

Update: 30th April 2012

Welcome to this iNorthumberland update. The purpose of the newsletter is to keep everyone informed about the steps being taken to improve broadband services in Northumberland. **Please share this information with others that may be interested.**

More details, along with previous editions of this newsletter, can be found on the iNorthumberland web site www.inorthumberland.org.uk. The website is still being refreshed and updated to include more content, so don't forget to check back regularly for any updates.



1. Northumberland Local Broadband Plan now available online

Following the recent approval by the Central Government's Broadband Delivery UK (BDUK) team the Northumberland Local Broadband Plan has been added to the iNorthumberland website. If you are interested in downloading a copy you can find it at www.inorthumberland.org.uk/useful-info-2/useful-documents/

2. iNorthumberland Programme Team update

As mentioned in the last edition of the newsletter, Stephen Gray has been appointed by Northumberland County Council as Programme Director for the procurement and delivery of superfast broadband. A number of other posts in the programme team have now also been filled to support this activity. They include:

- Client Services Manager – Fay Cooper has been appointed to work in conjunction with the Programme Director to develop, deliver and co-ordinate the processes needed to improve the broadband services as defined by the Council's Local Broadband Plan. Fay will develop the outline delivery solution, taking into account local requirements, and will be responsible for identifying new sources of funding to support the delivery of this solution. Fay was previously employed in the County Council's Regeneration, Programmes and Funding Team and joins the team after working on a number of broadband related projects. Fay completed her graduate training with Cisco Systems in Amsterdam and brings technical networking knowledge to the team.
- Community Engagement Officer – John Cooper has been appointed to lead on two key aspects of the programme, engagement and demand stimulation, you can see some of the activities John will be

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involved in under items 4 and 5 in this newsletter. John joins the team from the County Council's Locality Team where, among other things, he has most recently been working with town and parish councils and supporting the County Council's neighbourhood planning front runner pilots.

- Data Analyst – Shona Rowe has been seconded from the County Council's Corporate Policy and Research team to support the establishment of a virtual 'data room', a key funding requirement. The 'data room' will hold a vast array of key data on Northumberland, including locations of technical infrastructure, through to the local private sector business needs, and public sector requirements. This data will be crucial in ensuring that the solution proposed by a supplier truly meets the needs of all aspects of Northumberland.
- GIS Analyst – Ryan Gilchrist has been supporting the team in developing digital maps of the vast array of data which has been collected by the team. These GIS maps are a key element of the data room.
- Commercial Lead (Broadband) – Simon Figg has been appointed on an interim basis to support the procurement of the solution to deliver broadband services to Northumberland.
- Project Administrator – Les Hodgson has been appointed to support the project team and establish the systems and processes needed to deliver a successful programme. Les will be responsible for supporting the management and monitoring of all external funding. Les joins the team from the County Council's Regeneration, Programmes and Funding Team, having worked on a large Enterprise project which secured ERDF funding.
- National Graduate Development Programme - Crispin Fu is working for the County Council as part of the National Graduate Development Programme, and is undertaking a six month placement with the team. Crispin will be supporting all aspects of the Broadband project.

Please note that contact details for team members are listed at the end of the newsletter.

3. Rural Community Broadband Fund

In the last newsletter we told you about four expressions of interest submitted to Defra's Rural Community Broadband Fund from Northumberland. Defra announced the results of the first round of applications at the end of March and unfortunately decisions on three of the four projects were deferred to a later date because Defra required additional information. We are however pleased to report that the Rothbury Community Broadband bid was endorsed to proceed to full application.

County councillor for the area, Steven Bridgett, said: "It's great news. The main strength of our bid was the fact we were able to demonstrate a demand for superfast broadband, which was in no small part down to all of our residents."

Phase one of the project will bring fibre optic cable from Morpeth to the Rothbury exchange and out to BT cabinets.

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Coun Bridgett added: "This should immediately benefit those residents who live in the parishes of Cartington, Rothbury, Thropton and Whitton and Tosson, who are connected to the Rothbury exchange. Parts of Rothley and Hollinghill parish will also benefit from increased speeds in particular the Fontburn area."

Phase two will involve a second application to Defra in May to request funding to put fibre optic into some of the smaller exchanges in the wider Coquetdale area, for example Alwinton, Harbottle, Hepple, Glanton, Netherton and Whittingham.

A website has now been launched to allow people to find out more, register their interest and stay up to date on any developments. Visit www.icoquetdale.co.uk for more details.



The Rural Community Broadband Fund is due to launch a second round of funding on 10th May 2012 for two months. Further details can be found at <http://rdpenetwork.defra.gov.uk/funding-sources/rural-community-broadband-fund>. If after reading the information, anyone from any other parts of the county is interested in submitting an expression of interest for the second round of funding then please contact Fay Cooper.

4. How you and the community can help

As mentioned in previous editions of the newsletter, it is really important that the iNorthumberland programme is aware of everyone in the county that wants access to better broadband services. This is not only necessary to help shape where public sector funds are targeted, but will be used in discussions with private sector service providers considering investing in Northumberland. The more demand we can demonstrate the more likely the private sector will contribute its own funding and therefore the more areas of the county can benefit.

There are two main ways to register your interest

- use the on line registration process on www.iNorthumberland.org.uk/iwant
- complete the iNorthumberland registration cards available locally, including at all local libraries

Over the last month there has been a lot of interest shown in this activity, a number of people have been in touch offering to co-ordinate the distribution and collection of cards in their local area. People have also been in touch to suggest places to leave cards and a collection box (for example local pubs, village shops and other local businesses). Thank you to everyone who is helping with the campaign and if there are others who have ideas for places to leave cards, or who are prepared to do some campaigning locally then please get in touch.

In addition to the cards there have been over 100 submissions in the last month through the online

A registration card for iNORTHUMBERLAND. It includes the organization's logo and tagline. The card contains a short message explaining the need for faster broadband and a call to action: 'I want superfast broadband!'. Below this, there are fields for Name, Address, Postcode, and Email address. At the bottom, it says 'I want Superfast Broadband because...' followed by a line for a response. The website 'www.inorthumberland.org.uk' is printed at the bottom.

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registration pages. This is really good, but as always we need to do more to make sure people are aware of these opportunities. With a dedicated community engagement officer more emphasis can be placed on these activities.

As ever, if you'd like to know more or have any suggestions on how we can do more in your area then please get in touch with John Cooper.

5. We want to recruit 'digital champions'

In the last newsletter we introduced the idea of 'digital champions' to support the iNorthumberland programme. A big thanks to everyone who got in touch to find out more and to offer assistance, it is good to see so much enthusiasm across the county. Having discussed the concept further with those people, partner organisations and BDUK it seems clear that there are two elements to the 'digital champions' concept in Northumberland.

- Local broadband champions – effectively people acting as community champions for the programme in their local area, communicating information about iNorthumberland, gathering feedback and other information to shape the delivery of the programme, participating in local events and linking with various sections of the community and promoting the benefits of better broadband services in order to help stimulate the demand in that part of the county.
- Digital mentors – people to inspire those who don't know about the benefits of the internet to give it a try, direct people towards free internet training, or help them directly to undertake an online course and help people set up their own IT systems where appropriate. There are two really good examples of programmes aiming to achieve these aims listed below from Go ON UK and the Northumberland Community Development Network.

If you are interested in undertaking any of the activities listed above and have the time to offer to become a champion then please get in touch with John Cooper.

6. Launch of Go ON UK

Go On UK is the successor to Race Online 2012, which set out to get more people and business online before the 2012 Olympics - and connected 2 million people in three years. Go ON UK is a partnership involving Age UK, BBC, the Big Lottery Fund, energy firm E.ON, Lloyds Banking Group, Post Office Limited and TalkTalk.

As well as 8.2 million adults who have never used the internet, the campaign aims to reach out to the 86% of small businesses which don't have a website for selling their products.

Go ON UK is led by Martha Lane Fox, who was appointed the UK's 'Digital Champion' in 2009 and who also led Race Online 2012. She said: "The UK leads the world in most indicators of digital capability: the internet contributes more to our GDP than to that of any other G20 country and is predicted to grow 11% a year to reach £221 billion by 2016. However, many individuals and organisations still struggle to exploit the broader benefits of technology, a problem that is particularly acute for our small businesses, older people and charities that are currently at risk of being left behind. Go ON UK has an exciting vision to make the UK the world's most digitally capable nation where no one – old or disadvantaged and no organisation – even the smallest – is left behind."



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One of Go ON UK's key campaigns will be 'Go ON - Give an Hour', aimed at getting people to give an hour of their time to help someone they know to get online.

For further information visit www.go-on.co.uk

7. Northumberland Community Development Network's Digital Champions Campaign

During 2011/12 Northumberland Community Development Network (NCDN) ran a community capacity building project for digital inclusion with UK Online Centres. The project enabled NCDN to build up links with groups for older people, youth, unemployed, disability and migrant groups as well as local community groups and trusts. Digital inclusion is closely linked with issues of poor or no broadband connectivity, as well as the needs of a population where over 40% of residents of most villages are over 60.

The launch of iNorthumberland created really good opportunities for more joined up working and the project specifically worked with Northumberland's network of libraries. There was a joint initiative to recruit and support digital champions for each library, joint publicity of a programme of inclusion activities, and opportunities for wider publicity for both partners, which helped make digital inclusion a priority topic.

For 2012/13 NCDN has secured funding to offer IT support to older people's groups ensuring older people are given the opportunity to make the most of the internet and digital technology. As part of this project NCDN is keen to hear from individuals or groups that are interested in receiving regular support from a volunteer as well as from people who are interested in volunteering to become a digital champion to support older people.

Two introductory events are being held for anyone interested in finding out more:

- Monday 21st May 2012 from 10.30 – 12.00 at Choppington Welfare Centre, Colliery Road, Scotland Gate, Choppington, NE62 5SS
- Thursday 24th May 2012 from 10.30 – 12.00 at Bell View, 3 West Street, Belford, NE70 7QB

For further information or to book a place at one of the events, contact Julia Lyford at julia@ncdn.org or 07775 817 544.

8. Contact the iNorthumberland Team

For general queries you can contact the team via the website at www.inorthumberland.org.uk. For specific issues and to follow up on any of the items included in this newsletter you can contact the relevant officer below:

- Stephen Gray, Programme Director – Stephen.Gray@northumberland.gov.uk or 01670 623 732
- Fay Cooper, Client Services Manager – Fay.Cooper@northumberland.gov.uk or 01670 623 877
- John Cooper, Community Engagement Officer – John.Cooper@northumberland.gov.uk or 01670 623 415
- Les Hodgson, Admin Assistant – Les.Hodgson@northumberland.gov.uk or 01670 623 886
- Shona Rowe, Data Analyst – Shona.Rowe@northumberland.gov.uk
- Crispin Fu, National Graduate Development Programme – Crispin.Fu@northumberland.gov.uk
- Simon Figg, Commercial Lead (Broadband) – Simon.Figg@northumberland.gov.uk

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