

## Scrutiny Board review of Superfast Broadband

29<sup>th</sup> November 2017



## As a result of the successful completion of Contract 1:

- **62,000** premises now have access to an improved fibre based broadband
- In 2013 only 73% of Worcestershire had fibre based broadband (irrespective of speeds). This has now increased to **96%**.
- Similarly, only 44% of business premises had access to fibre broadband, this increased to over **90%** with 86% having access to superfast speeds (24Mbps+).
- **50,500** premises can also access superfast speeds (24Mbps+) as a result of Contract 1 deployment (increase from c. 69% in 2013 to 90% in 2016).
- There was an underspend of at least **£4m** which remains in the broadband programme for future investments
- Over **400** cabinets installed
- The programme over delivered on fibre coverage for less money than was envisaged.

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# Contract 2 - Introduction

- Initial timeline: **July 2015 – June 2018**
  - Acceleration to deployment agreed – bringing forward completion to **September 2017**
- Initial funding: **£6.2m** - £4.78m Public funding & £1.42m BT; to deliver superfast service to over **8,000** premises
  - Additional funding (£1.2m) and a further 3,000 premises (24Mbps+) have been change controlled into the existing contract (March 17) – to be delivered by **December 2018**
- More than 95% of all premises to have access to fibre with 94% able to access superfast speeds by the end of Contract 2
- Additional coverage delivered in all 6 Districts

# Challenges faced in Contract 2

- Less premises to be delivered, hence any operational delays will have greater impact on timescales as less flexibility
- Harder to reach areas; some very rural which take longer to deliver
  - Increased number of network re-arrangements required
  - Complicated wayleaves involving multiple parties
  - Increased and more difficult road management  
e.g. road closures
  - Complicated tree cutting
  - Vandalism of cables encountered.
  - Duct blockages encountered which delay progress
  - Increased community engagement (pros and cons)

# Contract 2

At the end of the contract 2 an extra **16,971** premises will have fibre availability of which **13,356** will be superfast (24Mbps and above).

## Current Position

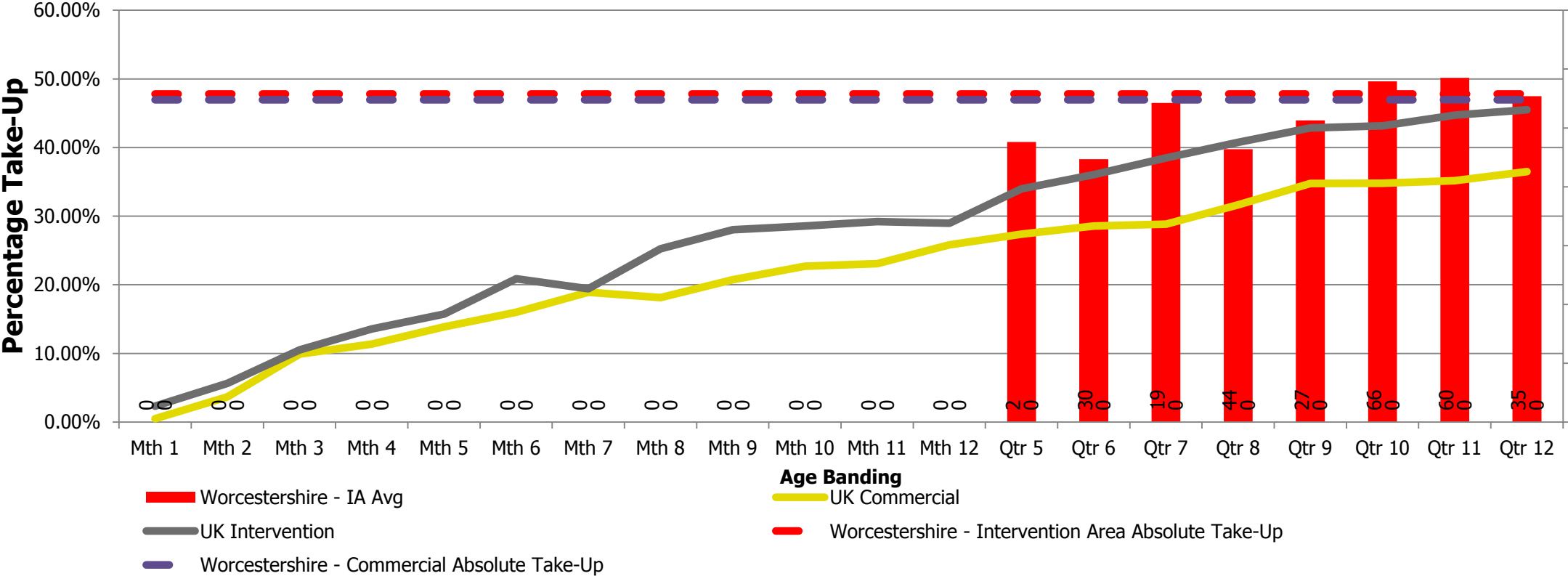
>24Mb IA target	16/17 Q2	16/17 Q3	16/17 Q4	17/18 Q1	17/18 Q2	17/18 Q3	17/18 Q4	18/19 Q1	18/19 Q2	18/19 Q3	Total
Phase 1	2189	1305	621	632							4747
Phase 2			485	983	1430	1331					4229
Phase 3						687	1111	264	373		2435
Phase 4								547	645	753	1945
Quarterly targets	2189	1305	1106	1615	1430	2018	1111	811	1018	753	13356
Cumulative	2189	3494	4600	6215	7645	9663	10774	11585	12603	13356	

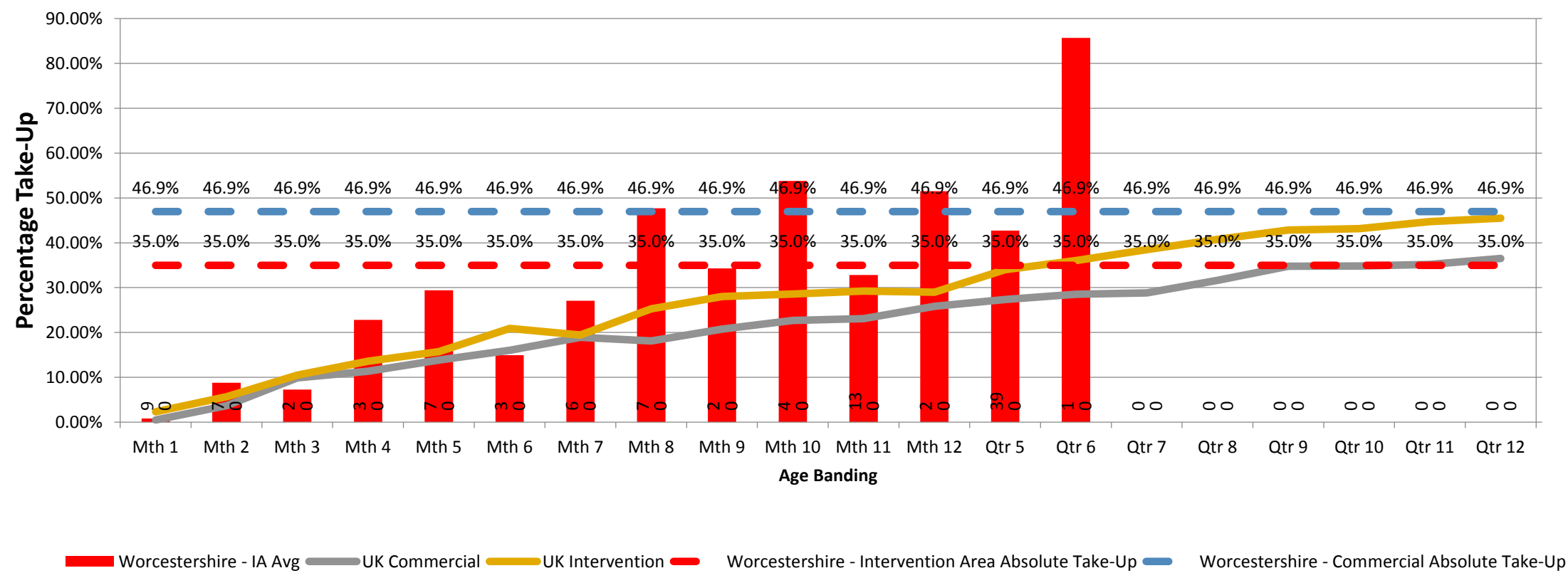
IP THP target	16/17 Q2	16/17 Q3	16/17 Q4	17/18 Q1	17/18 Q2	17/18 Q3	17/18 Q4	18/19 Q1	18/19 Q2	18/19 Q3	Total
Phase 1	2609	1656	789	811							5865
Phase 2			633	1259	2144	1525					5561
Phase 3						1071	1272	453	409		3205
Phase 4								615	781	944	2340
Quarterly targets	2609	1656	1422	2070	2144	2596	1272	1068	1190	944	16971
Cumulative	2609	4265	5687	7757	9901	12497	13769	14837	16027	16971	

Contract 1 FTTC take up is a few percent ahead of national IA average at 47.8%

County & Cabinet Average Take Up & Cabinet Count by Age-Band & Delivery Programme



County & Cabinet Average Take Up & Cabinet Count by Age-Band & Delivery Programme



# Demand Stimulation Update - Take Up

openreach

- **Contract 1** take up – **47.8%** - exceeded commercial take up, which has been going a lot longer and remains ahead of UK average (currently c.46%)
- **Contract 2 Take Up** – remains strong at **35%** - quicker increase compared to contract 1 due to mainly more rural areas being in scope - great news, as the contract only started in July 16
- Overall take up on Contract 1 increased by **17.22%** since August 2016.
- Overall take up across both contracts increased by **16.63%** since August 2016

Indicator	Aug 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	June 17	July 17	Aug 17	Sept 17	Oct 17
Contract 1 take up	30.6%	35.4%	36.6%	38%	39%	40.72%	41.7%	42.99%	44.00%	44.98%	45.94%	46.78%	47.82%
Contract 2 Take Up	1.1%	14.1%	13.7%	18.5%	22%	18.62%	25.3%	27.36%	27.53%	30.58%	32.49%	33.43%	34.98%
Overall Take Up	29.8%	34%	34.6%	36.2%	37.4%	39.23%	40.65%	41.67%	42.44%	42.75%	44.60%	46.71%	46.43%



# Demand Stimulation Update - Online Metrics

openreach

- Total Registrations over 12 month period = 1,389
- Facebook likes up by 9% in 12 months
- Total number of website hits over 12 month period = 45,936

Indicator	Aug 16	Sept 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 16	Mar 17	Apr 17	May 17	Jun 17	July 17	Aug 17
Website Hits	4,083	1,761	3,038	2,624	6,602	4,770	3,201	6,406	2,452	2,725	3,215	2,455	2,604
Twitter impressions	n/a	n/a	n/a	n/a	n/a	32,399	34,125	36,360	40,305	31,200	38,998	26,400	13,900
Facebook Likes (cumulative)	2,318	2,314	2,312	2,313	2,357	2,408	2,478	2,527	2,537	2,538	2,543	2,539	2,535
Registrations	112	108	149	93	214	131	130	119	51	58	82	72	70

## Ad-hoc / regular activities

- New cabinets going live including website updates, Facebook & Twitter posts as well as direct communication to Parish Councils and local Councillors
- Regular emails to residents and businesses served off newly launched structures
- Relevant content on social media
- Press Releases: e.g. '*Day in the life of an engineer*' content developed with Openreach/Carillion and '*Tree cutting in Oddingley*' – deployment challenges
- Liaison with community champions

## Quarterly activities

- Superfast newsletters issued to 12,500 contacts
- Updates issues through programme partners e.g. District Councils, CoC, LEP, FSB, CALC
- Business mail shot
- Parish update for all parishes including sample articles for website / parish magazines
- Emails to all registered premises able to receive improved service
- Cases studies developed and published e.g. Dave Roper Ltd, screen print specialists.
- Photo opportunity with MPs and local Councillors e.g. a recent opportunity at 'Lift Up' gym at Blackminster Business Park

### Every six months

- Fliers to people who can upgrade e.g. 50,000 leaflets delivered to homes and businesses during December 16 / Leaflet drop to 487 postcodes (5,500 leaflets to people who can upgrade)
- MP & Councilors briefings in addition to major announcements and cabinet launches
- Communication with places of interest e.g. Public Houses, Doctor Surgeries, Village Halls;
- Posters and other content shared with Parish Councils to display on notice boards etc.

### Meetings & Events

- Volunteer Weeks e.g. 1-7 June (Broadband Champions)
- Connected Britain, LEP, INCA, Get Online etc. Events and Conferences
- Breakfast meetings as well as business meetings
- Regular attendance at Community / Parish meetings (upon request)