

BRESAT



Devon & Somerset County Councils United Kingdom

Avanti Communications

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Ministry of
Communications and Works



Regione Toscana



JUNTA DE ANDALUCÍA
CONSEJERÍA DE ECONOMÍA, INNOVACIÓN Y CIENCIA



Donoussa
Municipality of News and Small Circuits





Devon and Somerset County Councils United Kingdom



Case Study of Satellite Broadband Aggregation Scheme and Lessons Learned

The aim of this presentation is to capture the experiences of implementing satellite broadband schemes from regions which have already implemented such schemes, identifying good approaches that worked well, poor approaches that didn't work well and identifying the lessons that can be learned.

Presentations may be posted of the EC Broadband Portal





Objective of the Scheme

What was the objective of the scheme?

The Rural Connection scheme provided grants for connectivity in the most isolated areas of the two counties. It was part of the counties' Connecting Devon and Somerset (CD&S) program.

Who were the target end-users?

The scheme pre-defined four areas with very poor connectivity and any individual or SME within those catchment areas was eligible for a grant.

Was the Scheme Specifically for Satellite or did it Include Other Forms of Broadband?

The scheme was specifically for satellite broadband installations.





Key Decision Makers

Who were the key sponsors of the scheme?

Devon & Somerset County Councils.

Were there any other influencers?

Department for Culture, Media & Sport through Broadband Delivery UK (BDUK).

Department for Environment, Food & Rural Affairs (DEFRA) through the Rural Community Broadband Fund.





Funding of the Scheme

How was the scheme funded?

EU, Rural Development Programme for England (RDPE).

What was funded?

The scheme covered the cost of the hardware and its installation fees and ICT training and support.

What was the approximate cost to the funders?

Approximately £500,000 was awarded from RDPE funding.





Project Timescales & Take-up

What were the dates for the scheme?

The scheme ran from November 2011 to December 2013.

How many end-users actually participated?

The scheme specifically targeted four of the most isolated and rural regions of the Devon & Somerset counties: Axminster, Rural Tiverton, Rural South Molton and Wheddon Cross in Exmoor National Park. There were no targets set for the number of installations.





The End-User Service

What service was provided to the end-user?

A 5Mbps synchronous up/download speed was initially tendered, but the satellite operator was able to improve this to 20Mbps download and 8 Mbps upload when the scheme deployed.

What was the cost to the end-user?

Hardware costs including buying the satellite dish and the survey and installation were free for each customer. Everyone also got up to 8 hours training on using broadband more efficiently and general ICT, carried out by ethical IT company Cosmic.

Was there an SLA?

Minimum 5Mbps up/download speed.

99.95% Service Availability.





The Approach to Aggregation

Who were the operators involved?

The Satellite Operator was Eutelsat.

What did they provide?

Ka bandwidth was supplied by Eutelsat and the service came via Tooway from Satellite Solutions Worldwide (EuropaSat), a global communications company specializing in rural, last-mile and emergency communications via satellite.

Were there others involved in the overall project?

Local surveyors & Installers.

IT Training company Cosmic





Outcomes of the Scheme

Did the scheme achieve its objectives?

Yes, the scheme had good take-up and the training programmes were well received by both the residential and the business communities.

Approximately how many end-users actually took up the service?

Over 1000 installations were deployed to households, communities and SMEs within the eligible catchment areas.

Is the scheme still operating?

The Rural Connection funding scheme has now closed. But Devon & Somerset have £31m in funding from BDUK to continue programmes to improve broadband coverage across the two counties under their CD&S Programme.





What Worked Well

What was successful about the scheme?

Workshops in community centres and one-to-one sessions helped locals with their ICT use. e.g.: DEFRA taught farmers to submit livestock movement data and Single Payment Application forms online. 70 out of 75 target SME's took part in training.

91% of respondents to a EuropaSat survey *agreed or strongly agreed* when asked if the ICT training had helped them to use broadband efficiently.

Marketing activities including printing and distributing flyers and posters and displaying advertising banners to encouraged direct take-up of the scheme.





What Didn't Work Well

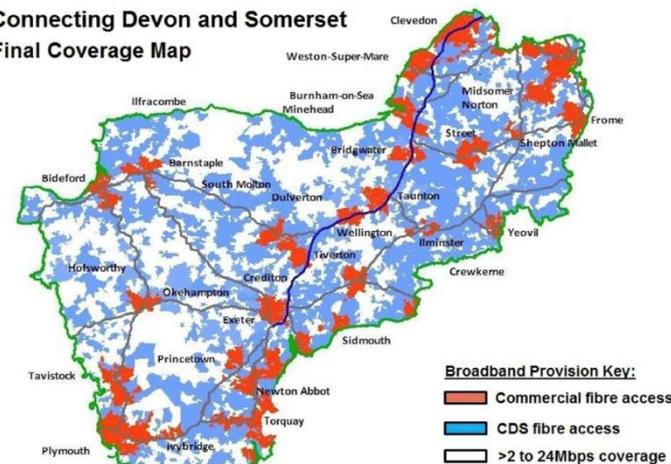
What was least successful about the scheme?

The grant scheme was available on a first come, first served basis and this limited the number of households and businesses that could have the solution installed to around 1,050, even if they met the grant criteria.

What would you suggest doing to improve it?

Extending the scope of the scheme to include more rural areas. The CD&S program Final Coverage Map for 2017 shows there will still be large areas not covered covered by superfast broadband (<24Mbps) at that date.

Connecting Devon and Somerset
Final Coverage Map



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Key Lessons Learned

What were the most important lessons learnt from the case study?

One of the biggest barriers to rural growth is a lack of broadband connectivity and if the most isolated and rural communities in these counties are to continue to thrive, businesses, communities and individuals need further subsidized funding schemes to widen access to the internet via a satellite broadband connection.

Would you recommend any changes in future schemes?

An expansion of the scheme beyond the four broadband-deprived regions that were identified as eligible for the subsidized funding.





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Thank You

