

Chief Executive's Group – North Yorkshire and York

16 March 2012

Broadband Update

**1.0 Purpose of Report**

- 1.1 To update Chief Executives on progress being made in North Yorkshire and York on community broadband and to identify any issues arising.

**2.0 Background**

2.1 There are a number of significant areas of progress relating to broadband:-

- The procurement of a supplier of super-fast broadband following award of £17.8m of government grant and matched funding from ERDF
- Development of a number of community schemes funded by Performance Reward Grant of £750K
- The connection, to date, of 8 rural parks (including a substantial fibre deployment at a large Business Park in Scarborough) using the NYnet infrastructure.

2.2 A brief timeline is attached below

**August / September 2010** – NYnet / NYCC submit proposal to become one of the BDUK pilots, stating our advantages / benefits as including:

- NYnet's existence and 4 year success record
- State Aid approvals already in place
- ERDF initial discussion and probability of matched funding

**October 2010** – Informal advice from BDUK of being awarded pilot status.

**10 December 2010** – BDUK letter advising that NYCC / NYnet has been selected as one of 4 superfast broadband pilot areas.

**28 January 2011** – Presentation by NYCC to LGNYY. Agreed that all partners should work together to produce a collective Broadband Strategy for North Yorkshire.

**10 June 2011** – BDUK reply received by NYCC advising grant of up to £16.4m.

**24 June 2011** – Progress report by NYCC to LGNYY. Endorsed CNY Vision and approach and recognised progress being made by NYCC / NYnet.

**July 2011** – Establishment of CNY Community Steering Group (representatives from all Districts plus FSB, RAY, County Council, York, North Yorkshire and East Riding LEP and NYnet).

**16 August 2011** – Further BDUK letter received by NYCC advising revised allocation of £17.8m; the difference relates to the inclusion of data relating to the City of York which BDUK had omitted from their 10 June allocation.

- 2.3 Recognising the need to work together as partners the concept of “Connecting North Yorkshire” was created and its vision was agreed by LGNY as:-

*Our vision is to bring the advantages of high-quality broadband to 100% of businesses and citizens in North Yorkshire by 2017. We want to enable all to participate in the digital world so that they can carry out their business when and how they wish.*

This is backed up by detailed plans (Vision and Approach)– see <http://www.northyorks.gov.uk/CHttpHandler.ashx?id=13130&p=0>

### **3.0 Progress to Date**

- 3.1 The procurement remains on track and is due to conclude in late June 2012. Despite criticism from some national agencies, progress is broadly in line with expectations. Unfortunately the nature of procurement precludes the sharing of detail which some communities have interpreted in negative terms.
- 3.2 Progress on PRG funded schemes has been variable. Whilst there have been some capacity issues for community internet service providers (CISPs) it has still been possible to initiate a number of community schemes where there is little prospect of the BDUK / ERDF procurement delivering a solution. To date no schemes have been approved for Hambleton, Richmondshire, Scarborough or Selby although 16 possible communities have been identified in Hambleton and Richmondshire. Details of PRG schemes we have committed to so far can be found in **Appendix A**.
- 3.3 It is widely acknowledged that broadband connectivity is simply a means to an end and it is the use of broadband which brings further quality to the public sector, businesses and residents. This is why the Go On North Yorkshire campaign has been launched to stimulate demand for broadband and encouraging all sectors to use the web more. This will be done through a campaign in conjunction with the BBC and the “Go On” logo is portable – e.g. “Go On North Yorkshire”; “Go On York”; “Go On Darley” etc. This approach should provide the blend of local flavour and key central resources / specification. It is hoped that there will be a shared and pro-active approach from all Councils as this will increase effectiveness and also help to demonstrate greater take-up.
- 3.4 Communications remains an on-going concern. Regular monthly updates are produced (see **Appendix B** for latest edition) in an attempt to ensure that all are aware of general developments and some local schemes. Inevitably there are issues in managing expectations and it is essential that all partners share issues of

concern and help to communicate key messages, even where this is not always welcomed by communities.

#### **4.0 Recommendations**

4.1 Views are sought on the content of this update and particularly:-

- i) suggestions as to how we can accelerate PRG schemes particularly in Hambleton, Richmondshire, Scarborough and Selby
- ii) how “Go On” can be used across North Yorkshire and York to mutual advantage
- iii) suggestions as to how communications can be best structured so that a shared message is provided to communities.

John Moore – Corporate Director Finance and Central Services (NYCC)

Gary Fielding – Assistant Chief Executive (Policy, Performance and Partnerships) (NYCC)

12 March 2012

CNY Community Broadband Funding Allocations as at 14<sup>th</sup> March 2012

District	Funding	Allocation	Scheme Name	£'s remaining per fund	Total remaining
<b>Countywide</b>	NYCC £100,000  RDPE £215,000  PRG £700,000  District specific £58,000	See below	See below	NYCC Nil  RDPE Nil  PRG £580,586  District specific £31850	£612,436
<b>Hambleton</b>	RDPE £43,000	£43,000	Vale of Mowbray	Nil	£100,000
	PRG £100,000	Nil		£100,000	
	HSP £10,000	£10,000	Local project mgmt costs	Nil	
<b>Richmondshire</b>	PRG £100,000	Nil		£100,000	£100,000
	RSP £10,000	£10,000	Local project mgmt costs	Nil	
<b>Craven</b>	RDPE £43,000	£43,000	Bradley's Both	Nil	£51,925
	PRG £100,000	£23,032	Darley to Appletreewick	£51,925	
		£25,043	Upper Wharfedale		
<b>Harrogate</b>	RDPE £43,000	£43,000	Nun Monkton	Nil	£47,161
	PRG £100,000	£23,031	Darley to Appletreewick	£47,161	
		£24,130	Great Ouseburn		
<b>Ryedale</b>	NYCC £100,000	£50,000	Newton upon Rawcliffe & Stape	Nil	£113,350
		£50,000	Farndale		
	PRG £100,000	£18,500	Rosedale	£81,500	
	Ryedale 2 <sup>nd</sup> Homes £38,000	£6,150		£31,850	

<b>District</b>	<b>Funding</b>	<b>Allocation</b>	<b>Scheme Name</b>	<b>£'s remaining per fund</b>	<b>Total remaining</b>
<b>Selby</b>	RDPE £43,000	£43,000	Barlby	Nil	£100,000
	PRG £100,000	Nil		£100,000	
<b>Scarborough</b>	RDPE £43,000	£43,000	Robin Hoods Bay	Nil	£100,000
	PRG £100,000	Nil		£100,000	



# Connecting North Yorkshire Update

February 2012

## Welcome...

To this special edition of our monthly newsletter celebrating the launch of Go ON North Yorkshire.

Go ON is a national campaign to promote internet take-up. It aims to break down the UK wide challenge of helping nearly 9 million people who have never accessed the internet take their first steps online, and support those who are already on line to get more out of the internet.

Go ON North Yorkshire will be used to encourage demand for high speed broadband, which is at the heart of our work on Connecting North Yorkshire. I hope you enjoy this update on what we are intending to achieve over the coming months.



**County Councillor Carl Les  
Chair of Connecting North  
Yorkshire**

## Secretary of State launches Go ON North Yorkshire



**Caroline Spelman, County Councillor John Weighell (rt) Leader of NYCC  
and Barry Dodd, Chair of the York, North Yorkshire & East Riding LEP**

There was a very warm welcome for Caroline Spelman, Secretary of State for the Department of Environment, Food and Rural Affairs, at Oakwood Park Business Centre, Harrogate for the launch of Go On North Yorkshire.

After being met by County Councillor John Weighell, Leader of North Yorkshire County Council, Julian Smith MP and Barry Dodd, Chair of the York, North Yorkshire & East Riding Local Enterprise Partnership (LEP) she went on to meet

other guests and toured the business centre. The Minister's visit comes at a time when North Yorkshire is forging ahead in its effort to break down barriers to rural economic growth by supporting the county's business community and residents.

Go ON North Yorkshire is a long term campaign to get more people online as well as increase the use of the internet for those already connected. It is part of the wider work of Connecting North Yorkshire to bring high quality broadband to everyone.



get more out  
of life online

[www.northyorks.gov.uk/broadband](http://www.northyorks.gov.uk/broadband)

## Secretary's Praise for Partners

Caroline Spelman praised the pioneering work by business partners and the county council to establish high-speed broadband for all of North Yorkshire's businesses and residents within five years. Her visit highlights the Government's £530 million investment in rural broadband which nationally will help bring standard broadband to all and superfast broadband to 90 per cent of premises.

The Go ON North Yorkshire campaign is essential for raising the level of demand for superfast broadband in the county, which will stimulate private sector investment and help the Government's funding go further.

Caroline Spelman said: "Getting superfast broadband to rural areas in North Yorkshire will make a vast difference to local people and businesses and how they communicate with the online world. Oakwood Park Business Centre a perfect example of how access to broadband can transform Yorkshire businesses.

"We're investing £165m to unlock the economic potential of rural areas – and devoting £20m to get broadband to the remotest areas."

County Councillor John Weighell, North Yorkshire's leader said: "We are the largest rural county in the country but we are determined through these campaigns to place ourselves at the forefront of rural enterprise.

"We are determined to maintain thriving, entrepreneurial communities which provide exciting opportunities for our working population".

North Yorkshire's economy is almost entirely made up of small to medium enterprises and the county council and business leaders are determined to enable companies to thrive in rural areas as easily as in neighbouring cities but with better networks, support and a better environment.

For this reason North Yorkshire's Local Enterprise Partnership has made a Rural Network Bid to Defra to establish a vibrant network of Enterprise Hubs developed by local business communities that will lead to hundreds of new jobs and enterprises by 2015.

Barry Dodd, chairman of the York, North Yorkshire & East Riding Local Enterprise Partnership said: "Businesses consistently tell us that access to broadband is one of the major barriers to growth. That is why the Local Enterprise Partnership is working with this programme to make the most of the business benefits. This type of good quality internet access is also central to our bid to Government for a Rural Growth Network."

North Yorkshire was originally chosen by Broadband Delivery UK (BDUK) - a team within the Department for Culture, Media and Sport - in October 2010 as one of four areas for a pilot rural broadband project.

## Go ON North Yorkshire – focussing on benefits

Go ON North Yorkshire will focus on the benefits that a good quality broadband network can bring, rather than the technology behind it. The advantages high speed broadband connection brings to business – especially in our essential farming and tourism industries- will be explored and explained. We'll also make sure our rural communities find out what a reliable internet service can do to help:

- combat rural isolation by helping people stay in touch
- support more people to work effectively from home
- support older people to live independently for longer
- improve life chances of young people via skills and employment opportunities.

The Go ON North Yorkshire campaign will only succeed if we develop effective national and local partnerships to ensure that the demand for broadband continues to gain momentum.

To help us do that we need you to work with us. You can support Go ON North Yorkshire by developing your own Go ON campaign tailored to your business, organisation or charity.

### Success so far

The County Council's Adult Learning and Skills service has already begun to build Go ON North Yorkshire into their programme of activity. They will be supporting the campaign to flourish and thrive by offering free bite-size Go ON courses in every district across the county.

These courses are designed to inspire people who have never gone online to enjoy the benefits the internet can bring them in their everyday life – from how to access job sites though to online shopping or researching your family tree.

Over 500 people will benefit from the Go ON courses between now and June 2012. The Adult Learning and Skills Service is also considering if people benefiting from these taster courses could be matched with a digital champion to provide them with further support and embed the skills they have developed through the course.

Getting involved with Go ON North Yorkshire will bring benefits all our local services – and we want to help colleagues who provide them local services to consider how they could build Go ON North Yorkshire into their core business activity.

### Digital Champions needed!

Digital champions – local people who volunteer to help others to get online are a key ingredient to building effective local demand programmes. As well as asking for volunteers to work with family, friends and neighbours Go ON North Yorkshire will recruit a network of digital champions to drive demand, this network will include business digital champions to reach local small and medium enterprises. Resources from the digital champion website [www.champions.go-on.co.uk](http://www.champions.go-on.co.uk) will support local champions and communities and help them become established and active in their local areas.

You can become a digital champion with **Online messaging** – help someone you know discover the wonders of the web. Find out how and join the UK's growing network of digital champions at [www.go-on.co.uk/champions](http://www.go-on.co.uk/champions).

**Offline messaging** - Not online? Ask someone you know to help, or pop along to a local, internet taster session. Freephone 0800 77 1234 to find one near you.

## The national campaign

Go ON North Yorkshire is part of a national initiative led by the UK's Digital Champion Martha Lane Fox.



### Martha said:

'I welcome the launch of Go ON North Yorkshire. Digital know-how is now a fundamental life-skill – arguably as vital as knowing how to read and write. 'I believe there is both a moral and social case for establishing local Go ON campaigns that support people and businesses to take advantage of all the web offers, by supporting them to build their digital skills. Go ON North Yorkshire demonstrates that with strong local leadership; the support of a broad range of partners and a network of local digital champions that our vision of fairer more networked communities can become a reality.'

## Business benefits of broadband

Businesses on York Road Industrial Park in Malton are being offered advice from a specialist who can review and make specific recommendations on how technology, enabled by broadband, can help their business develop. The pilot project is funded by the York, North Yorkshire and East Riding Local Enterprise Partnership (LEP) and delivered by Ryedale District Council. Each business on the estate will be able to access a grant to contribute to the implementation of the recommendations, such as the connection charge to the wireless broadband or new software designed for use with high speed broadband. Limited funding is available and will be on a first come basis.

Cllr Keith Knaggs, Leader of RDC and LEP Board Member. "Businesses on the York Road Estate have the opportunity to increase their profits and hence their ability to grow, re-invest, and create new jobs, through participation in the modern digital world. I hope as many as possible will seize the opportunity." For further information on the York Road Industrial Park project please contact Jos Holmes, Economy & Community Manager Tel: 01653 600666 ext 240. Email: [jos.holmes@ryedale.gov.uk](mailto:jos.holmes@ryedale.gov.uk)

Connecting North Yorkshire is working with the LEP to identify and support the benefits of broadband for businesses. The LEP is business inspired, business led and have a simple aim - to help businesses start up, grow and become more competitive. For more information contact Patrick Robertson [Patrick.Robertson@BusinessInspiredGrowth.com](mailto:Patrick.Robertson@BusinessInspiredGrowth.com).



department for  
**culture, media  
and sport**



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