



# Lancashire County Council Cabinet Meeting

Bill Murphy, Managing Director Next Generation  
Access



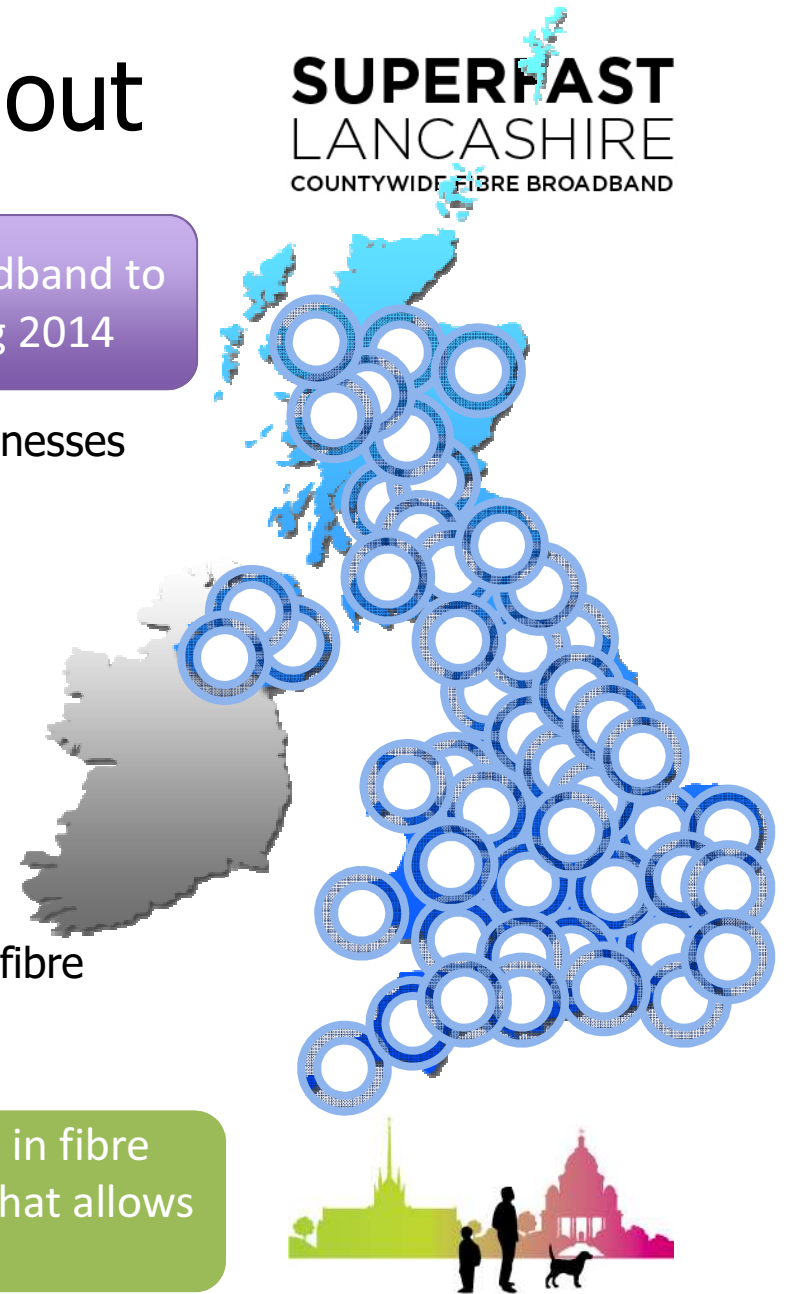
# BT's fibre broadband roll-out

£2.5bn investment to bring “superfast” fibre broadband to around two-thirds of UK premises during Spring 2014

- Available to more than 15 million homes and businesses
- A mixture of fibre to the cabinet (FTTC) and fibre to the premise technology (FTTP)
- FTTC delivers wholesale speeds up to 80Mbps download and 20Mbps upload
- FTTP delivers wholesale speeds up to 330Mbps download and 30Mbps upload
- This Spring: FTTP available “on demand” for anyone in our FTTC footprint
- Through partnerships, we believe we can extend fibre broadband to more than 90% of UK premises.

No other company in the world is investing as much in fibre without public sector support or a regulatory regime that allows for far greater returns

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# Superfast Lancashire...

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- £130m invested in Lancashire's 'Big Build' : One of the largest builds of a fibre broadband infrastructure in a rural area anywhere in the world
  - More than **97%** of the county will have access to fibre broadband services (this is the combined coverage from the existing BT commercial rollout and the Superfast Lancashire partnership)
  - Superfast Lancashire is funded by Lancashire County Council, BT, ERDF, BDUK, Blackpool Council, and Blackburn with Darwen Council
  - Investing **£3m in Business Support**, including a state of the art SME show case and concept centre in Leyland

**Superfast Lancashire has the potential to enable economic growth but further initiatives to boost take up and exploitation of technologies is essential**



# Happening now

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Fibre spine cable being laid between Clitheroe & Chatburn exchanges



Branded road-works guarding is used throughout



Cabinet in Garstang being powered and tested



New cabinet in Leyland complete with our Superfast Lancashire promotional sticker



# Intervention Fibre Rollout – Phase 1

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- **Phase 1 – being built now and due to complete by end of September – will cover:**
  - Extended coverage in:
    - Leyland (including Lancashire Business Park and Boxer Place Industrial Estate) ✓ **NOW LIVE**
    - Blackburn (including Belthorn Village and Shadsworth Business Park)
    - Burnley (including Briercliffe)
    - Lancaster (including White Lund Industrial Estate)
    - Preston (including the central business area around Fishergate)
  - New coverage in:
    - The villages of Caton and Brookhouse (north-east of Lancaster)
    - Chatburn, Grindleton and Sawley villages (Ribble Valley – near Clitheroe)
    - The village of Forton (south of Lancaster)

The most rural of our first Leyland cabinets already has 13 live user connections on it (representing around 12% of total premises served by the cabinet)



# Intervention Fibre Rollout – Phase 2

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- **Phase 2 locations, which we are aiming to complete by the end of December include:**

- **Extended coverage in:**

- Accrington (including parts of Church and Clayton-le-Moors)
- Bamber Bridge (also covering Higher Walton, Lostock Hall)
- Penwortham
- Longridge
- Nelson (including Barrowford and Fence)
- Poulton (including Staining)

- **New coverage in:**

- Burscough
- Carnforth (including Bolton-le-Sands)
- Great Eccleston,
- Scarisbrick and
- Hurst Green.



# NOT STOPPING AT 97% .....

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- We want to do more....
- Initiatives being explored to go further and faster are:
  - Supporting Business Growth
  - Rural Communities (the remaining 3%)
  - Demand Simulation and Digital Inclusion.



gg81116775 www.gograph.com



# Further and faster... Business Growth

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BT and LCC are working together to try to do more, including...

- Creating **employment** for 30 new apprenticeships on the programme
- 330Mbps Enterprise Zones – FTTP and Ethernet to the two EZs
- Similar detailed plans for **SFBB to the top 10 employment sites**
- Creation of at least **12 Lancashire case studies** for SMEs using SFBB
- A plan for the **Leyland SME hub** beyond the life of the project
- More than **1000 SMEs engaged** in Business Support activity
- Development of business specific content and collateral
- Creation of stakeholder communications and media planning
- Linking into existing LCC economic development activity

**exploring every opportunity to go further and faster**





# Enterprise Zones

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- The Lancashire Enterprise Zones will be world-class location for a variety of hi-tech sectors. They comprises 147 hectares at 2 existing BAE Systems sites at Samlesbury and Warton, east and west of Preston
- Plan for the Enterprise Zones is:
  1. Enable Severing Exchanges in Mellor and Freckleton by December 2013
  2. Provide Fibre Spine and enable Local Cabinets by March 2014
  3. Work with LCC (Kathryn Molloy) to Extend Network Onto Sites
  4. Work with Developers (when appointed) to build duct access into units
  5. Work with Business to deliver fibre capability from 30Mbps to 10 GBs as required



# Lancashire Showcase

- State of the art showcase, situated on Lancashire Business Park
- Opened in June 2013
- Designed to appeal to SME businesses in an open environment
- Shows how businesses can use superfast broadband to be more successful



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- First 1:1 sessions held in June 2013
- First seminar sessions commenced July 2013
- Seminar feedback: ***"Pitched just right. Told me that I need to do more & why it would be worth doing"***

# Further and faster.... Rural Communities (the final 3%)

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BT and LCC are working together to try to do more, including...

- **Community Projects**

We have early engagement with “pilot” villages (Gisburn, Bickerstaffe, Yealand Conyers, Cockerham & Houghton Village).

- **Additional Funds Being identified**

RCBF (Defra) + Lancashire County Council + BT investment, along with the option for communities to provide labour where they want to. We can be creative!

- **What can we do:**

- **Build & Benefits** – can be tailored depending on how much the community are able to help, e.g wayleaves, fundraising, and actual dig works
- **New Technologies** - new ducting trials this month, along with “wireless cabs” currently being rolled out in live trials in Rathlin Island ..19 this month. Much more in the pipeline to help us get “further..faster” . BT is at the heart of this innovation.

**exploring every opportunity to go further and faster**

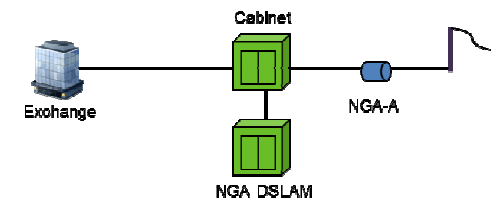
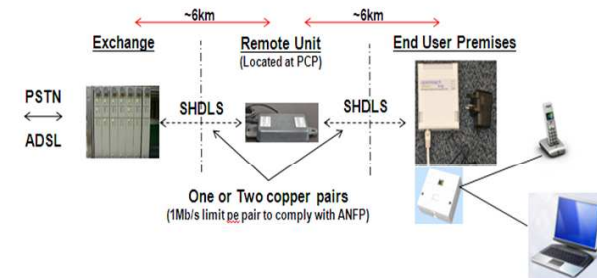


# Faster and Further...

## New Technology

- Existing network technologies augment our Fibre Broadband network
  - FTTP, BET, Satellite
- New technologies are in development to reduce cost & extend reach
  - Broadband Repeaters (BBR)
- Future technologies are being investigated and may become available within the lifetime of the contract
  - NGA Amplifiers (NGA-A)
  - ADSL from the cabinet
  - Fibre to the Distribution Point (FTTdp) / G.fast
  - Long Term Evolution - LTE (4G)

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# Spreading the word

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- We're active on Twitter and organically building our followers @superfastlancs
- [www.superfastlancashire.com](http://www.superfastlancashire.com) constantly being developed. Links to our Twitter feed. Comprehensive availability checkers so people can see when they're getting high speed fibre broadband.
- Putting articles in local partner magazines, e.g. CoC, FSB, Regenerate
- Superb coverage on BBC Radio Lancashire after our launch, with coverage still trickling in through the press
- Direct marketing soon underway following intervention rollout
- Monthly programme newsletters
- First rural cabinet launch, Summer '13





# Further and faster ..... Social Inclusion

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BT and LCC are working together to try to do more, including...

- Superfast Broadband & Wifi Capabilities in Libraries
- Digital Inclusion Initiatives
  - *Recruiting Digital Champions*
  - *Working collaborately with other agencies*
  - *Improving health outcomes*
- Existing LCC Activities
  - Ask a Librarian
  - Community brokerage
  - Energy Switch campaign
- Potential for Future Joint Investment is provided for in the Contract



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Thank you

[www.superfastlancashire.com](http://www.superfastlancashire.com)

