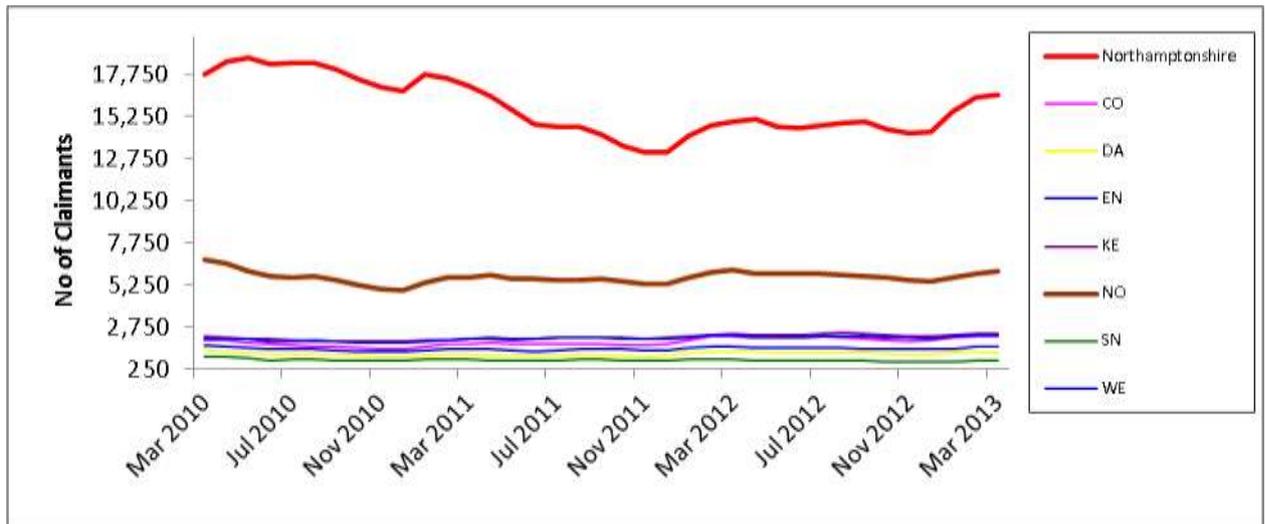


Appendix 1: Labour market data



**Appendix 2:**

**Northamptonshire Next Generation Strategy  
Summary of Approach**

**1. Introduction**

The Northamptonshire Next Generation Strategy is being delivered through the 'superfast Northamptonshire' Project; this has been developed in response to the County Council's **Vision** for Northamptonshire to be at the leading edge of the global digital economy.

The purpose of the Strategy is twofold: firstly to set the framework by which the Project's headline Next Generation Access (NGA) target can be achieved including full coverage across the county by 2017 and providing for access line speeds of at least 30Mbps; and secondly, to add value to the outcomes and impacts that the deployment of infrastructure should enable. The Strategy has two strands in this respect:

- Next Generation Infrastructure - commissioning the physical infrastructure towards full NGA coverage; and
- Maximising Benefits - adding value to maximise the outcomes and impacts enabled through NGA deployment (demand stimulation)

A number of elements will contribute to the physical infrastructure deployment towards the achievement of the 2017 full NGA coverage target and to ensuring that benefits are maximised for local people and particularly business. These include:

- The existing commercial footprint which already provides access to superfast broadband and suppliers future plans to extend that deployment commercially in the period up to 2015. This commercial deployment will provide around three quarters of premises in the county with access to superfast broadband by 2015.
- The County Council's recently signed Contract with BT (approved by Cabinet in February 2013) which was procured under the Government's Broadband Delivery UK (BDUK) Broadband Infrastructure Framework and is supported by County Council and BDUK Rural Programme funding; with further investment from BT, this will extend coverage up to 90% of premises by 2015; and
- Commissioning deployment for the final premises in the hardest to reach areas of the county where the market cannot deliver commercially; developing the strategy for this is now a key priority for the County Council and is described further below.
- An 'in parallel' demand stimulation programme.

**2. The Final Premises**

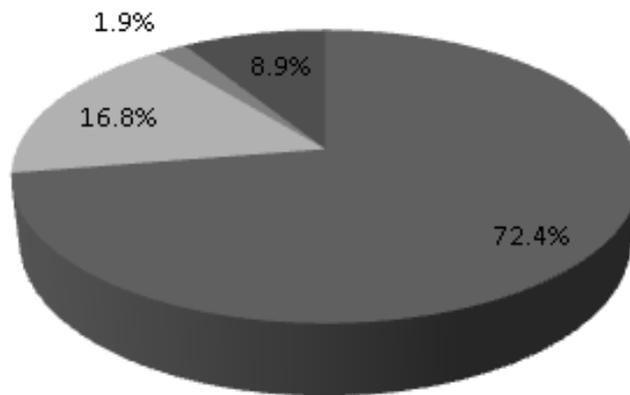
As Northamptonshire is well progressed nationally in its NGA deployment strategy, it is one of the few places in the UK which has more clarity around the geography of its final deployment area.

In total the final focus for Northamptonshire involves an estimated 34,100 premises. These premises can be characterised into locations which include **parts of**:

- The town centres of Northampton, Corby, Kettering and Wellingborough
- The Northampton Enterprise Zone
- A number of Business Parks/Industrial Estates
- The remaining hardest to reach rural areas

Solutions for this final phase will be developed in parallel to the mobilisation of the BT Contract to ensure coverage is deployed at the earliest opportunity.

## Deploying Superfast Broadband in Northamptonshire



**Target: full superfast coverage by 2017  $\geq$  30Mbps**

- Commercial (existing & planned coverage by 2015)
- BT/County Council contract by 2015 (BDUK supported)
- Part 'Final 10%': Key town centres & Enterprise Zone
- Part 'Final 10%': Hardest to Reach Rural Areas & Business/Industrial locations

### **3. Next Generation Strategy: Securing Deployment to the Final Premises**

County Council's approach is guided by a number of **key principles**. These are:

- Maximising market competition
- Value for Money
- Open access networks
- Technology neutral
- Future proofed and sustainable solutions
- Affordability and choice for end users
- Maximising benefits for business
- Quality – NGA speeds of at least 30Mbps

The BDUK Framework offered a robust approach to secure an industry partner to get us to 90% coverage when combined with the markets commercial roll out and ensures an early extension of broadband deployment in Northamptonshire through an experienced supplier i.e. BT. Achieving deployment to the final premises will be more challenging and we need to look to the wider market to maximise opportunities and innovative solutions. A gap funding model alone is estimated to require an additional investment well in excess of

£20m. The County Council aims to progress a multi-faceted commissioning approach which provides the right level of flexibility and looks beyond pure gap funding interventions. This includes the development of a portfolio of potential investment models aimed at stimulating market investment decisions and bridging the gap to commercial viability in a smarter way.

In summary the 'Final Premises' Proposal involves:

- Understanding the final premises coverage (currently estimated at c.10%) - key analysis
- Creating an open Data Bank providing intelligence to the market
- Developing a Portfolio of potential Investment Models for the market
- Pursuing & aligning funding from EU, national & local sources to create a Next Generation Investment Fund to support the Investment Portfolio approach
- Working with local stakeholders to identify other assets/resources e.g. buildings able to 'host' technology or potential anchor tenancies
- Understanding the appetite & capability of community self build & other 'self fund' opportunities
- Understanding & managing State aid compliance & securing necessary approvals
- Market testing
- A multi-faceted but targeted approach to commissioning to enhance market competition



**Advantages of the Approach**

The advantages of this approach can be summarised as:

- Leadership and commitment to achieve headline target for full NGA coverage by 2017
- Extending deployment into the 'final premises' at the earliest opportunity
- Raising Northamptonshire's profile nationally and internationally – breaking new ground
- Raising Northamptonshire's visibility to the market
- Securing value for money
- Enabling greater competition
- Providing for flexibility
- Engagement (market, business, community)
- Promoting innovation
- Strengthening Northamptonshire's positioning nationally to secure additional funding. particularly from Government and EU sources

**Maximising Benefits of NGA**

In parallel to activities targeted at extending NGA infrastructure, the County Council will be progressing a range of initiatives which aim to maximise the benefits enabled by NGA to ensure that end users and particularly business, use the infrastructure and technology enabled to best effect. These demand stimulation work streams include the ‘Superfast Business’ initiative due to be launched with the support of Northamptonshire Enterprise Partnership later in the year which aims to promote NGA enabled business transformation to local businesses through various measures including mentoring, training and small grants.

**Next Steps**

The Partnership Board considered the details of the proposed Next Generation Strategy for the Final Premises at its meeting in May 2013 and has recommended it to Cabinet. Under the direction of the Director for Environment, Development and Transport, the Partnership Board will oversee progress towards its further development and implementation.

The Programme and timeline for the next steps are as follows:

**Northamptonshire Next Generation Strategy: Extending Deployment to the Final Premises**

**Summary of Programme and Timeline**

	<b>2013</b>
Partnership Board & Cabinet decision on proposal & commissioning approach	May –June
Launch of the Northamptonshire Next Generation Strategy (NGS)	June
Understanding the final premises coverage - research data & analysis	June –Sept
Initial market warming & liaison on the NGS approach	June –Oct
Funding & Resources progressed; NGA Investment Fund created	June 
State Aid considerations & approval applications as required	July 
NGA Prospectus issued and Market Day held in parallel with launch of the Open Data Room providing intelligence to the wider NGA market; the Prospectus will set out the proposed final deployment area, outline technical & other requirements, investment models, and potential lots. It will invite Expressions of Interest (EOI's) from the market (formal Soft Market Testing).	Autumn
Review of Market EOI's; refinement of commissioning proposition	Winter
Cabinet decision on approach	<b>2014</b>
Public consultation with the market on commercial plans to confirm the eligible final deployment area	
Full commissioning approach launched	
Investment contracts secured - final premises deployment initiative mobilised	

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