



Superfast Broadband Brief 3 – July 2012

Connecting Cambridgeshire campaign

The Connecting Cambridgeshire campaign - to bring superfast broadband to at least 90% of homes and businesses and better broadband access to all remaining premises by 2015 - is gathering pace.

Latest figures announced today (16 July) show that **10,000 people** have registered their demand for better broadband within the first ten weeks of the campaign.

Local MPs, County, District and Parish Members, stakeholders, partner organisations and Broadband/Digital Champions are all lending their support to campaign, which is being co-ordinated by the Connecting Cambridgeshire Project Team working closely with officers from six District and City Councils.

Procurement milestones

The formal procurement process - to select a single supplier, or consortium of suppliers, to make a significant investment in rolling out superfast broadband for Cambridgeshire and Peterborough from 2013 - is on track to be completed by the end of 2012.

The Connecting Cambridgeshire Project led by Cambridgeshire County Council and Peterborough City Council is working closely with the Government body BDUK to ensure the success of the project.

The Open Market Consultation to define the predicted 'white' intervention area, which will be eligible for intervention funding, has been completed. Five candidates have been invited to participate in the formal competitive dialogue process as bidders from July to September 2012, with final bids due by the end of October 2012.

Ultrafast broadband – super connected cities

Connecting Cambridgeshire is working with Cambridge City Council to bid for government funding to provide ultrafast broadband within Cambridge City and immediate surrounding areas.

'Ultrafast' refers to networks capable of delivering minimum download speeds to the user as close to 80-100Mbps as is currently possible (headline download speeds, which may be modified by line or network conditions) – or higher. "Ultrafast" includes technologies that are capable of up to 80Mbps and are ultimately up-gradable to 100Mbps or more. 27 cities are eligible to bid for the new £100 million Urban Broadband Fund (UBF), with the expectation that ten will be successful. More news will follow, but in the meantime, visit the Department for Culture, Media and Sport [DCMS pages](#) for more information.

Demand registration rising

With over 10,000 people already registered, the campaign is making rapid progress. Compared to neighbouring counties, Cambridgeshire is already top of the table for the percentage of registrations in areas where broadband coverage is poor.

The website www.connectingcambridgeshire.co.uk is attracting a high volume of direct hits from visitors registering their demand for better broadband online. Large numbers are also linking through to the site from local media and partners' websites.

The flow of registrations using Freepost reply forms is also increasing with over 25,000 leaflets being distributed around the county and widely available in libraries, council offices and public buildings.

The registrations data is being analysed by District, Parish and current broadband provision and is available to Members and Digital Champions to help target 'white' areas with limited broadband access. The aim is to support and encourage all communities and businesses to register their demand for better broadband for the benefit of all.

Digital Champions

Our network of Digital Champions is growing rapidly and includes a wide range of people including residents, village and parish representatives, community groups and businesses, who are all doing their bit in different ways.

More than 40 Digital Champions information packs plus leaflets and posters have been sent to individuals and businesses volunteering through the registration process, or by emailing contact@connectingcambridgeshire.co.uk

A Digital Champions newsletter has been launched and Facebook and Twitter groups and activities are planned to keep everyone updated, share ideas and highlight broadband case studies.

Regular updates will also be posted on the Connecting Cambridgeshire website.

Events

The Connecting Cambridgeshire campaign was at the recent East of England Show and is being promoted at a range of community and business events including local shows, village fetes, market stalls street parties over the summer months.

Large display posters, pop-up banners, leaflets, business cards and balloons (where allowed) are available for supporters to use at local events. Email contact@connectingcambridgeshire.co.uk to request what you need for an event.

Contacts

The mailbox for enquiries about Connecting Cambridgeshire is contact@connectingcambridgeshire.co.uk. This will be monitored by the Connecting Cambridgeshire Project Team at Cambridgeshire County Council.