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# The challenges to overcome



- Failed market place
- State aid
- Increasing demand for internet
- Not spots and slow spots

# Two sides to the coin



- Connectivity
  - the physical infrastructure and improving connections
  - Related issues; speed and capacity
- Demand stimulation
  - getting more people and businesses:
    - connected and
    - using the internet more



# The Future



- Superfast North Yorkshire's vision;
- Access to high-quality broadband
  - 100% of North Yorkshire + City of York
  - By 2017

# The BT Contract



- Increase to 'fibre footprint'
- 100% to get 2Mbps+
- 90% to get +25Mbps
- Contract to end of 2014
- First cabinet gone live
- Long way towards Vision, but still need community schemes

# Challenges ahead



- BT 'train set' will work,
  - but not the same everywhere
- Managing public expectations
- Bettering the minimum coverage

# Links and Contacts



SFNY [www.superfastnorthyorkshire.com](http://www.superfastnorthyorkshire.com)

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# Business Support



# Business Support Principles



- Recognise that businesses are in different stages on the “adoption ladder” of IT.
- To encourage businesses to embrace e-business and use it to grow and be more productive – producing more jobs and increasing GVA
- Providing a menu of support tailored to individual business needs.

# Business Support Contract



Provide 12 hours support to 1050 businesses

Capture information from 2100 businesses  
to evidence 140 NEW JOBS CREATED

Measure 2100 businesses to evidence £26m  
increase in GVA

Contract Duration: 22 Nov 12 to 30 Jun 15  
Service Live on 1<sup>st</sup> Dec 12



# Menu of Support



- Business Health Checks
- Action Plan
- Intensive 1-2-1 Adviser support
- Master Classes
- Breakfast Briefings
- Large events/expos
- Access to flexible Incentive Scheme (max value £700 per SME) :
  - ✓ funding towards broadband connectivity
  - ✓ fund minor equipment purchase for eligible items
  - ✓ subsidised specialist consultancy

# Target Businesses



- SMEs
  - <250 staff;
  - <Euro 50m turnover;
  - <Euro 43m balance sheet;
  - no more than 25% owned by non-SME
- Scheme covers whole of City of York and North Yorkshire
- Business category
  - Eligible ✓
  - Non-eligible ?

# Targeting SMEs

## Partnerships and Promotion



Existing Data / Purchased

LEPs; Local Authorities; FSB; Chambers;  
Local Membership Organisations

Business Parks, Industrial Parks ; Business  
Groups; Partner Events; BT

BT; Own Publications; Social Media; Local  
Press; Intermediaries; Other connectors



**To Access SFNY  
Business Support:**

**Tel: 0845 0020021  
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