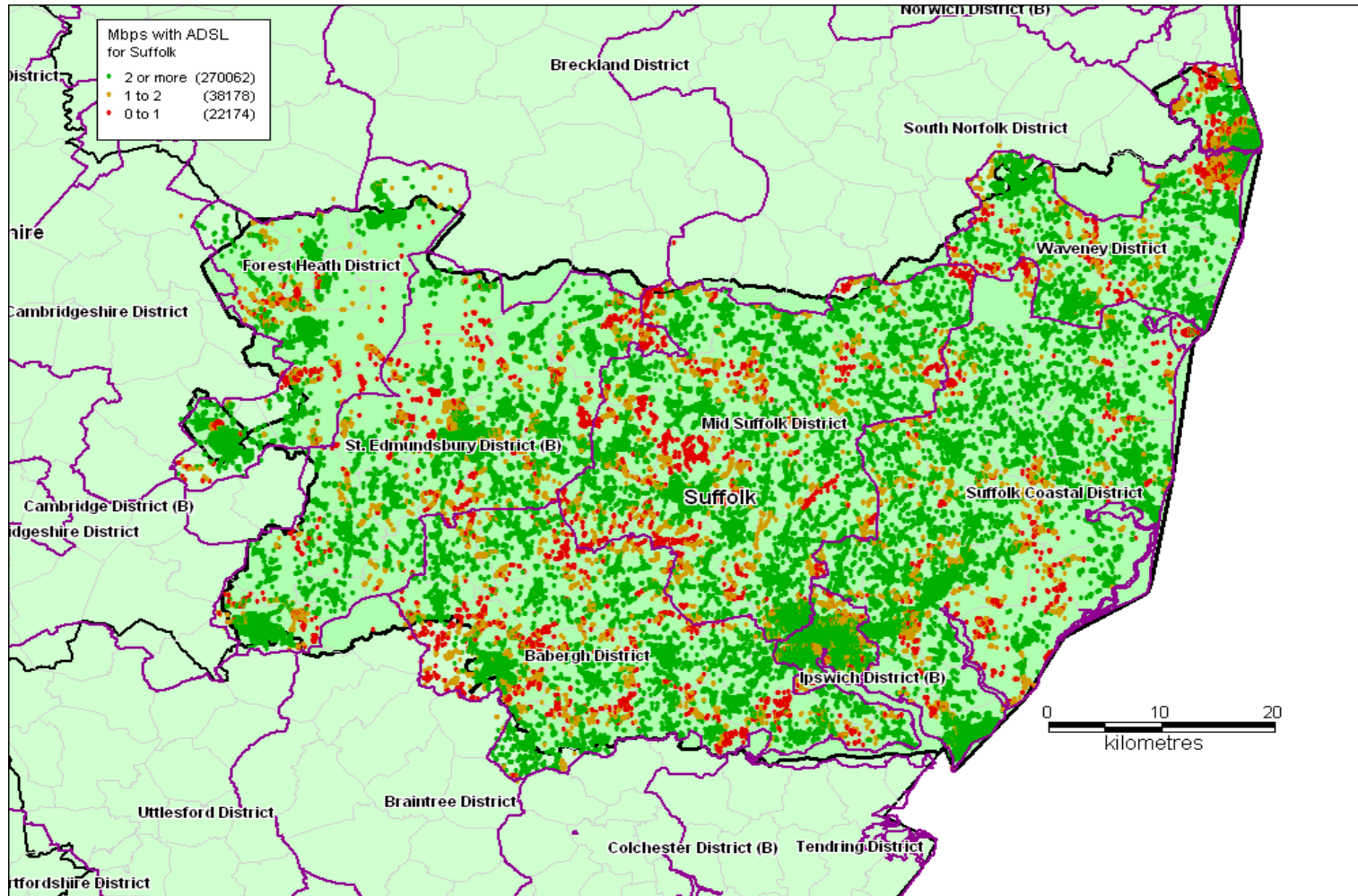
# Transformation of the delivery of public services

- *Better Learning*
  - eg universal broadband access in homes, so that pupils can continue to access learning resources outside school
- *Better Care*
  - eg telecare, to enable elderly people to stay in their homes longer, while receiving the help and care they need online
- *Better Policing*
  - eg the rapid co-ordination of emergency services and on-the-scene access to vital information, to improve safety of life, and to help to detect and prevent crime
- *Better Environment*
  - eg the ability to communicate, do business, be entertained and buy online will help to reduce unnecessary travel and help to deliver a greener environment
- *Better Communities*
  - eg empowering each local community to design the public services it needs

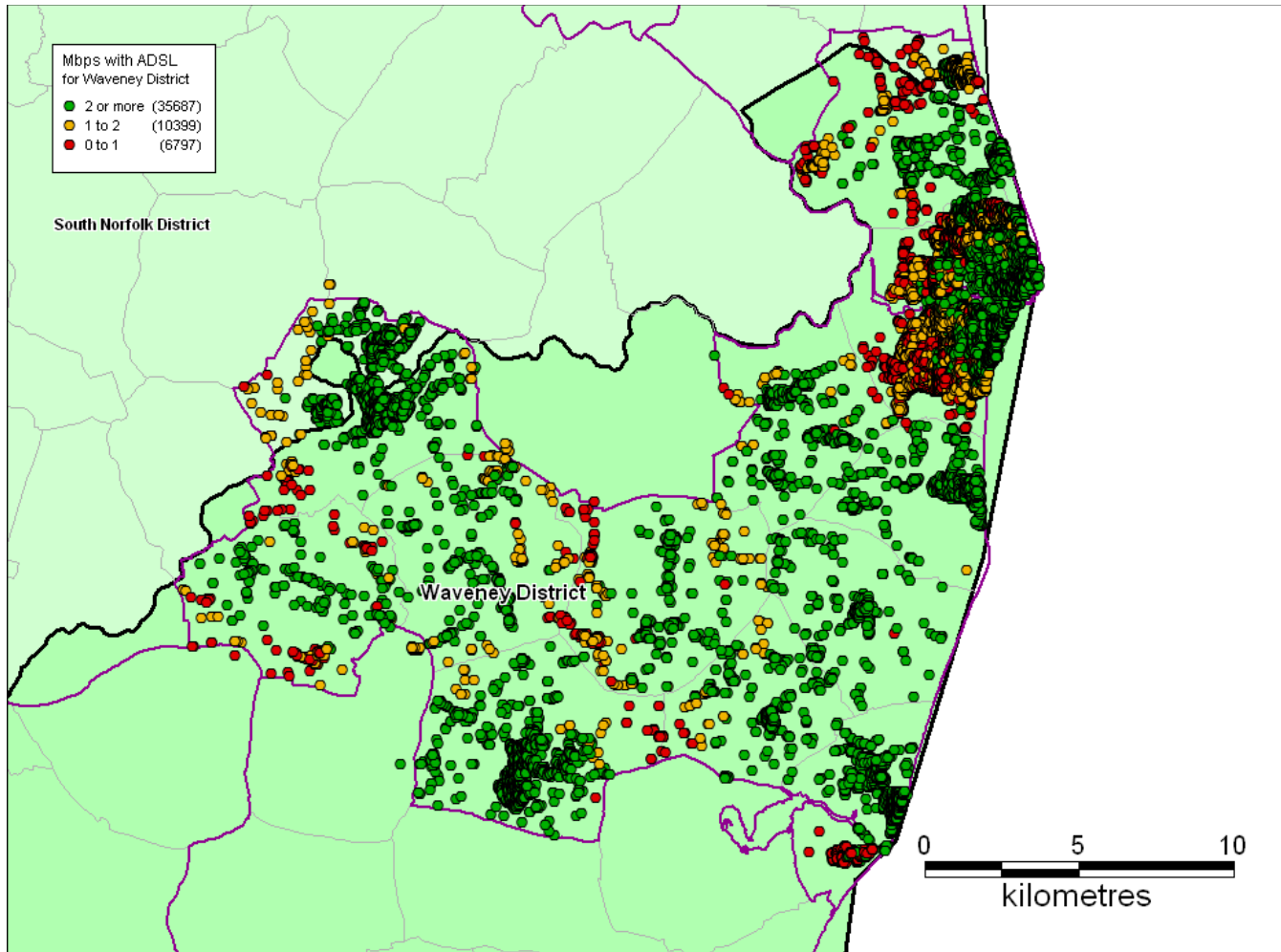
# Our vision for Better Broadband in Suffolk

*Our ultimate vision is for the competitive provision of Superfast Broadband (both fixed and mobile), offering typical speeds of 100Mbps, to everyone (100% of homes and small businesses) in Suffolk by 2020*

# ADSL Broadband Coverage in Suffolk



# ADSL Broadband Coverage in Waveney District



# Our plan for Better Broadband in Suffolk

- We are planning to get Superfast Broadband (20Mbps+) to most premises (~85%) by 2015, with the remaining ~15% also getting a significant improvement in broadband speeds (2Mbps – 10Mbps) by 2015.
- Our plan assumes a predominantly fibre-based solution (a mix of fibre-to-the-premises (FTTP) and fibre-to-the-cabinet (FTTC)) to ~85% by 2015, with interim solutions (mostly Fixed Wireless Broadband, but also some Satellite Broadband) serving the remaining ~15% also by 2015.
- Our plan specifically aims to ensure that the one fifth of all Suffolk premises (~60,000) that currently get less than 2Mbps, will all get more than 2Mbps by 2015.
- Ultimately (beyond 2015), we would like to see fibre-based solutions extended to 100% of Suffolk premises, complemented by county-wide availability of Mobile Broadband (4G/LTE)

# Our approach to Better Broadband in Suffolk

- We are planning to deliver this ‘whole county’ plan by using public funding to leverage further investment by commercial operators through a competitive procurement process (£40m+)
- Critically, our plan assumes an open access, wholesale platform across the whole county
  - to enable competitive service provision to everyone
  - to enable the wholesale provider to manage the technology risk between evolving technologies
- Note: we are not proposing just small-scale trials or pilots in limited parts of Suffolk, nor are we setting-up our own local telecoms operator in competition with established operators

# Our next steps

- Submit our Local Broadband Plan for Suffolk to the BDUK Spring 2011 Award Round (18<sup>th</sup> April 2011)
- BDUK funding decision due 27<sup>th</sup> May 2011
- Subject to funding, start competitive procurement process (w/c 30<sup>th</sup> May)
- Complete procurement process, award contract and start deployment (before end of 2011)

# How you can help to make it happen:

*Support our campaign:*



*Register online at:*

[www.choosesuffolk.com/betterbroadbandforsuffolk](http://www.choosesuffolk.com/betterbroadbandforsuffolk)

66,000+ people registered so far