

# BRESAT



## Welsh Broadband Support Scheme United Kingdom

Avanti Communications  
February 2014



Ministry of  
Communications and Works



Regione Toscana



Donoussa  
Municipality of News and Small Enterprises





# Welsh Broadband Support Scheme 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 scheme aimed to resolve the issue of Broadband *Not-* and *Slow-Spots* in Wales by providing support for Satellite broadband solutions through grants.

## Who were the target end-users?

Any Individual household, Community, 3<sup>rd</sup> Sector Organisation or SME in Wales with:

- no access to fixed line technology (ADSL or cable) or a download speed of consistently less than 512Kbps (*Not-Spot*);
- a connection with a consistent speed of greater than 512Kbps but less than 2Mbps (*Slow-Spot*).

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

The scheme was aimed at satellite broadband installations.





# Key Decision Makers

## Who were the key sponsors of the scheme?

The Welsh Assembly Government (WAG).

## Were there any other influencers?

No other influencers.





# Funding of the Scheme

## How was the scheme funded?

The Welsh Assembly Government.

## What was funded?

The scheme covered the applicant's initial set up costs for the customer equipment, survey and installation.

## What was the approximate cost to the government?

Funding of around £2 million was allocated.





# Project Timescales & Take-up

## What were the dates for the scheme?

The Scheme was started in July 2010 and ran to September 2013.

## How long did the scheme run for?

Whilst this particular scheme has closed, the access to broadband campaign is on-going. The latest implementation opened on 1<sup>st</sup> October 2013 and will run until 31<sup>st</sup> March 2016.

## How many end-users actually participated?

To September 2013, over 2,000 applications had been approved.





# The End-User Service

## What service was provided to the end-user?

A minimum connection speed of 2Mbps, in accordance with the Universal Service Commitment.

## What was the cost to the end-user?

The scheme funded installation and hardware costs, including premise equipment and survey and installation fees, up to a maximum of £1000 per applicant.

## Was there an SLA?

The applicant submitted 2 quotes from their chosen Internet Service Provider (ISP) and then the WAG reimbursed installation and hardware fees etc. to the customer once the service had been activated.





# The Approach to Aggregation

## Who were the operators involved?

Satellite operator, service provider, system integrator.

## What did they provide?

The Ka bandwidth was provided by a satellite operator such as Eutelsat and the landline/backbone terrestrial infrastructure was the responsibility of the ISP, who also provided system integration, installation and maintenance through a service such as Tooway.

## Were there others involved in the overall project?

Local Installers.





# Outcomes of the Scheme

## Did the scheme achieve its objectives?

Yes, “...the scheme has provided essential support to individuals, businesses, third sector organisations and communities who are struggling with slow broadband speeds” [Deputy Minister for Skills and Technology, Ken Skates, WAG]

## Approximately how many end-users actually took up the service and were implemented?

Over 2,000 applications had been approved, including 918 homes in sixteen community schemes.

## Is the service still operating?

No





# What Worked Well

## What was most successful about the scheme?

Using the latest satellite technology, satellite based internet has provided applicants with super-fast speeds of 20Mbps – 320 times faster than dial-up and 180 times faster than ADSL.

Schemes where a larger scale satellite connection is then distributed around a community by a small wireless network are successful.

The scheme enabled the Welsh Assembly Government to reduce the digital divide in the most rural and isolated communities and exceed the Universal Service Commitment.





# What Didn't Work Well

## What was least successful about the scheme?

Some applicants did not receive the grant. e.g.: in North Wales 193 out of the 1,301 who applied were not approved.

This was partly because the 14-day turnaround period allowed for people to sign and return the contract to WAG was too short and partly because many people didn't get the infrastructure installed within the six month deadline.

## What would you suggest doing to change it?

Extension of the deadlines for applicants to both sign and return the initial contract and to arrange to get the infrastructure installed.





# Key Lessons Learned

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

Marketing of the scheme could have been improved. Recruiting local people to advertise the availability of the subsidy may have increased take-up.

## Would you recommend any changes in future schemes?

The Scheme worked well but extending grant application deadlines would have increased take-up.





**BRESAT**



**Thank You**

