

Devon's experience of Satellite Broadband

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Location Map



Key Characteristics

- Very rural - 3,450 km²
- Over one third of employees work part time
- 25% of all of businesses employing < 10 people
- One third of all employment is in the public sector
- Ageing population
- Productivity 17% below the UK average

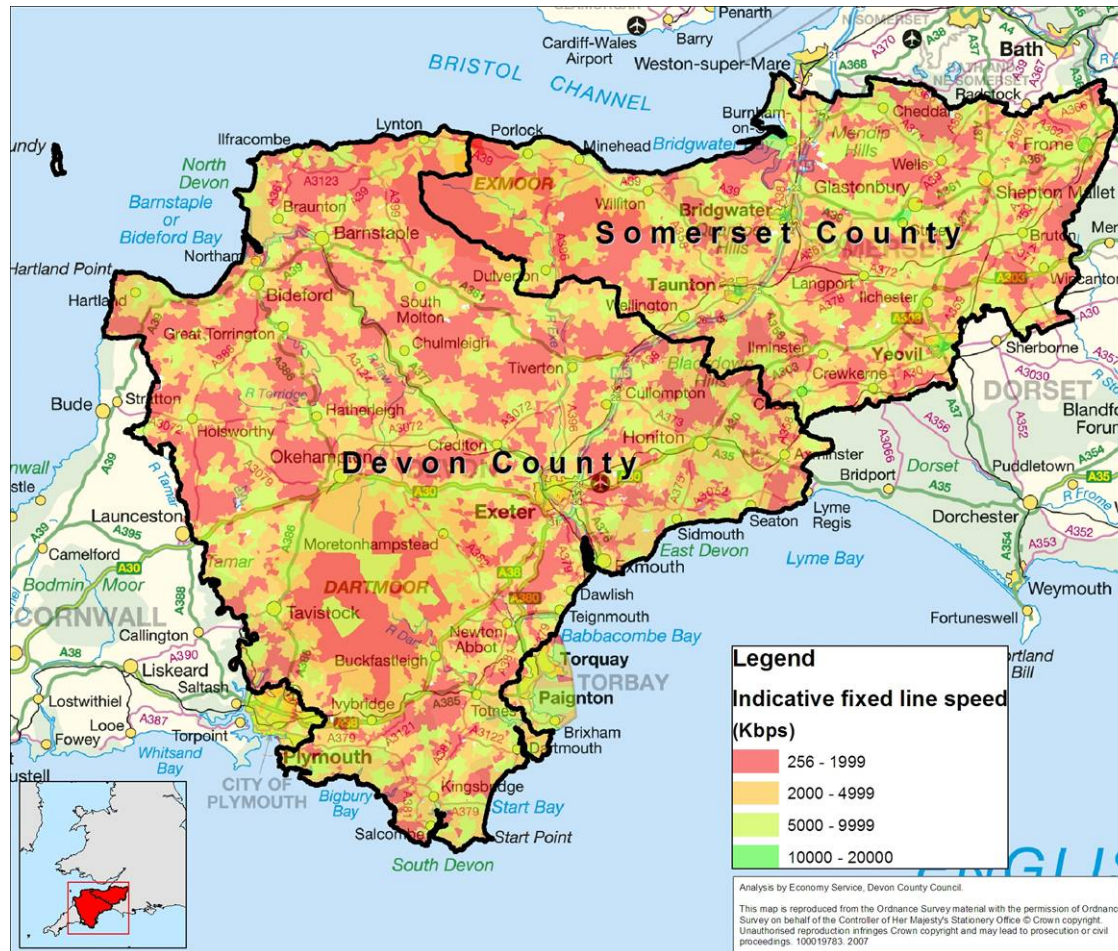
Beautiful!



The Digital Challenge

- Poor connectivity speeds, coverage and reliability
- Only 38% of premises receive superfast broadband (April 2011) – in predominantly urban areas
- Many ‘not spots’ and ‘slow spots’ across Devon and Somerset that private sector will not address
- For many, achieving reliable ‘mid range’ speeds would be a bonus!

Speed/Coverage in Devon



The Digital Challenge

- Very real Urban vs. Rural divide
- Businesses are migrating to Cornwall
- Lack of broadband & ICT skills - major constraint on business growth
- Limits our attractiveness for inward investment
- No planned private sector investment in NGA outside urban areas
- (In 2010) Limited public investment for broadband infrastructure deployment

Why faster connectivity?

- Crucial enabler for economic growth – bridging the ‘urban – rural divide’
- Supports business growth, innovation, profitability and resilience
- Raises our profile as a business destination
- Supports communities – delivery of vital services, education, home working, information ...

Rural Satellite Solution

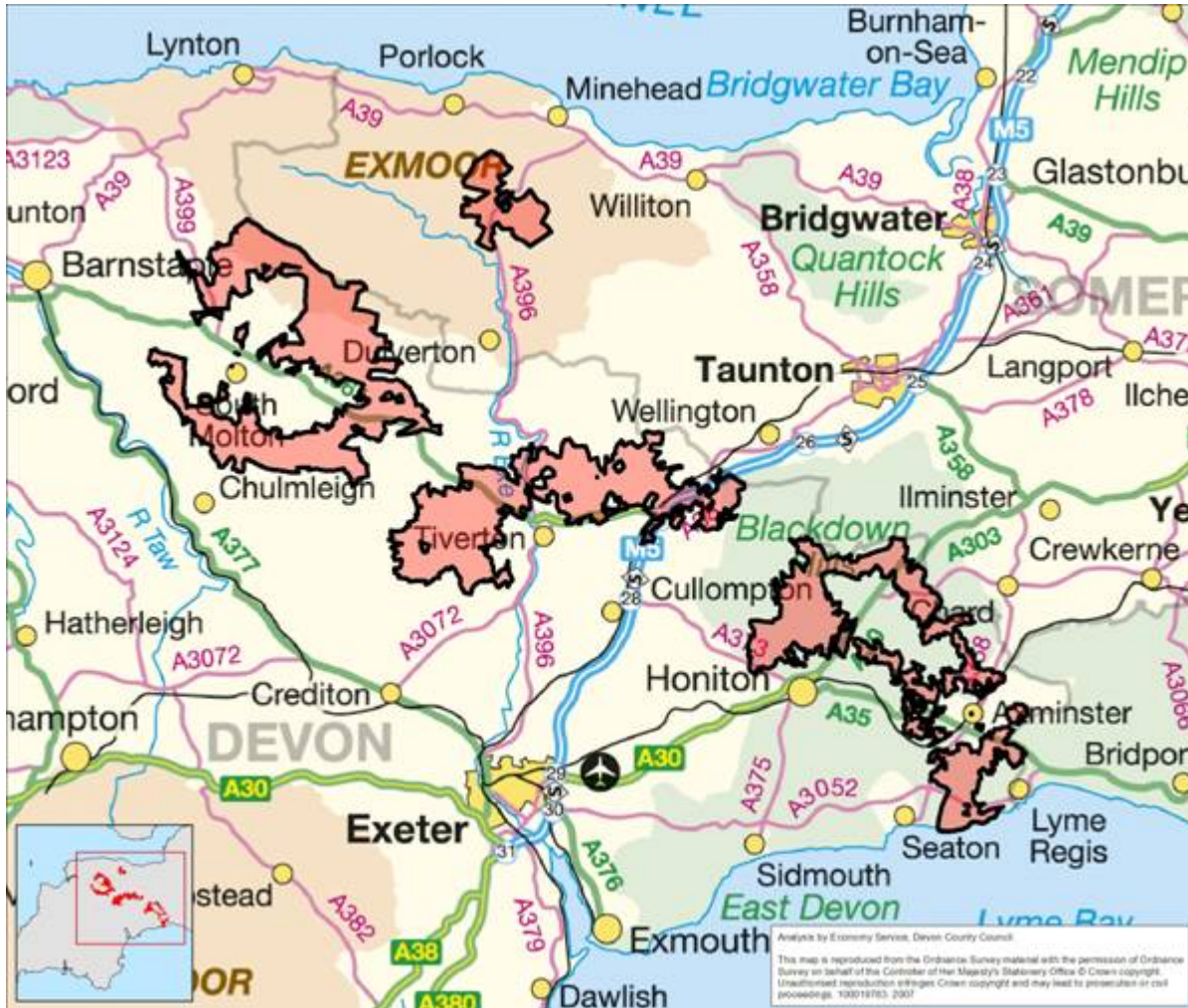
- Target support in sparsely populated areas – 3,800 premises receiving < 2 Mbps
- Deliver a real ‘uplift’ in speed & reliability
- Support at least 200 businesses with 1 to 1 ICT support – ‘Digital Mentoring’
- ‘Blue print’ for others to follow



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Target Areas



The 'Rural Connection':



Key Imperatives:

- State Aid compliance
- Rapid deployment
- Private sector match requirement
- Include adoption, skills and animation
- Deliver within relatively low budget



The Rural Connection 'Solution'



- Free satellite receiver & installation to eligible residents & businesses (~1500 based on 30% take-up)
- Detailed website – FAQs, offer details
- Basic service offer:
 - Call Centre for customer support
 - Marketing & promotion
 - Digital Mentoring/Skills Uplift



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Thank you for listening!

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