Superfast Broadband Programme (SFBP)

Goal: to ensure that homes and businesses in Surrey are able to access superfast broadband, no matter where they are located in the county.

Status	
Overall programme:	**G**
Resource status:	**A**

Date

January 2013

SUPERFAST SURREY
connecting our county

Progress last month

Contract:
- Conditions set with State Aid approval built into the contract
- Governance and ToR agreed
- Marketing and Engagement plans and budget agreed

Infrastructure:
- Phase 1 preparation work commenced
- Deployment plan shared
- Overbuild risk areas mapped

Communications:
- Website development
- Launch event preparation

Resource:
- SCC team structure and JD's signed off, recruitment process underway
- Interim Event coordinator recruited

Key Goals for Next Month

Contract:
- State Aid conditions met
- Data sets and performance measures agreed

Infrastructure:
- Phase 1 survey work to be commenced
- Approximate speeds heat map in commercial roll out areas to be created

Demand Stimulation/Digital Inclusion:
- Partnership network created

Communications:
- Website User testing
- Launch event preparation
- Members Seminar

Resource:
- SCC team vacancies advertised

Headline Communications Messages

EU State Aid Approved
The EU have given the green light for Surrey CC's Superfast Broadband project and implementation can now begin

Equality of Access
Internet access is a necessity and it is essential to ensure that those in more rural areas do not get left behind. That is why SCC is committed to ensuring SFBB access for everyone. We wouldn't aim to deliver other services to just 90% of Surrey and SFBB is no different.

Surrey's Economy
If Surrey's economy is to remain vibrant and globally competitive then ensuring the best internet access for business is essential. It will enable them to compete within the UK and internationally, and reduce costs and improve productivity.

Workstreams	RAG	Current Priorities	Risks
Infrastructure Build	G	Meeting State Aid conditions	None
Demand Stimulation	G	Reviewing audience segmentation data and creating personas	None
Digital Inclusion	G	Identify digital inclusion partners and explore common exclusion themes.	None
Innovation	A	Identify potential infill areas	Only Phase 1 of Deployment plan available at the moment
Communications	A	Refine communication tools and test using customer insight data	Messaging around intervention area could cause confusion in commercial areas
Engagement	A	Engage with key stakeholders prior to launch	Local elections in May will put pressure on the engagement officers

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