



Superfast Broadband Brief 2 – April/May 2012

Connecting Cambridgeshire

Connecting Cambridgeshire is the new name for the project to bring access to superfast broadband to at least 90% of homes and businesses across Cambridgeshire and Peterborough with better connections for all other premises.

The branding will feature on the new Connecting Cambridgeshire website, which goes live in early May 2012, supporting the launch of a countywide campaign to encourage residents and businesses to register their demand for broadband.

Leading the project

Cambridgeshire County Council and Peterborough City Council are the lead authorities responsible for delivering the Connecting Cambridgeshire project. The authorities are working in partnership with District Councils, the Greater Cambridgeshire and Greater Peterborough Enterprise Partnership, and key partners in business, health and education, belonging to the Broadband Delivery Group.

The project is taking a dual track approach of procurement and demand registration to achieve faster broadband access to support economic growth and improve the health and wellbeing of residents by influencing and intervening in the market.

Procurement - Selecting a Supplier

More than 20 potential telecoms suppliers, ranging from small local companies to many of the major players, took the opportunity to find out about the unique requirements for the provision of next-generation broadband infrastructure across the region at a Supplier Day held at the SmartLIFE Centre, Cambridge in February.

The Contract Notice and Pre Qualification Questionnaire (PQQ) were published on 17 and 18 April respectively and the Open Market Consultation to define the predicted 'white' intervention area, which will be eligible for intervention funding, is due to complete by early May.

The Local Broadband Plan for Cambridgeshire and Peterborough has been approved by BDUK, the Government funding and advice body, to meet the requirements for the allocation of £6.75 million towards the project.

These major steps mark the start of the formal procurement process, which is expected to be complete within this calendar year, to look for a single supplier, or consortium of suppliers, to make a significant investment in rolling out superfast broadband for Cambridgeshire and Peterborough from 2013.

Registering Demand

A Demand Registration workstream is running in parallel with the procurement process, supported by a countywide campaign to encourage householders and businesses to register their support for better broadband online, or on paper forms available in libraries, council offices and public buildings.

Connecting Cambridgeshire website

The 'Get Cambridgeshire connected' campaign will feature prominently on the new Connecting Cambridgeshire website at www.connectingcambridgeshire.co.uk which goes live in early May.

This will be the call to action for residents, businesses and community groups, who have a key part to play in the success of the project by showing that there is considerable and growing demand for access to faster and better broadband services across Cambridgeshire and Peterborough.

Designed to be clear and easy to use, the website will develop as the main source of information about the project with links to partner websites, Twitter and Facebook.

By clicking on the 'Get Cambridgeshire connected' button, householders and businesses can register their support for the broadband campaign in minutes with just a postcode and landline phone number.

Visitors to the site will also be able to check their broadband speeds, volunteer to support the campaign as Digital Champions, ask for business advice and regular updates.

Contacts

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