



Rural
Broadband
Partnership

Designed to help you help yourself to Broadband

Why is Rural Broadband an issue?

What it's not...

- Because of the lack of need
 - Broadband is now being promoted as the 4th Utility
- Because of a lack of enthusiasm
 - There is a willing & eager audience
- Because of any technology barrier
 - There are numerous examples of alternative solutions

So...

Why is Rural Broadband an issue?

Contributing Factors...

- The scale of the issue is largely undefined
 - Current mapping tools generalise need, often inaccurately
- The audience is physically harder to reach
 - The Final Third is geographically wider-spread and less populated
- The cost of deployment is too high
 - Using established business models, traditional technology
- One incumbent supplier
 - answerable to share-holders not to government or customers
- Policy
 - Hard-wired - existing infrastructure (incl. local Government, schools network & private sector), ducts and fibre have been 'off limits'
 - Wireless - optimum spectrum & whitespace unavailable

Why is Rural Broadband an issue?

Key reason (perhaps up to now).....

The Lack of

- Coordination
- Collaboration
- Cohesion

in the Final Third

...the three C's

What are the options for Rural Communities without quality broadband ?

Be Passive – wait for a provider to enable

Or

Be Proactive

What comes first?



The solution or the demand?

What comes first?



The solution or the demand?

Can you afford a “Build it and they will come” policy?

What it takes to provide Broadband - The Key Factors -

Physical Network

- Last-mile distribution
- Mid-mile provision

Practical Approach

- Clear understanding of the need/market opportunity
- A solution balanced by costs, demand and time-to-deliver
- A Partner interested/attracted to niche markets

Effective Social/Community Engagement

- Strong leadership through Action Group / Parish Council
- Clear & Proactive Strategy
- Determination

Successfully Satisfying Rural Broadband Demand Takes...

- Partnership – Communities and Project Group
- Partnership – Project Group and Parish Councils
- Partnership – Communities and Suppliers
- Partnership – LA's and Communities
- Partnership – BDUK and LA's

Parish Council means – Community Councils, Village Councils, Residents Associations or any constituted group

About to launch...

- Support and signposting for existing rural broadband delivery projects
- A common platform for all stakeholders (including government, local authority, parish council, third sector, business and domestic)
- Ability to create, record, manage and aggregate demand
- Route to identify and engage with the Final Third
- “My first broadband project book” – aimed at rural communities aspiring to Broadband
- LA's, Rural Communities & Businesses collaboration
- Funding scenarios – LA's and others
- Procurement template/process for BDUK/LA and how we can help
- Forums

We can also provide...

- Demand forecast capability – Helping LA's with their Local Broadband Plan
- Support services for projects (consultancy, project management, supplier selection)

What does it look like?

The Landing page provides information about the aims and purpose of the Rural Broadband Partnership and links to:

- ❑ Finding a project near you
- ❑ Community Action
- ❑ Starting your own project
- ❑ Registering an existing project
- ❑ Step by Step Guide to implementing a Rural Broadband Project
- ❑ Case study examples of successful projects

The screenshot shows the Rural Broadband Partnership website. The header features the logo and the slogan "Your call for action...". Below the header is a navigation bar with links for Home, Rural Broadband Help & Advice, Find a Rural Broadband Project, Forums, Register, and About us. The main content area is titled "Rural Broadband Help & Advice" and includes a secondary navigation bar with links for Home, Benefits of broadband, Community Action, Online Surveys, About Us, Register, and News & Press. The main content is organized into sections: "Getting Started - Please Read", "Project Initiation & Administration", "Form your Action Group", "Project Types", "Supplier Evaluation", "Sample record sheet for your Project Group meeting", "Policy, Governance and Legal", "Register your community project", "Technology Options", "Evaluate Current Provision", "Project Publicity & Marketing", "Establish Demand", "Finance & Funding", and "Case Studies - Wireless Projects". There is a search bar on the right side of the page. Below the main content, there are sections for "Self-build (DIY type)" and "Contracted In (managed service)". At the bottom right, there is a logo for "Essex County Council Local Government Survey FOR PARISH COUNCILS CLICK TO TAKE PART".

Welcome contact from..

- Action Groups/Parishes
 - with established projects
 - with project aspirations
- Suppliers
- Local Authorities, LEP, District Councils
- Other stakeholder interests

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