

Superfast Surrey

Elmbridge Local Committee

18 November 2013



How does the roll out work?

What is happening in Elmbridge?

Engagement and Marketing Activities

Digital Inclusion

Q & A



Programme

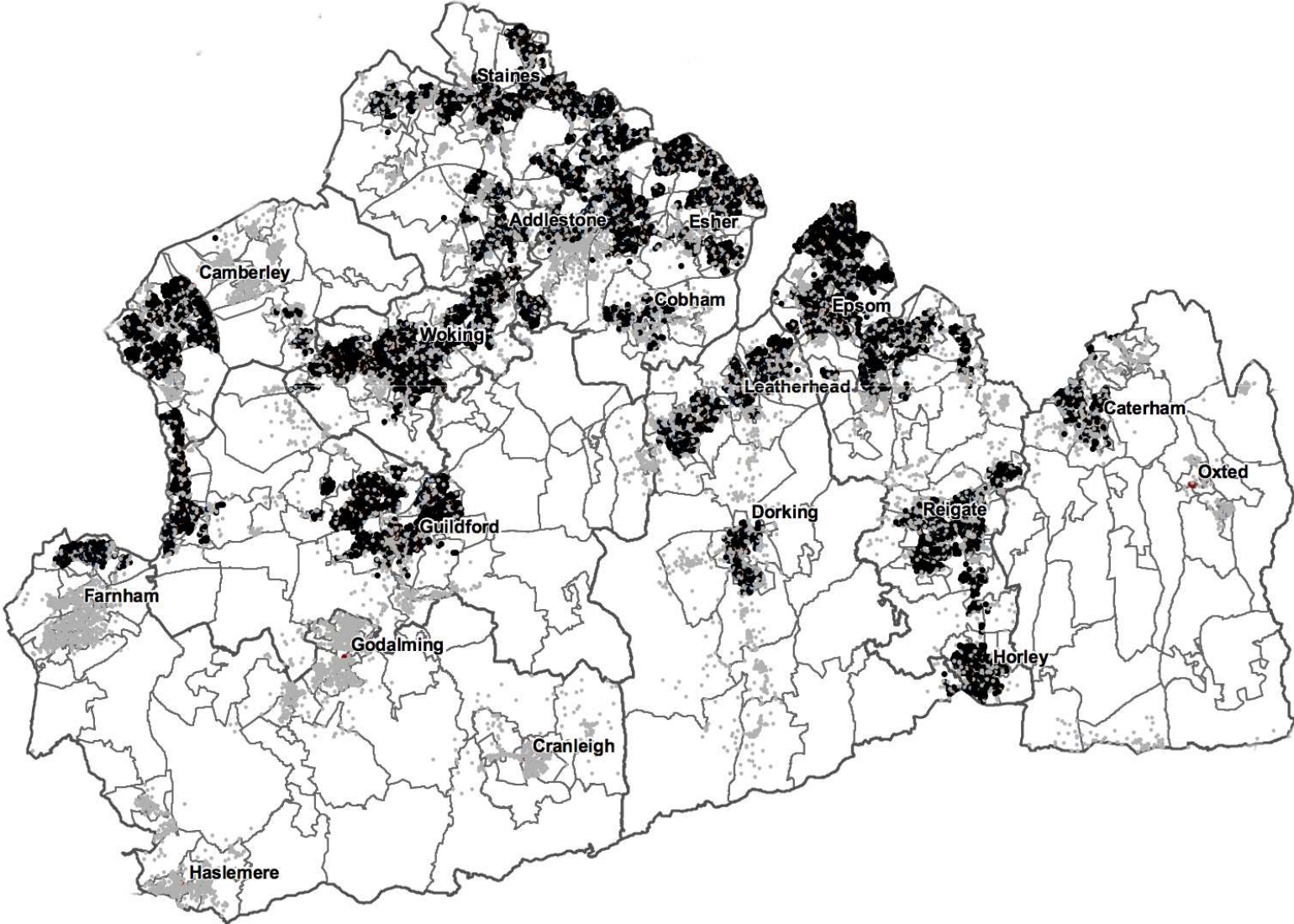
Fibre based infrastructure to more than 84,000
Surrey homes and businesses



Commercial Area



Page 22



Our Deployment Area



Programme - Timeframes



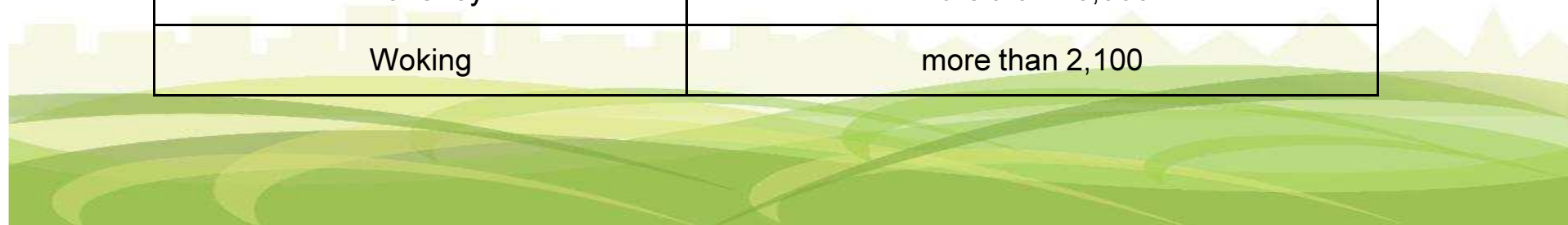
- **May 2013** - First community goes live in Pixham Village, near Dorking
- **September 2013** - First 15,000 premises connected
- **December 2014** - roll-out completed. Some work will continue on those more difficult to reach properties



Anticipated roll-out in Surrey



Borough/District	Additional Premises
Elmbridge	more than 3,100
Epsom and Ewell	more than 850
Guildford	more than 15,300
Mole Valley	more than 7,700
Reigate & Banstead	more than 5,800
Runnymede	more than 5,400
Spelthorne	more than 2,000
Surrey Heath	more than 5,800
Tandridge	more than 20,000
Waverley	more than 15,900
Woking	more than 2,100



Anticipated roll-out in Elmbridge



Ward	End March 2014	End June 2014	End 2014	Total	% premises out of Elmbridge Borough Council
Claygate	0	0	>1	>1	0%
Cobham & Downside	0	>318	>169	>487	13%
Cobham Fairmile	0	>4	>1	>5	0%
Esher	0	>548	>44	>593	16%
Hersham North	0	>1	0	>1	0%
Hersham South	>29	0	>7	>36	1%
Hinchley Wood	0	>123	>16	>139	4%
Molesey East	0	>138	>113	>251	7%
Molesey North	0	>1	0	>1	0%
Molesey South	0	0	>44	>44	1%
Oatlands Park	0	0	>2	>2	0%
Oxshott & Stoke D'Abernon	0	>1312	>63	>1375	36%
St George's Hill	>132	>104	>277	>513	14%
Thames Ditton	0	0	>15	>15	0%
Walton Ambleside	0	>78	0	>78	2%
Walton Central	0	>27	>54	>81	2%
Walton North	0	0	0	0	0%
Walton South	0	>21	0	>21	1%
Weston Green	0	>2	>56	>58	2%
Weybridge North	0	>26	>1	>27	1%
Weybridge South	0	>38	>10	>48	1%

It looks like this ...



Page 27



Engineering Challenges



Broadband Speed



- About 94% (more than 79,000) of our area to get Committed Rate Access Speeds of 15 mbps or above as part of our standard roll-out
- With the remaining 6% of homes and businesses, we will be working with BT to identify any new innovations or technologies that can be used in our roll-out.
- We will also be working with communities and local organisations to determine possible solutions.



Raising awareness and on-going communications



- Email to Councillors and Parish Clerks
- Mailshot to more than 84,000 homes and businesses in the next few months
- Posters and coasters distributed throughout county
- Postcards sent to premises once access to the fibre network is available
- Inclusion in Parish, Town, Borough and County newsletters as well as newspapers and magazines
- PR activities

Social Media



Facebook, twitter, tumblr, google+, Instagram, paper.li, pinterest

Page 31

A screenshot of a paper.li page for "Surrey Daily". The page header includes the paper.li logo, navigation links like "Learn more", "Create a paper", "New stand", and "My favorites", and a "SUBSCRIBE" button. The main content area features several articles, including "Surrey County Council - Blood Donor Session - 12 November in Guildford" and "Surrey County Council - Women in arts and tertiary education in Surrey 1890 - 1920". A sidebar on the right contains a "Superfast Surrey" widget with 14 views and 1 subscriber, and a "Tweets" section showing recent posts from the account. The page is decorated with a colorful, cartoonish border.

A screenshot of the Facebook page for Superfast Surrey. The page header shows the Facebook logo and login fields. The main content area features a large, colorful illustration of a farm scene with cows, a chicken, and a tractor. A prominent overlay text reads "Superfast Surrey is on Facebook." with "Sign Up" and "Log In" buttons. Below the illustration, the page name "Superfast Surrey" is displayed with 2 likes and 2 talking about this. The page also includes a bio and a "Like" button.

A screenshot of the Twitter page for Superfast Surrey. The page header shows the Twitter logo and navigation links. The main content area features a large, colorful illustration of a farm scene, similar to the Facebook page. Below the illustration, the page name "Superfast Surrey" is displayed with 2 likes and 2 talking about this. The page also includes a bio and a "Like" button.

Getting the word out

- Attendance at local village and town events
- Briefing to District/Borough and Parish Councils
- Presenting at Business Breakfast Briefings and evening Network meetings



Getting Superfast



Once connected, leaflet sent to resident or business by Superfast Surrey Programme

Residents and Businesses must contact their local ISP to get a service



Digital Inclusion



Of the 1.2 million residents in Surrey, approximately 80,000 have never been on-line

Surrey County Council is currently working with organisations including:

Waverley Borough Council

Job Centre Plus

Carers UK

SCC Adult Social Care

Housing Providers

Surrey Connects and LEPs

Surrey Libraries

VCFS



Questions



This page is intentionally left blank