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### The challenges to overcome SUPERFAST CONNECTING OUR COMMUNITY

- 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 <u>www.superfastnorthyorkshire.com</u>

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#### **Business Support**



- 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</li>
- Scheme covers whole of City of York and North Yorkshire
- Business category
  Eligible
  Non-eligible

# Targeting SMEs Partnerships and Promotion

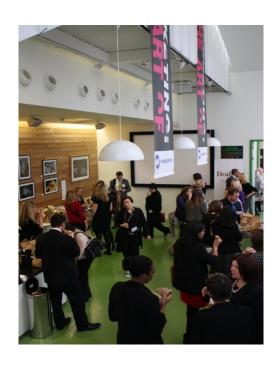


Existing Data / Purchased

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 enquiries@sfny.co.uk