

Project A. C. C. E. S. S.

Advancing Communications for Competitiveness

Enabling Sustainable Services

# A Platform For Regional Economic Development

Phil Southward MBA

Head : Regional Intelligence & ICT Policy

Operations Directorate : NWDA

# Economic Context

- ❏ Cumbria Headline GVA is ranked 35<sup>th</sup> of 37 UK NUTS 2 Regions
- ❏ Between 1995-2001 Cumbria had the slowest GVA growth of all NUTS 2 Regions
- ❏ From 1995 - 2001 Cumbrian GVA/Head had slipped from 20<sup>th</sup> to 30<sup>th</sup> out of all the 37 NUTS 2 Regions
- ❏ Regionally Cumbria had slipped from 3<sup>rd</sup> to 4<sup>th</sup> of the 5 NW sub regions in terms of its ability to deliver GVA/Head
- ❏ In the period 1995-2001 Cumbria GVA/Head index had gone from 92% to 77% of the UK Average

# NWDA Building Cumbrian Capacity



- ❏ Project ACCESS is but one part of the JIGSAW
  - ❏ Creation of an Urban Regeneration Company
  - ❏ Creation of a Rural Regeneration Company
  - ❏ Development of the Barrow Taskforce
  - ❏ Introduction of the Nuclear De-Commissioning Taskforce
  - ❏ Initiation of the Cumbria ICT Broadband Initiative (CIBI)
  - ❏ Concluding the instigation of Cumbria Digital Development Agency

**Deficient of Advanced ICT Infrastructure**

# Where's the Evidence?

- ❏ DTZ Study – Cumbria Broadband Action Plan
  - ❏ Impeding Inward Investment
  - ❏ Lack of service
  - ❏ Latent Demand
- ❏ Market Research
  - ❏ CIBI Events & Website
  - ❏ KPMG Own Operate Maintain Study
  - ❏ ANALYSYS Outputs & Risk Assessment
- ❏ AMION with ANGLE Project Appraisal
  - ❏ Ireland & South Dundas Studies
- ❏ NW Broadband Fund Pilot Projects

# Project ACCESS

## Why Do We Need To Do It At All ?

- ❏ Cumbria is the most rural of all NW sub regions
- ❏ Large land mass but low population density
- ❏ No economic business case for service providers
- ❏ Resultant market failure to deliver ACCESS



**GVA/Head - Significant Potential**

# Immediate Outputs

A minimum “Technology Neutral” BROADBAND SERVICE delivery of 512kbits/sec to mainstream and disadvantaged citizens throughout Cumbria

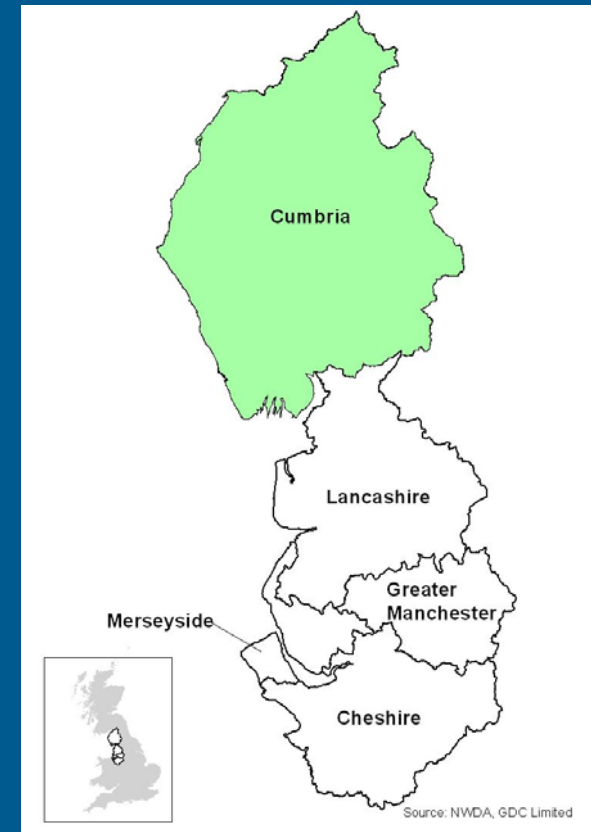
A minimum “Technology Neutral” BROADBAND SERVICE delivery of 2000kbits/sec to Businesses throughout Cumbria

A managed e-Government BROADBAND SERVICE to link up over 900 public sector buildings throughout Cumbria

A Broadband Take-Up Team of 12 Broadband Marketeers to drive the uptake of the service once it is available

The Aggregation of Cumbrian public sector demand

Affordable broadband to the businesses and citizens of Cumbria



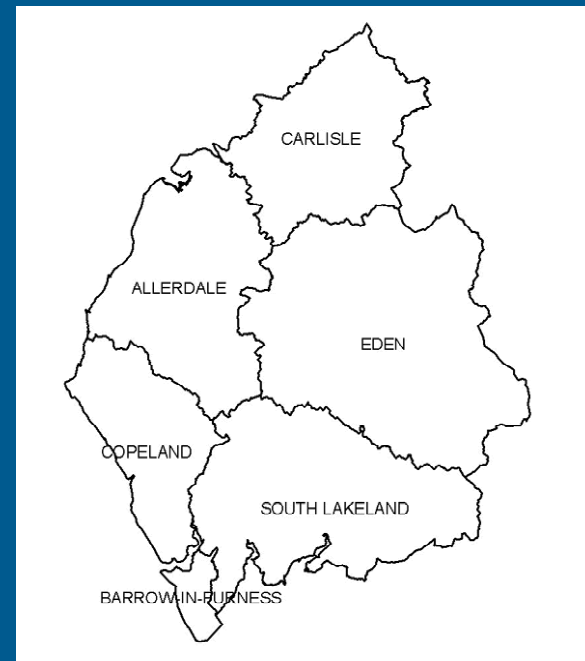
# Longer Term Outcomes

BROADBAND SERVICE availability to over 90% of the Cumbrian population within 3 years (246,000+ Households and 25,500+ businesses)

A sustainable and mature BROADBAND market within Cumbria

The delivery of comprehensive e-Government Services by 2005

Multiple Internet Service Providers delivering a choice to the market









## *A DIGITAL PLATFORM FOR REGIONAL DEVELOPMENT*

**Delivering e-Learning**  
**Delivering e-Inclusion/Community/Communication**  
**Delivering e-Government & e-Commerce**

# Funding & Approvals

## NWDA Single Pot Funding (Up to £31.545 Million)

-  NWDA Board Approval Granted July 2003
-  OGC Gateway Process : Gates 0 – 1 – 2 Passed (Green Card)
-  Gate 3 Review Due Early March 2004
-  Project being delivered under PRINCE2 Methodology (Ongoing)
-  State Aid Notification Received December 2003
-  DTI & HM Treasury Approval - February 2004

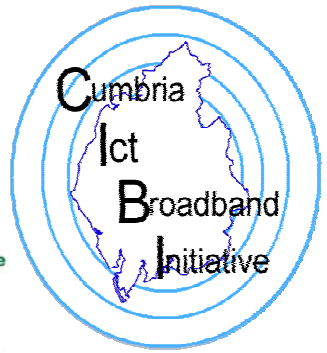
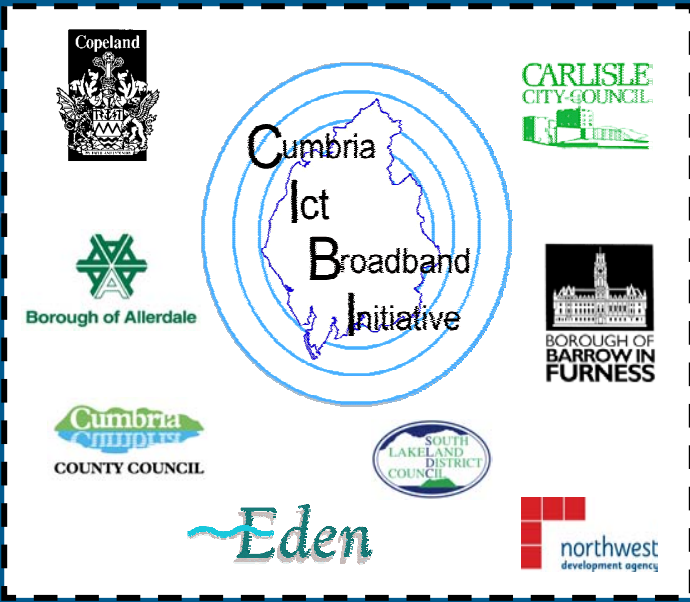
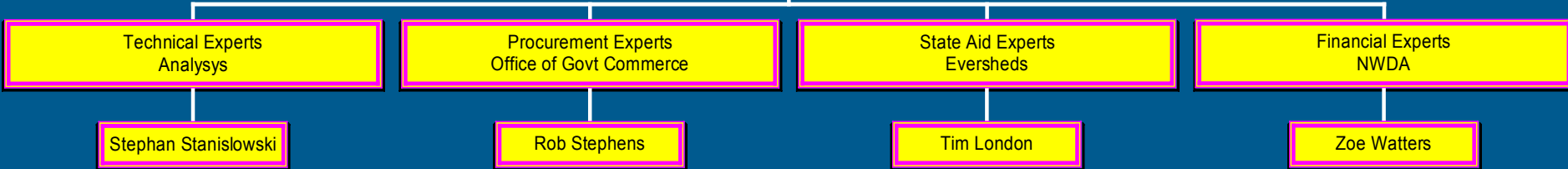
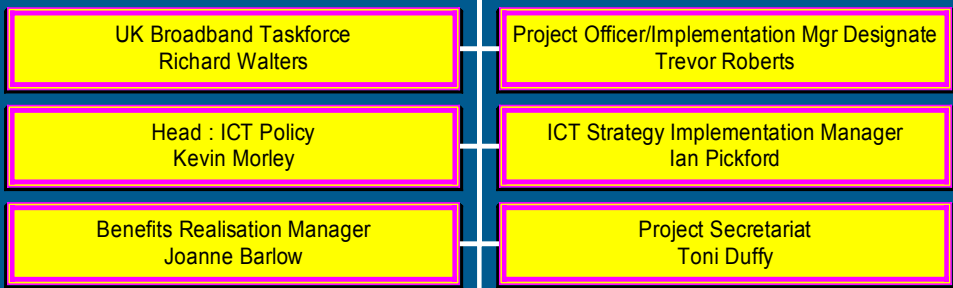
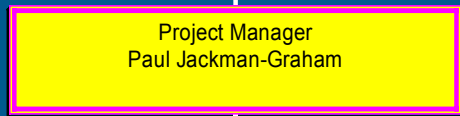
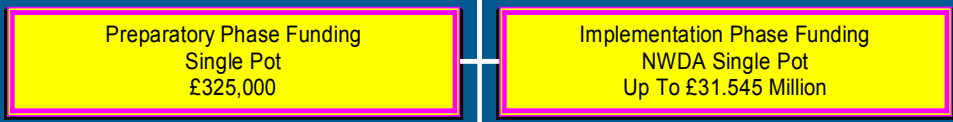
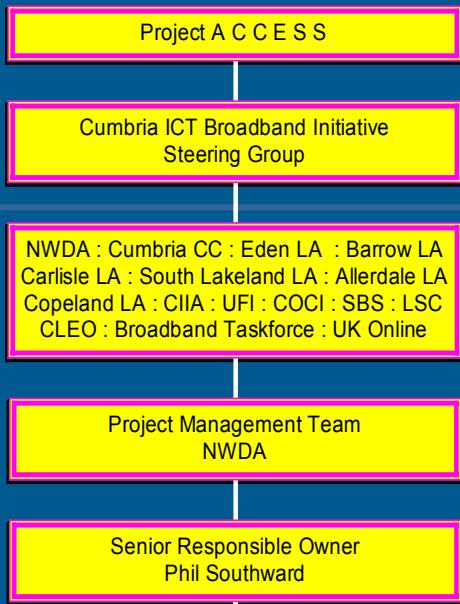
## Aggregation of Cumbria Partners Digital Communication Annual Budgetary Spend

-  County Council
-  Local Authorities
-  Cumbria Lancashire Education Online
-  Other CIBI Partners





# THE PARTNERSHIP

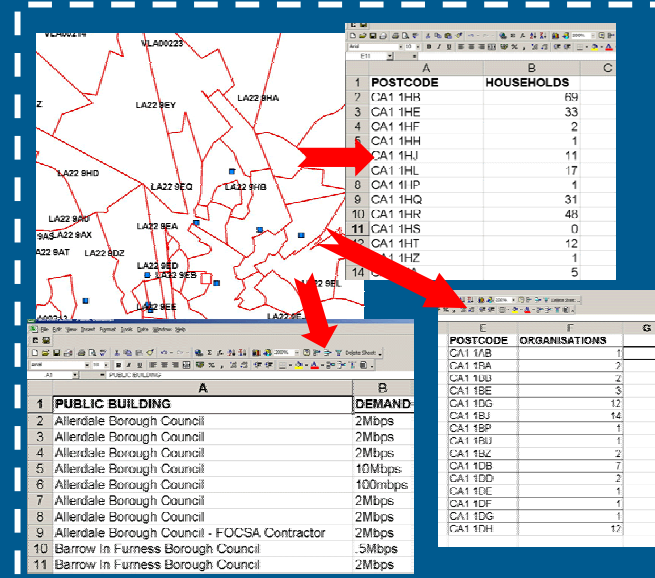


# The AMION CONSULTING VIEW

## CONCLUSIONS

Substantial and quantifiable wider benefits

Value for Money



# I Hope That Was Helpful!

## *Any Questions ?*



*I have to be in Penrith  
with the OGC Gateway Team by 6.00pm  
So please catch me before I leave or  
email : [philip.southward@nwda.co.uk](mailto:philip.southward@nwda.co.uk)*



**dti**

Department of Trade and Industry

**defra**  
Department for Environment  
Food and Rural Affairs