

Minstead Broadband: Achieving Superfast.....Slowly



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MINSTEAD PC**

Introduction

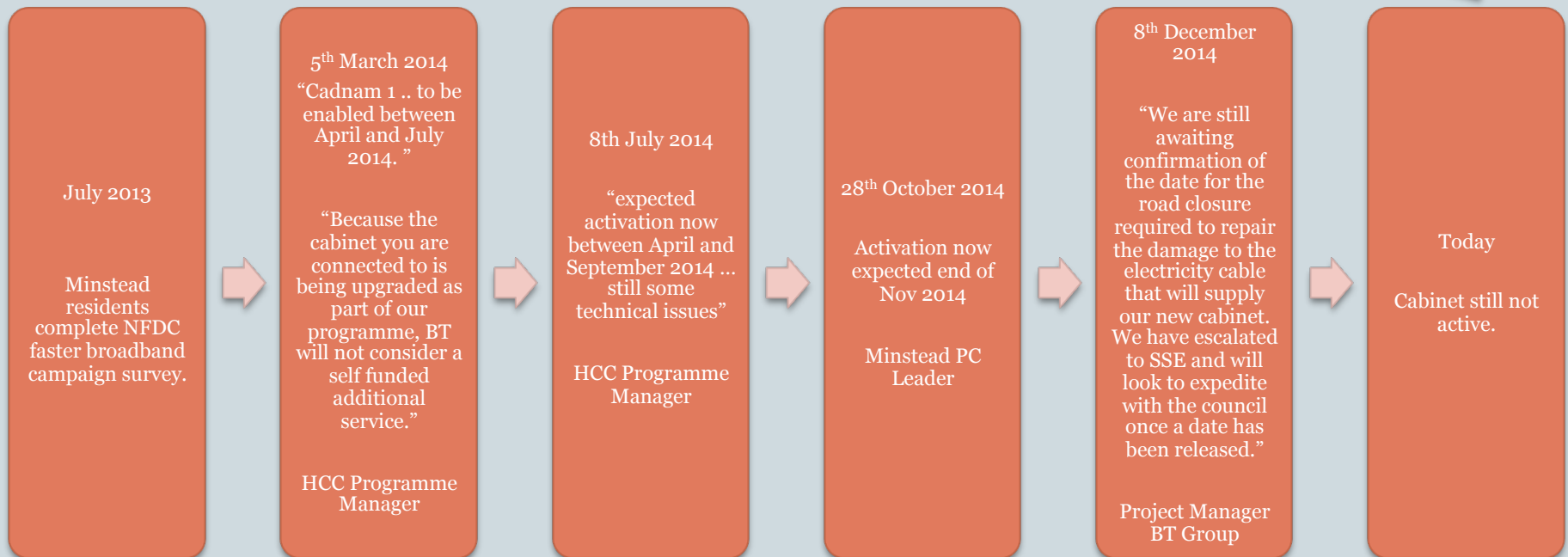


- **This presentation contains:**
 - A brief history of the superfast Broadband roll-out in Minstead,
 - The status of Broadband today in terms of speed, location and demand,
 - Observations on the above, and
 - Open questions for Hampshire County Council (HCC) and BT
- **The purpose of this presentation is to:**
 - Inform the residents, HCC et al on the situation
 - Drive the next steps to improve Broadband for the community

BT Superfast Roll-out Timeline for Minstead

March 2014: BT July 14 timeline committed...and offer for private funding to improve things rejected.

Today: Still 2Mb/s average speeds in Minstead



Broadband Initiatives in Minstead



• Events Attended by Residents

- Meeting of Minstead residents keen to improve local Broadband (Jan 2014)
- HCC's Get up to Speed Broadband and Business Support Workshops (March 2014 – SB)
- Hampshire Superfast Broadband Event (April 2014 - GD)
- Parish Council (PC) Meeting with BT & Glen Pearcey (Dec 2014 – PC et al)
- NFDC Broadband Event (Jan 2015 – SB & AB)

• Action Taken by Residents

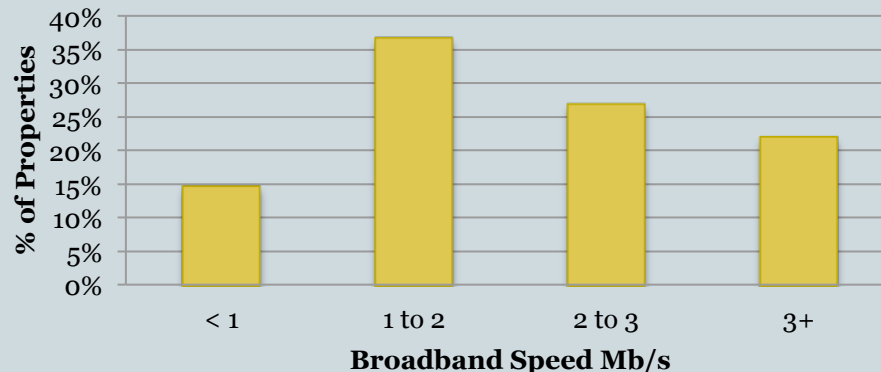
- Broadband Survey performed of Minstead residents (41 responses)
- Contacted Gigaclear
- Contacted Vodafone
- Private trials done ([see Minstead website](#)) of:
 - ✦ BT Broadband vs
 - ✦ Satellite Broadband vs
 - ✦ 4G vs
 - ✦ 4G+ADSL

Minstead Broadband Today: Speed



- Minstead residents have an average Broadband speed of **2.35 Mb/s** vs national average of 17.8 Mb/s ([Source: Ofcom April 2014](#))
 - *Minstead residents are therefore paying a very high £ per Mb/s*
- Many residents achieve just 1 to 2 Mb/s as the average is weighted upwards by a few properties achieving 3 Mb/s+

Broadband Speed Distribution



Minstead Broadband Today: Location



- 3 Mb/s speeds mostly achieved north of the Trusty Servant
- Estimated 50%+ of residents are 1.5km or more from Cadnam 1 cabinet (by line length)

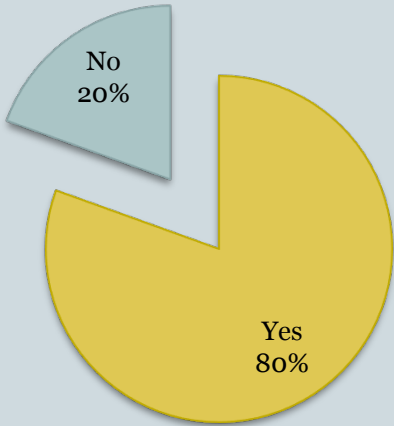


(Source: Minstead Survey displayed on Google Maps)

Minstead Broadband Today: Demand

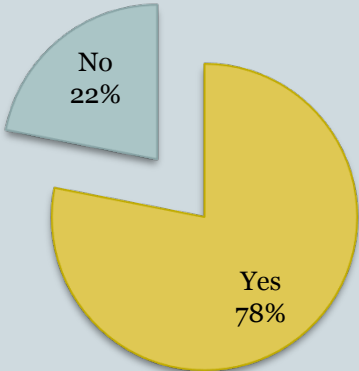
- 80% would pay for faster broadband

Would you pay more for faster Broadband?



- 78% use broadband for business / work

Do you require Broadband to work from home?



Minstead Broadband Today: 2Mb/s - So What?



- 120K people commute out of Hampshire (Source: HCC) – Traffic could be reduced if Broadband speeds were superfast enabling:
 - Business to base themselves in the New Forest (providing local jobs)
 - Employees to work from home more frequently where commuting out of Hampshire
- Internet access improves communication in the community
- Properties with superfast broadband are more desirable impacting property values
- Those without usable broadband are disadvantaged in many ways in terms of
 - Entertainment e.g. iPlayer et al
 - Banking
 - Access to the best deals energy, insurance etc.

Observations



- There is huge demand for better Broadband in Minstead, and many are prepared to pay for it (see previous slide)
 - Most appreciate rural Broadband is hard and expensive but patience is now thin and confidence low
- HCC/BT lack of transparency (what, when and where) + missed commitments is anti-competitive
 - Residents inevitably ‘wait and hope’ vs considering other options like Gigaclear etc
 - See “[Rural Broadband needs competition, not cash](#)”
- HCC’s investment for Broadband for Minstead seems poor value for money as 50%+ of residents may not achieve superfast speeds due to cabinet distances
- The reality is had residents known what BT were planning and when it would be delivered we would/may have found a viable alternative to bring a better service, faster and to more people by now

Open Questions for HCC, BT et al



- When will Cadnam 1 be active?
- Given the low % of residents benefiting from Cadnam 1 will HCC consider alternative solutions to improve the situation e.g. subsidised 4G or otherwise?
- There is potential interest in a single capital contribution from some residents to accelerate the above – what are the options and how much (BT et al)? e.g.
 - additional cabinets in Minstead
 - pole mounted DSLAMs