

Superfast Worcestershire

February 2013

This is our fourth newsletter and provides updates on Worcestershire County's progress against our Local Broadband Plan "Connecting Worcestershire" which outlines how Worcestershire County Council and partners will increase access to Superfast Broadband speeds for our local businesses and residents.

This newsletter provides updates on:

- Securing a private telecommunications partner to bring access to Superfast Broadband* for 90% of business and residential premises by 2015 with download speeds of at least 2mbps for everyone else
- The level of demand registered so far and how you can help bring Superfast Broadband to your area
- Success for three communities through the Community Pathfinder projects and five communities who have had their expressions of interest for Rural Broadband Funding endorsed to final application. Both schemes aim to support those who live in the expected 10% "hard to reach" areas which may not receive speeds above 2mpbs otherwise.

**Superfast Broadband is defined as download speeds of at least 30mbps download speeds by the European Commission in January 2013.*

Faster Broadband in 2013 for 3 communities

It is a very happy and faster New Year for our three community-led pathfinder projects.

Congratulations to these communities for their hard work and determination. They were successful in their bids for funding from the County Council to provide access to faster Broadband in their areas as the council identified £400,000 through the 'Green Infrastructure Fund' and as part of its remit to encourage sustainable travel choices, 'Choose how you move' in Redditch earmarked £300,000 for improving broadband services. This is an innovative pathfinder approach and Worcestershire is leading the way with these projects being the first of their kind nationally.

Contracts have been signed with the preferred supplier, Airband, and over the next few months, faster Broadband infrastructure will be available to all residential and business premises in:

- **Little Witley Parish**
- **North-West Malvern Consortium** – Comprising the parishes of: Bockleton, Kyre, Hanley, Rochford, Eastham, Lindridge, Mamble and Bayton.
- **The Redditch Travel Arc Consortium** – Comprising the parishes of: Tibberton, Crowle, Hanbury, Stock and Bradley and Feckenham.

The preferred supplier for the infrastructure was Airband, chosen because of their experience of providing local community broadband, their focus on customer service and packages on offer to customers. Through this scheme, those who sign up with an Internet Service Provider operating in the area will be able to access much faster broadband download speeds.

If you live in the above areas, visit www.worcestershire.gov.uk/broadband to register your interest and you will find out when faster Broadband will be available in your area.

It is impossible to name everyone who have made a real difference, however, the following residents have worked particularly closely with the County Council, district and parish councils and the preferred supplier on behalf of their community:

- **Little Witley:** Peter Hill and Hilgrove Kenrick
- **Redditch Travel Arc Consortium:** Cllr Margaret Rowley and William Bourn
- **North West Malvern Consortium:** Nick Benbow, George Jarvis and Sue Burrows who worked closely with Cllr Ken Pollock.

Richard Levett, representing Worcestershire's County Association of Local Councils (CALC) also provided support to the parishes and below some of the key people are pictured:



Pictured: (left to right): Redmond Peel from Airband; Cllr. Simon Geraghty, the County Council's Cabinet Member for Economy and Infrastructure, Cllr. David Thain, the County Council's Cabinet Member for Transformation and Change, District Cllr. Margaret Rowley from the Redditch Travel Arc Consortium, Peter Hill from Little Witley Parish; George Jarvis and Nick Benbow from the North West Malvern Consortium.

In future newsletters we will hear from people living in these communities where they will share their experiences and the difference faster Broadband has made to them and their local businesses.

Information is available on Airband's website, www.airband.co for residents, businesses and Internet Service Providers interested in accessing the network.

Securing a County-wide Broadband partner

The County Council has now started to talk to suppliers in line with the Government's national framework contract to secure a private partner to invest and develop the County's Broadband infrastructure. The deal will enable access to Superfast Broadband for 90% of our businesses and residents by 2015 and access to at least 2mbps for everyone else.

Worcestershire remains on track to contract with their preferred partner in Summer 2013.

All aboard the Broadband Bus

The "Have Your Say Roadshow" took an even greater focus for Superfast Broadband with the Broadband bus.



Members of the programme team, councillors and Cabinet Members visited Upton-upon-Severn in the morning and then continued on to Stourport-on-Severn in the afternoon.

Cllr David Thain, Cabinet Member for Change and Transformation (pictured), attended and said: "It was great to go out and talk to people about how Superfast Broadband could help individuals and in many cases, their businesses. We know faster Broadband is vital to local people and our economy and it was great to be able to raise awareness on this scale and really understand some of the issues our communities are experiencing."

Further events will be held and updates will be provided. If you would like to share your experience of awareness raising, please contact the team using the contact details below.

Rural Broadband Fund Community Projects

The County Council and partners continue to work alongside the five communities who had their applications endorsed by DEFRA with a few conditions for the Rural Community Broadband Fund. This includes the communities of Welland, Ombersley and Doverdale, Honeybourne and Pebworth, Abberley, Defford and Besford.

Residents and business owners in these areas are currently working with the County, District and Parish Councils to develop and submit their final grant applications and continuing their drive for demand registrations from local businesses and residents. Further updates will be made available in newsletters.

Good news for Hagley

Earlier this month (12 February 2013) BT announced that Hagley has been added to BT's current commercial roll out plan.

Speaking after the announcement, **Cllr Simon Geraghty, Worcestershire County Council's Cabinet Member for Economy and Infrastructure, said:** "The investment by BT in Broadband infrastructure for Hagley is great news. The County Council's main priority is ensuring Worcestershire is 'Open for Business' and we know how important high speed reliable Broadband is to our residents but how crucial it is to businesses.

"I would urge people living across Worcestershire to register their demand for Superfast Broadband for your home and if you run a business, also for your business premises at www.worcestershire.gov.uk/broadband This will inform our work in areas which are not on any Broadband suppliers' commercial roll-out plans and will help us to provide evidence of the need for Superfast Broadband in your area."

"I want Superfast Broadband because..."

We are asking local people to tell us what Superfast Broadband would mean to them. This month we hear from two businesses and two residents with very different experiences who highlight the importance of demanding Superfast Broadband.

Dr H B J Fischer, Postoppain Ltd (Prospect) - a collaboration between surgeons and anaesthesiologists for postoperative pain management based in Ombersley, Worcestershire: "A competitive, high speed Broadband infrastructure is a priority for businesses in Worcestershire. Broadband speeds in the area are not meeting the needs of businesses. Significant improvements are required to generate employment growth, enable more flexible working and make Worcestershire a viable and sustainable location for businesses with an infrastructure that allows them to compete in the global marketplace."

The Elms Hotel, Abberley, Worcester: "We need faster Broadband to help our business thrive into the future, we operate a small 23 bedroom country house hotel with fantastic conference rooms and facilities which has capacity for 70, we need to compete with city centre venues that already have much faster Broadband. Worcestershire is a beautiful county and we are at the heart of that, we want to showcase Worcestershire and attract more business to our hotel which will in turn mean more business for the local economy. When looking at hotel bookings, free wi-fi is an essential, we need to be able to provide this – effective internet is essential for everyone."

"We also operate a website where people can make bookings with the advances in technology and the need for more video based information faster Broadband is becoming a necessity. Faster Broadband would be a huge advantage to us in gaining conference bookings and for the important corporate market. Worcestershire deserves faster Broadband and we need business locally to register their demand now."

Paul Meads lives in Upper Bentley. He works as an Operations Director of a company based 50 miles away from his home because of the slow broadband speed in Upper Bentley he is unable to work from home.

Paul said "I have been provided with all the technology required to work from home however I am unable to do so due to our very slow broadband and poor 3G reception."

"This necessitates a completely unnecessary 100 mile round trip to the office contributing to needless carbon emissions. A fast broadband connection would allow me to work from home when needed, reduce needless journeys and improve my work life balance".

Faster Broadband is important for all age groups...

AD Campbell from Droitwich said "I live in a small isolated group of houses too far from the exchange to be able to benefit from fast broadband. The best speed I can ever attain is 1.5 MB, which is not fast enough to download videos without frequent interruptions. My wife and I are ageing pensioners, now more and more reliant on a good broadband connection for communications and shopping. We don't have the benefits of living in a community that can make a strong case for increased speed or an improved copper wire connection to the exchange, so we need people to back the campaign to bring Faster Broadband to Worcestershire".

If you would like to share your experience with others and help us raise awareness of the need for Superfast Broadband, please get in touch using the contact details at the end of this newsletter. You can access the case study form on www.worcestershire.gov.uk/broadband or share your experiences via www.facebook.com/broadbworcs and help us raise awareness of the need to register demand.

Help bring faster Broadband to your area – register your demand

Whilst sharing your experiences and backing the campaign is vital, you need to register your demand to provide evidence for suppliers. This is a large scale programme to bring high speed Broadband infrastructure to Worcestershire. The more demand registered, the more likely we are to attract private sector investment when working with suppliers and get the best possible value for money for the taxpayer.

Your registration can make a big difference to your area and don't forget to tell people you know well that could be interested in Superfast Broadband to register their demand at www.worcestershire.gov.uk/broadband

There are two registrations:

- [demand registration for local residents](#)
- [demand registration for local businesses](#)

You can provide more support for your area by completing both if you run a business with a separate business premises (please remember to complete this with your business address).

You can help – please don't leave it to others, register your demand today!

How is my community doing for demand registration?

Below is a list of parishes in the county with the percentage of residential households that have registered their demand so far. The final column shows how many additional household responses would be needed to get to 50% of the Parish.

Whilst there is no 'magic number' for demand registration, with the ultimate target being everyone in the area that wants faster Broadband, a target of 50% of premises provides a good place to start. We are pleased to say that some areas are exceeding this already and would urge you to keep raising awareness.

Parishes in some of the areas with higher levels of demand registered have told us that they have worked with other people in the community to raise awareness, delivering hard copies of demand registration forms and have borrowed displays for their community meetings.

The list on the next page is currently sorted by the percentage of households that have responded so far and includes the 20 parishes with the highest percentage of residential responses. A full list is available as an appendix to this newsletter and on www.worcestershire.gov.uk/broadband as well as resources for awareness raising activities. If you are unable to access these online, or would like other resources to help you raise awareness in your area, for example, postcards, paper copies of demand registration forms or you would like to borrow banners or displays, please get in touch using the contact details at the end of this newsletter.

Name of parish	Percentage of households that had responded by Jan 2013	Number of additional responses needed to reach 50%
Besford CP	66	Already over 50%
Little Witley CP	65	Already over 50%
Naunton Beauchamp CP	54	Already over 50%
Abberley CP	48	6
Shrawley CP	38	21
Westwood CP	37	4
Welland CP	28	95
Broadwas CP	27	31
Holt CP	25	65
Strensham CP	24	33
Pirton CP	24	13
Hill and Moor CP	23	73
Rous Lench CP	23	30
Bockleton CP	23	21
Doverdale CP	22	5
Huddington CP	22	8
Tibberton CP	22	55
Stockton on Teme CP	21	12
Little Comberton CP	21	40
Flyford Flavell CP	21	27

As mentioned above, a full list is available as an appendix and on www.worcestershire.gov.uk/broadband

Please remember that business demand registrations are also vital.

We need to receive more registrations for businesses and as many as possible from all areas.

The areas with the highest business demand registration are:

- Elmley Lovett
- Hartlebury
- Little Witley
- Malvern
- Castlemorton.

An update on demand registrations for business premises will be included in the next newsletter.

Views needed from small and medium-sized enterprises (SMEs)

The government intends to publish an information economy strategy this spring. To help develop the strategy, the Government is calling for views and evidence from small and medium-sized enterprises (SMEs), both technology based and otherwise.

Closing date for responses is 15 March 2013 and can be provided [online](#) at:

www.gov.uk/government/consultations/information-economy-strategy-call-for-views-and-evidence

NB: the term 'information economy' is broadly defined and does not encompass a single sector. For the purposes of this strategy, the working description of the information economy is 'the part of the economy where digital technologies and information combine to drive productivity and create new growth opportunities across the whole economy'.

Know someone who wants to go online?

If you know someone who needs some help going online or wants to learn a new skill, there are a number of adult learning opportunities available.

Visit www.worcestershire.gov.uk/adultlearning, email adultlearning@worcestershire.gov.uk or call 01905 728537.

Coming soon...

We are currently adding resources and more details to our website www.worcestershire.gov.uk/broadband

Future newsletters will include more information along with regular updates and more information for businesses.

Contact us:

Website: www.worcestershire.gov.uk/broadband

Email: broadband@worcestershire.gov.uk

Facebook: www.facebook.com/broadbandworcs

Phone: 01905 766432.

Appendix 1: How is my community doing for demand registration?

Below is a list of parishes in the county with the percentage of residential households that have registered their demand for Superfast Broadband so far. The final column shows how many additional household responses would be needed to get to 50% of the Parish.

Whilst there is no 'magic number' for demand registration, with the ultimate target being everyone in the area that wants faster Broadband, a target of 50% of premises provides a good place to start. Please remember that business demand registrations are also vital. We also need to receive more registrations for businesses and as many as possible from all areas.

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Huddington CP	22	8
Tibberton CP	22	55
Stockton on Teme CP	21	12
Little Comberton CP	21	40
Flyford Flavell CP	21	27
Sedgeberrow CP	20	95
Bentley Paucefoot CP	20	40
North Piddle CP	20	12
Bayton CP	20	56
Eckington CP	20	152
Kington CP	19	38
Great Comberton CP	19	40
Abberton CP	19	9
Alfrick CP	18	67
Crowle CP	18	133

Abbots Morton CP	18	20
Himbleton CP	18	53
Shelsley Kings CP	18	20
Defford CP	17	76
Bishampton CP	17	86
Holdfast CP	17	8
Stock and Bradley CP	17	44
Dormston CP	16	13
Charlton CP	16	81
Grafton Flyford CP	16	20
Birtsmorton CP	16	34
Doddenham CP	15	35
Pensax CP	15	43
Castlemorton CP	14	84
Drakes Broughton and Wadborough CP	14	253
Rushock CP	13	23
Eastham CP	13	34
Bushley CP	13	37
Pebworth CP	13	104
Childswickham CP	13	106
Pendock CP (DET)	13	33
Hartlebury CP	13	391
Broughton Hackett CP	12	28
Lindridge CP	12	101
Birlingham CP	12	54
Feckenham CP	12	111
Church Lench CP	12	106
Hadzor CP	12	24
Guarlford CP	11	44
Honeybourne CP	11	242
Longdon CP	11	68
Suckley CP	11	86
Bricklehampton CP	11	25
Aston Somerville CP	11	37
Oddingley CP	10	31
Stoulton CP	10	68
Beckford CP	10	106
Ombersley CP	10	359
Astley and Dunley CP	10	145
Peopleton CP	9	100
Aldington CP	9	36
Hill Croome CP	9	28

Salwarpe CP	9	47
Shelsley Beauchamp CP	9	34
Upton Snodsbury CP	8	65
Hampton Lovett CP	8	61
Hanley CP	8	46
Hillhampton CP	8	22
Hanbury CP	8	141
Throckmorton CP	8	34
Cleeve Prior CP	8	96
North and Middle Littleton CP	7	167
Bransford CP	7	68
Bickmarsh CP	7	13
White Ladies Aston CP	7	39
Fladbury CP	7	150
Elmley Castle CP	7	93
Harvington CP	7	285
Stoke Bliss CP	7	40
Clifton upon Teme CP	6	117
Upton Warren CP	6	49
Dodford with Grafton CP	6	128
Great Witley CP	6	93
Leigh CP	6	240
Wick CP	6	83
Wyre Piddle CP	6	104
Crophorne CP	6	105
Little Malvern CP	6	8
Knightwick CP	6	16
Chaddesley Corbett CP	6	270
Elmbridge CP	5	83
Martin Hussingtree CP	5	44
Grimley CP	5	106
Cookhill CP	5	213
Belbroughton CP	5	462
Severn Stoke CP	5	101
Netherton CP	5	10
West Malvern CP	5	236
Hanley Castle CP	5	238
Malvern Wells CP	5	594
Powick CP	5	582
Lulsley CP	5	20
Wolverley and Cookley CP	5	879
Earl's Croome CP	4	41

Norton Juxta Kempsey CP	4	400
Rochford CP	4	42
Inkberrow CP	4	350
Bredon CP	4	490
Berrow CP	4	47
Norton and Lenchwick CP	4	184
Churchill and Blakedown CP	4	307
Upton-upon-Severn CP	4	618
Offenham CP	4	250
Newland CP	4	73
Stone CP	4	109
Rock CP	4	437
Broome CP	4	52
Broadheath CP	4	310
Ribbesford CP	4	53
Kidderminster Foreign CP	4	146
Clent CP	4	445
Stanford with Orleton CP	3	27
Hallow CP	3	234
Bredon's Norton CP	3	42
Pinvin CP	3	142
Ripple CP	3	285
Bournheath CP	3	89
Eldersfield CP	3	102
Kemerton CP	3	90
Tutnall and Cobley CP	3	122
Dodderhill CP	3	334
Elmley Lovett CP	3	66
Wichenford CP	3	80
South Littleton CP	3	233
Tenbury CP	3	622
Kempsey CP	3	607
Warndon CP	2	1,936
Cotheridge CP	2	41
Rushwick CP	2	187
Bretforton CP	2	204
Martley CP	2	226
Badsey CP	2	482
Overbury CP	2	43
Knighton on Teme CP	2	94
Upper Arley CP	2	136
Broadway CP	2	691

Pendock CP	2	24
Hinton on the Green CP	2	49
Malvern CP	2	5,851
Kyre CP	2	29
Mamble CP	2	58
Ashton under Hill CP	2	142
Pershore CP	2	1,559
Madresfield CP	2	31
Wickhamford CP	2	156
St. Peter the Great County CP	2	1,141
Stoke CP	2	556
Hunnington CP	<1	109
Alvechurch CP	<1	1,054
Whittington CP	<1	118
North Claines CP	<1	635
Bewdley CP	<1	1,910
Droitwich Spa CP	<1	4,674
Beoley CP	<1	195
Romsley CP	<1	336
Lickey and Blackwell CP	<1	772
Catshill and North Marlbrook CP	<1	1,342
Stourport-on-Severn CP	<1	4,030
Finstall CP	<1	123
Cofton Hackett CP	<1	331
Evesham CP	<1	4,686
Barnt Green CP	<1	361
Wythall CP	<1	2,314
Hagley CP	<1	866
Bredicot CP	<1	4
Churchill CP	<1	5
Shelsley Walsh CP	<1	7
Kenswick CP	<1	9
Croome D'abitot CP	<1	13
Queenhill CP	<1	13
Conderton CP	<1	18
Spetchley CP	<1	19
Frankley CP	<1	25
Hindlip CP	<1	28
Lower Sapey CP	<1	36