

## **Newcastle-under-Lyme**

### **Economic Development & Enterprise Scrutiny Committee**

**1st July 2015**

### **Superfast Staffordshire Highlight Report**

#### **Executive Summary**

The Superfast Staffordshire project is now in the process of fibre enabling over 500 existing cabinets within the project intervention area. Approximately 50,000 premises have gained access to the fibre network due to the activity of this project to date; a further 40,000 will have access by mid-2016.

Approximately 66 cabinets will be upgraded in the Newcastle-under-Lyme district by 2016. These are situated in the following exchange areas; Audley, Ashley, Betley, Kidsgrove, Newcastle-under-Lyme, Madeley, Pipegate, Waterhays Dimsdale / Farm and Whitmore.

Thirteen cabinets have been completed, providing access to services to approximately 1,300 residential and business premises. In addition a further 25 cabinets have been planned and are currently being upgraded, the balance will follow over the coming months. The exchange areas to benefit so far include Waterhays Dimsdale, Kidsgrove, and Newcastle under Lyme.

As these communities come “on line” the Demand Stimulation Team will undertake a series of awareness raising activities that will alert the residents and businesses as to the availability of the service in their area. This activity could be further enhanced if the districts could assist in this effort. The rewards include, but are not limited to:

1. Residents will benefit from the enhanced connectivity, and the many benefits that will bring,
2. Access to services will be improved,
3. Delivery of services will be enhanced, with the potential to reduce the cost of delivery,
4. Inward Investment, productivity and competitiveness improved for businesses,
5. Access to new / global markets,

6. Driving uptake beyond 20% will lead to the project sharing in any increased revenues over the next 9 years. Any additional funds that are generated will be reinvested in the extension of the superfast broadband network, until the final 5% are connected.

Recently the project received an additional £1.68m from Broadband Delivery UK (BDUK) to extend the current Phase 1 project. After undertaking further Open Market Review (2014) and framework procurement exercises, a contract was awarded to BT to deliver a further 4,000 premises by the end of 2017. This will see the Newcastle under Lyme district 96.6% connected, compared to 95% across the County. This will leave approximately 2,000 premises in the district that will require additional funding to be upgraded (25,500 premises across the County).

The next two years are going to be busy and very exciting. Many communities and businesses will have access to superfast broadband services for the first time. It is important that Staffordshire PLC and its residents realise the benefits of this investment. Your help would be gratefully appreciated in ensuring the best outcome.

## **Summary of activity**

1. Staffordshire County Council approved £7.44m capital expenditure (21<sup>st</sup> March 2012) as match funding to the £7.44m contribution from Broadband Delivery UK, to extend the superfast broadband network across Staffordshire.
2. Broadband Delivery UK (BDUK) is part of the Department of Culture, Media and Sport (DCMS) and has been set up to facilitate the delivery of superfast broadband services to areas that are not considered commercially viable by existing service providers (e.g. BT & Virgin).
3. Having undertaken a framework procurement exercise, BT was awarded the contract, which was duly signed on the 23rd May 2013. The value of the contract is £27.35m.
4. The outcome of the Phase 1 contract is that by June 2016 approximately **472,000** premises will be able to receive speeds in excess of 24 Megabits per second (Mbps). All premises in Staffordshire will be able to receive a minimum of 2 Mbps as part of the Universal Service Commitment.
5. Since the contract was signed a joint County Council, BT and BDUK project team have been formed, along with the governance structures required to deliver the project in line with BDUK requirements.

Superfast Staffordshire is the branding that was developed, and is used to promote the project.

6. The Phase 1 fibre deployment will be delivered over a two year period, starting in 2014 and complete by June 2016.
7. Over 500 fibre enabled cabinets will be installed during this period, deploying over 1 million meters (approx. 621 miles) of fibre in the process. Approximately 90,000 premises in the intervention area will be connected to the fibre network bringing the total number of premises having access to superfast broadband (>24Mbps) across Staffordshire to 472,000.
8. Since April 2014 approximately 50,000 premises have been connected to the fibre network and can now access high speed broadband. This represents coverage of approximately 89% across the County, at the half way point of Phase 1. Exchange areas to benefit include Abbots Bromley, Alrewas, Armitage, Barton under Needwood, Blackshaw, Bradley, Brewood, Burntwood, Burton on Trent, Cannock, Cheslyn Hay, Churnetside, Clifton Campville, Codsall, Dimsdale, Eccleshall, Gnosall, Harlaston, Heath Hayes, Hednesford, Ipstones, Leek, Lichfield, Little Haywood, Kidsgrove, Marchington, Milford, Newcastle under Lyme, Penkridge, Rugeley, Stafford, Standeford, Stone, Streetly, Tamworth, Tean, Tutbury, Waterhayes Dimsdale, Weston, Whittington, Yarnfield, Yoxall and more.
9. 266 digital fibre enabled cabinets have been fully installed and commissioned to deliver these services. Many more are in the various stages of construction and will be ready for service before the end of the year.
10. The project team have recently undertaken an Open Market Review (Nov 2014) to ascertain the extent of superfast broadband coverage by the commercial operators including the Phase 1 project in preparation for the Phase 2 intervention. At the end of the current Phase 1 project, some 28,815 premises (residential and business) will not have access to superfast speeds by 2017. These premises and associated postcodes form the basis of the updated intervention area, and will be the focus of any further investment.
11. BDUK has recently allocated Staffordshire £1.68m of Phase 2 funding to start to address the “final 5%”. There is a requirement that the

County Council continue to seek a source of match funding, however BDUK have allowed the project to complete the framework procurement process and contract with the supplier (BT), utilising the £1.68m BDUK contribution.

12. The Phase 2 Superfast Extension Project contract (BDUK £1.68m: BT £620K) was signed with BT on 1<sup>st</sup> April 2015, and will see an additional **4,000** premises gain access to superfast broadband by the end of 2017. This will take the total number of premises with access to superfast broadband to approximately **476,000 (95%)** across the county. This will mean that there will be circa **25,500** premises not having access to superfast broadband services and will need to be upgraded, should further funding become available.
13. Demand Stimulation activity is designed to drive awareness and “take up” of the newly built fibre services. The Superfast Staffordshire project has a “gain share” mechanism contained within the contract. The gap funding model was approved on the assumption that a 20% “take up” was required for the project to be viable, from a supplier perspective. If “take up” is greater than 20%, then higher than anticipated revenues will be generated, which are returned to the project to be reinvested in extending the superfast network further, thus starting to address the final 25,500 premises. It is really important that we drive take-up, as this could result in generating a significant multi-million pound reinvestment pot.
14. When the Phase 1 project was being developed, BDUK envisaged that 20% take up would take several years to achieve, if ever, and thus was set as the “breakeven point”. However it is becoming apparent that the market has matured and the demand for superfast services is stronger at this point in the programme than anticipated. BDUK and central government have identified this as a real opportunity to drive “take up” through further investment in demand stimulation activity so as to maximise the return on investment and generate a reinvestment fund to address the remaining 25,500 premises.
15. To ensure that Staffordshire realises the full benefit of this major infrastructure upgrade and the County’s investment, it will be important that Staffordshire residents and businesses make full use of the superfast broadband services. To this end, members of the Superfast Staffordshire project team will lead the promotional and awareness raising activities, to ensure communities and business alike are alerted to the provision and benefits of the service. This will involve working with stakeholders, parish councils and locally recruited broadband

champions to work with communities to ensure these services are fully utilised.

16. To assist Small & Medium Enterprises the County has undertaken two projects (Optimising Business Broadband & Women and Broadband) to promote the benefits of this improved connectivity. Whilst both of these projects have now completed, it is envisaged that further business assistance projects will be developed to continue this business awareness raising.
17. Since 1<sup>st</sup> April 2015 the whole of Staffordshire has been included in the BDUK funded Broadband Connection Voucher Scheme. The purpose of the scheme is to assist businesses and third sector organisations to meet the upfront capital costs of a high speed/high grade broadband connection to their premises. Up to £3,000 is available per business, and businesses can get together and pool the vouchers if the solution requires higher capital costs. Further information can be found at [www.connectionvouchers.co.uk](http://www.connectionvouchers.co.uk)
18. Superfast Broadband will impact positively on many aspects of Staffordshire life and public service delivery, hence Staffordshire County Council's recognition of its strategic importance. It is anticipated that the provision of superfast broadband will strengthen the local economy by helping attract further inward investment, improving productivity & competitiveness and providing access to new markets. In addition, citizens will benefit from an improvement in services and access to: payments on-line, internet banking, shopping, e-government, e-learning, video calling, digital medical care, on-demand television and much more.

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**Newcastle under Lyme  
Cabinet upgrade status  
11<sup>th</sup> June 2015**

Exchange Area	PCP Name	Location
Ashley	{WNASH}{P1}	O/S LOGGERHEADS FOOD COURT ECCLESHALL ROAD MARKET DRAYTON
Ashley	{WNASH}{P2}	MUCKLESTONE WOOD LAND NEAR. JUNCTION OFF HUNTERS POINT ESTATE
Ashley	{WNASH}{P3}	ASHLEY CAFE
Ashley	{WNASH}{P5}	MUCKLESTONE WOOD LANE ESTATE
Ashley	{WNASH}{P6}	OPP 70 CHURCH ROAD ASHLEY MARKET DRAYTON
Ashley	{WNASH}{P7}	PINEWOOD.JCN TOWER RD AND TINKER LANE
Ashley	{WNASH}{R1}	FTTC EO - PCP NOT BUILT
Audley	{WMADY}{P1}	NEW ROAD JCN RAVENS LANE, NEWCASTLE UNDER LYME, ST7 8QY
Audley	{WMADY}{P2}	OPP 173 RYE HILLS, NEWCASTLE UNDER LYME, , ST7 8LP
Audley	{WMADY}{P3}	CHURCH STREET OPP CHAPEL LANE, AUDLEY, NEWCASTLE UNDER LYME, ST7 8EE
Audley	{WMADY}{P4}	O/S 36 NANTWICH ROAD, NEWCASTLE UNDER LYME, ST7 8HN
Audley	{WMADY}{P5}	RAVENS LANE JCN BOON HILL, NEWCASTLE UNDER LYME, ST7 8LT
Audley	{WMADY}{P6}	OPP 355 HEATHCOTE ROAD, NEWCASTLE UNDER LYME, ST7 8BH
Audley	{WMADY}{P7}	O/S 82 STEPHENS WAY, NEWCASTLE UNDER LYME, ST7 8PP
Audley	{WMADY}{P8}	JCN WOOD HIGH STREET STOKE ON TRENT
Audley	{WMADY}{P9}	JCN WERETON MADDOCK STREET STOKE ON TRENT
Audley	{WMADY}{R2}	FTTC EO - PCP NOT BUILT
Audley	{WMADY}{R3}	FTTC EO - PCP NOT BUILT
Audley	{WMADY}{R4}	FTTC EO - PCP NOT BUILT
Betley	{WMBET}{P1}	O/S CATTLE MAIN ROAD CREWE
Betley	{WMBET}{P2}	O/S 2 MERE VIEW MAIN ROAD CREWE
Betley	{WMBET}{P3}	O/S BEECH WOOD MAIN ROAD CREWE
Betley	{WMBET}{R1}	FTTC EO - PCP NOT BUILT
Kidsgrove	{WMKDG}{P14}	S/O 2 HILLSIDE AVENUE, KIDSGROVE, STOKE ON TRENT
Kidsgrove	{WMKDG}{P29}	CROWN BANK, S/O 2 PIT LANE, NEWCASTLE UNDER LYME, ST7 1XH
Kidsgrove	{WMKDG}{P33}	O/S 72 FIRST AVENUE, KIDSGROVE, STOKE ON TRENT
Kidsgrove	{WMKDG}{P34}	S/O 81 UNITY WAY, TALKE, STOKE ON TRENT
Kidsgrove	{WMKDG}{P37}	S/O 73 GALLEYS BANK, KIDSGOVE, STOKE ON TRENT
Kidsgrove	{WMKDG}{P29}	CROWN BANK, S/O 2 PIT LANE, NEWCASTLE UNDER LYME, ST7 1XH
Kidsgrove	{WMKDG}{P38}	S/O 91 HIGH STREET NEWCHAPEL STOKE ON TRENT

Kidsgrove	{WMKDG}{P42}	OPP 86 CONGLETON ROAD TALKE STOKE ON TRENT
Kidsgrove	{WMKDG}{P43}	ST MARTINS ROAD, S/O 110 ST MARTINS ROAD, TALKE PITS, NEWCASTLE UNDER LYME, ST7 1RH
Madeley	{WMMAD}{P1}	O/S STABLES COTTAGES, THE HOLBORN, MADELEY, CW3 9PG
Madeley	{WMMAD}{P3}	CREWE ROAD JCN NEWCASTLE ROAD, MADELEY HEATH, CW3 9LJ
Madeley	{WMMAD}{P5}	O/S 43 MORNINGSIDE, MADELEY, CW3 9NH
Madeley	{WMMAD}{P7}	NEWCASTLE ROAD, S/O 11 BEVAN PLACE, MADELEY, CW3 9JH
Madeley	{WMMAD}{P8}	BECK ROAD OPP KINGFIHER CLOSE, MADELEY, CW3 9HS
Madeley	{WMMAD}{P6}	BARHILL RD (A525) NR. RED LANE
Madeley	{WMMAD}{P2}	O/S 71 MOSS LANE CREWE
Madeley	{WMMAD}{P4}	OPP 4 NEW ROAD CREWE
Newcastle-Under-Lyme	{WMNEW}{P73}	LIVERPOOL ROAD JCN KING STREET, KNUTTON, NEWCASTLE UNDER LYME, ST5 9HF
Newcastle-Under-Lyme	{WMNEW}{P15}	THE AVENUE, S/O 1 STUBBSFIELD ROAD, NEWCASTLE UNDER LYME, ST4 6BY
Newcastle-Under-Lyme	{WMNEW}{P21}	O/S 10 ROE LANE, NEWCASTLE UNDER LYME, ST5 3PL
Newcastle-Under-Lyme	{WMNEW}{P24}	O/S BLACKFRIAR HOUSE, MYOTT AVENUE, NEWCASTLE UNDER LYME, ST5 2HS
Newcastle-Under-Lyme	{WMNEW}{P45}	BOULTON STREET, S/O 39 HIGH STREET, NEWCASTLE UNDER LYME, ST5 0ET
Newcastle-Under-Lyme	{WMNEW}{P63}	GODWIN WAY, S/O 1 GODWIN WAY, TRENT VALE, STOKE ON TRENT, ST4 6JT
Newcastle-Under-Lyme	{WMNEW}{P78}	VALLEY VIEW, S/O ORCHARD HOUSE (STAFFS C C HOSTEL) CLAYTON ROAD, ST5 3FF
Newcastle-Under-Lyme	{WMNEW}{P79}	HIGHT STREET JCN HASSELL STREET, NEWCASTLE UPON LYME, ST5 1AD
Newcastle-Under-Lyme	{WMNEW}{P8}	O/S 69 CLAYTON ROAD, NEWCASTLE UNDER LYME, ST5 3AH
Newcastle-Under-Lyme	{WMNEW}{P83}	O/S 49 FLORENCE STREET, NEWCASTLE UNDER LYME, ST5 2BW
Newcastle-Under-Lyme	{WMNEW}{P87}	GRANGE LANE JCN GREAT ROW VIEW, NEWCASTLE UNDER LYME, ST5 0GR
Newcastle-Under-Lyme	{WMNEW}{P88}	O/S BOROUGH ARMS HOTEL, WATER STREET, THE BRAMPTON,
Newcastle-Under-Lyme	{WMNEW}{P89}	ON KEELE UNIVERSEY SITE, OPP KEELE SCIENCE PARK ON ACCESS ROAD,
Newcastle-Under-Lyme	{WMNEW}{P9}	GEORGE STREET JCN SEAGRAVE STREET, THE BRAMPTON, NEWCASTLE UNDER LYME, ST5 1JX
Newcastle-Under-Lyme	{WMNEW}{P93}	THE AVENUE, S/O 2 THE AVENUE, MAY BANK, NEWCASTLE UNDER LYME, ST4 6HH
Newcastle-Under-Lyme	{WMNEW}{P94}	O/S BURGESS BROOK, GALINGALE VIEW, NEWCASTLE UNDER LYME, ST5 5FB
Newcastle-Under-Lyme	{WMNEW}{P64}	ON KEELE UNIVERSEY SITE, O/S KEELE CAMPUS STORE ON MAIN ACCESS ROAD,
Newcastle-Under-Lyme	{WMNEW}{P91}	OPPOSITE 83/85 BRADWELL LANE
Newcastle-Under-Lyme	{WMNEW}{P95}	SEAGRAVE ST JUNC GEORGE ST
Newcastle-Under-Lyme	{WMNEW}{P44}	TO BE DETERMINED
Newcastle-Under-Lyme	{WMNEW}{P56}	TO BE DETERMINED
Newcastle-	{WMNEW}{P81}	TO BE DETERMINED

Under-Lyme		
Pipegate	{WNPIP}{P2}	O/S GP & S/O THE GABLES PCP2 WEYMOUTH MARKET DRAYTON
Waterhayes Farm	{WMWHS}{R1}	FTTC EO - PCP NOT BUILT
Waterhays Dimsdale	{WMDIM}{P19}	S/O 1 APEDALE ROAD NEWCASTLE
Waterhays Dimsdale	{WMDIM}{P23}	OPP UNIT 7, LOOMER ROAD IND EST, LOOMER ROAD, NEWCASTLE
Waterhays Dimsdale	{WMDIM}{P5}	TO BE DETERMINED
Waterhays Dimsdale	{WMDIM}{P3}	TO BE DETERMINED
Whitmore	{WMWTM}{P3}	NEWCASTLE ROAD, S/O HUNTERS CROFT, SANDYFIELDS, BALDWINS GATE, ST5 5DN
Whitmore	{WMWTM}{R2}	FTTC EO - PCP NOT BUILT
Whitmore	{WMWTM}{P4}	FTTC EO - PCP NOT BUILT
Whitmore	{WMWTM}{P2}	MAERFIELD GATE QUANTE

Available for  
service

Work in  
progress

Yet to be  
planned