department for
culture, media
and sport

Super-Connected Cities Project

Proposal template

Guidance on the Application Process is available at: www.dcms.gov.uk

Bids should be no more than twenty-five pages long. In addition, you may append mapping information and project plans.

December 2011

improving
the quality
of life for all

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

CONTENTS

NOTES ON COMPLETING THIS FORM.

1. Throughout the form 'superfast' means broadband with a headline download speed of at least 24Mbps (megabits *per* second). 'Ultra-fast' means broadband with a headline download speed of at least 100Mbps, with no upper limit. 'Ultra-fast' includes technologies, principally fibre to the cabinet (FTTC), that are capable of up to 80Mbps and are ultimately up-gradable to 100Mbps.
2. The format of this form should be followed and the answers to all questions made clear for assessment purposes.
3. Applications should be sent to DCMS by 10am on 13 February 2012. Proposals ideally should not exceed twenty-five pages in length. In addition, mapping information and essential diagrams may be supplied, but no other supplementary material will be considered.

   Three hard copies of proposals, maps and diagrams should be sent to:

   Ms Susan Hawker

   Department for Culture, Media and Sport (DCMS)
   2-4 Cockspur Street
   London
   SW1Y 5DH

   Envelopes should be marked: **'Submission for Ultrafast Broadband Fund'**.

   An electronic copy should also be submitted to urbanbroadbandfund@culture.gsi.gov.uk

APPLICANT INFORMATION

Project Name:
Its Super Connected, Its Liverpool

Lead organisation - *include address with postcode***:**
Liverpool City Council
Office of the Chief Executive
Municipal Buildings
Dale Street
Liverpool
L2 2DH

Lead Contact Details *(Name)* **and position held:**
Lisa Smith
Senior Policy Officer

Contact telephone number:
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Email address:
lisa.smith@liverpool.gov.uk

Postal address:
Office of the Chief Executive
Municipal Buildings
Dale Street
Liverpool
L2 2DH

If the bid is a joint proposal, please enter the names of all participating bodies and specify the co-ordinating authority
Not applicable.

Proposed start Date of Project: *(Wednesday/21st March/2012)*

Proposed end Date of Project: *(Tuesday/31st March/2015)*

SECTION A – SHORT-FORM BUSINESS CASE

A1. Define the strategic objectives, measures of success and targets of the proposal with respect to:

A1.1 Economic growth

Strategic Objectives

The City of Liverpool has a population of approximately 450,000 and sits at the heart of the wider City Region, providing the main driver of growth for a population of over 1.5million. Liverpool generates 45% of Merseyside's GVA and is home to substantial economic assets and opportunities.

Liverpool's economic renaissance in the last decade has been remarkable: GVA growth of 70.4% (1997-2009) has outpaced the UK and Core Cities average; the city's GVA per head has risen from 90.2% to 99.1% of the UK average between 1997 and 2009; the city has created an additional 17,000 jobs since 1998 and this 8.5% jobs growth (1998-2010) has also outpaced the UK and Core Cities average growth rate.

Building on this substantial economic and jobs growth in the City over the past decade, the City has an ambitious growth plan, utilising new powers in the Localism Act, taking forward a strong leadership model and ensuring that our approach to investment and funding will leverage substantial investment from the private sector.

Liverpool has a vision to create "A Distinctive Global City" with an economic growth strategy designed to:

- Accelerate the rate of economic growth;
- Improve productivity, and
- Rebalance the economy.

As part of Liverpool's City Deal, the Government has agreed a joint plan for investment in the City, focused on the establishment of a Mayoral Development Corporation with a new Enterprise Zone for the City Fringe and commercial district area and 5 further Mayoral Development Zones.

It makes sense to us to focus our investment in digital and mobile connectivity within this framework and concentrate our investment where we will see the greatest return in terms of jobs, economic and business growth and where the greatest synergy can be achieved.

Our geographic focus is therefore a contiguous area (See Map 1 in Appendix 1), taking in the new Enterprise Zone with its focus on green technology and low carbon developments (such as the Combined Heat and Power development), alongside our digital and creative quarter, knowledge quarter, central business district and key visitor destinations, including the world heritage site waterfront, major cultural institutions and the Liverpool One retail destination.

Within this area are substantial planned developments, which will drive forward jobs and economic growth. Our digital connectivity proposals will add value and future proof these wider substantial investments in the area.

Alongside these areas of major economic opportunity sit some of the most deprived neighbourhoods in England (see Map 4 in Appendix 1) and a key element of our proposals will be to ensure digital connectivity can support those communities to access the economic growth

opportunities available to them. The delivery of public services in new ways can be underpinned by the connectivity of residents, in particular those in our most deprived neighbourhoods

The city has world class capabilities in life sciences, low carbon technology, financial and professional services, outsourcing, and in digital and creative industries. These sectors are supported and driven by the international research and facilities of the city's three universities and the talented graduates they produce. Liverpool's visitor economy, supported by its unique and growing cultural offer, is also playing an increasing part in driving its economy.

Objectives, Measures of success and targets

By focusing on these key economic drivers, we believe we can increase GVA for the City and job creation. Quantifying these benefits has been an area of some debate. However, recent research reviewed by Adroit on behalf of e-skills UK, the Sector Skills Council for ICT, suggests that increased broadband speeds coupled with increased penetration – a quadrupling of speeds matched by a 10% increase in take up, a conservative reflection of what may be achieved in the wider bid area - can boost GVA by 1.6% over a two year period. Applying these figures to the UBF project area suggests additional GVA directly attributable to the deployment of faster broadband of £56m over two years, with the potential to create 1400 (estimated at 2012 prices). Further measures of the impact of take up and use of more advanced ICT by firms predict that over the period to 2020, GVA in the project area would rise by £371m – 4.2% of Liverpool's total GVA at 2009 levels.

Applying these figures to the UBF project area suggests additional GVA directly attributable to the deployment of faster broadband of £56m over two years, potentially creating 1400 jobs at 2012 prices.

In support of these objectives we will achieve the following:

1. An innovative flagship development for the EZ and City Centre area with FTTP deployment for speeds upwards of 100Mbpand approaching 1Gbps for up to 3000 businesses.
2. Optimise the deployment of wireless connectivity for the core zone covering a population of over 100,000 people, 30 million annual visitors (including 2 million staying visitors), 4800 businesses and over 130,000 jobs making available existing public assets to facilitate this. This could include standard wi-fi to support for example, opportunities to grow the visitor economy but will also take into account other technologies and frequencies (e.g. 4G/LTE).
3. Co-ordination and infill of those areas not currently planned to be served by the ultrafast broadband offer across the City, ensuring no "not spots" to support the digital inclusion agenda.

The Ultrafast evolution plan summary is shown in the Table below.

s43(2)

A1.2 Take-up of broadband services

Our plans have clear strategic objectives to achieve 50%take up of ultrafast broadband services across all sectors (businesses, residents and visitors) by 2020. The table at 1.1 (above) summarises what will be delivered already through the market and the barriers that exist to the wider roll out of ultrafast broadband both in the target areas and in neighbourhoods across the City.

Ofcom states that Liverpool City Council currently has 77% of superfast broadband availability (24 Mbps+ connections) from BT, Virgin and other retail ISPs. The take-up is currently 59% with an average speed of 9.5Mbps – slightly above the urban average of 8.8 Mbps. The percentage of the Liverpool population receiving less than 2Mbps is 6.6%.

In line with Liverpool's objectives to increase the competitiveness of its SMEs, increasing GVA and employment, boost the visitor economy and to increase social inclusion by ensuring that every citizen has the opportunity to participate fully in a range on online services and activities, our intervention will look to act on four levels with the aim of making Liverpool the first UK city to meet the target of having 50% of its people and businesses accessing 100 Mbps+ connections before 2020:

- In line with the emerging Liverpool City Region Local Broadband Plan and working in conjunction with the Liverpool City Region BDUK group, look to complete FTTC in-fill to extend superfast services, and with it the potential to adopt fibre overlay services, to 95%+ of premises
- Work with the private sector to stimulate and aggregate demand for FTTP in the target area for the bid in order to make most efficient and targeted use of any UBF monies to reduce ECC and to ensure that as many businesses as can benefit from 100 Mbps+ connections choose to access these services
- Extend existing access duct infrastructure in key target areas of the city – its Enterprise Zone, Commercial District, Knowledge Quarter, Ropewalks and the Baltic Triangle – to allow for the development of a competitive market in uncontended, open access fibre connections
- By means of a tender, stimulate the development of a wireless 'mesh' across the target area and beyond to give: the immediate opportunity to stimulate the visitor economy by offering free Wifi services across the City Centre, with potential to upgrade those to 4G once spectrum is made available through auction; an extra option to 'in-fill' provision of superfast broadband to properties where the market will not provide (in turn potentially reducing costs of other in-fill schemes for FTTC); and a stimulus to the development of 4G networks across the City, whose benefits are enumerated in more detail below, but which would form a significant element of measures to address social exclusion and to stimulate innovation in and reduce costs of online delivery of public services.

Through a combination of these measures, we would look to move take up of ultrafast broadband services amongst residents, businesses and the City's 30 million visitors per annum to above 50% before 2020.

A1.3 Social objectives

Liverpool is ranked as the most deprived local authority area in England (Indices of Multiple Deprivation 2010) and its position has remained unchanged from the 2004 and 2007 Indices. Over 50% of Liverpool's communities are among the 10% most deprived in England and around 12% of the city's communities are among the 1% most deprived.

The two largest clusters of severe deprivation in the city (1% most deprived in England) sit to north (Everton/Kirkdale Anfield) and south (Princes Park/Toxteth) of the city centre (see Map 4 in Appendix). Both of these areas are within the UBF area and are highlighted in red on Map 4. Around 60% of the area is in the 1% most deprived nationally and nearly 80% of the area is in the 5% most deprived.

Liverpool's Superconnected Cities proposal tackles these issues of deprivation and exclusion head on. Addressing digital exclusion in the wider UFB project area will result in a number of social benefits, coupled with public sector cost savings. Using a model developed by Adroit for e-skills UK, the Sector Skills Council for ICT, in Section C4 below we demonstrate the potential impact of investment in broadband on outcomes for education, employment and health, and savings in the cost of delivery of social services, as well as for the productivity and growth of businesses.

Provision of backhaul for future 4G wireless networks, facilitated by inclusion of public and University assets in a competitive open tender, offers the possibility to extend connectivity at or better than the EC Broadband target to over 100,000 residents, including those in Liverpool's most deprived and ethnically diverse neighbourhoods. Levels of fixed line take up in those areas are amongst the lowest in the UK.

The proposed scheme offers multiple benefits to these districts:

- Inclusion in economic opportunities increasingly dependent on access to broadband connections, including employment in the neighbouring Enterprise Zone and commercial district, and the opportunity to create new social enterprises meeting needs within the community.
- The ability to participate in a transformational shift of a range of public services (health, social care, welfare, education) to online delivery
- Access to a full range of cultural and entertainment offers to reduce the sense of social exclusion.
- The opportunity to 'skip' a stage in technology development in moving to 4G without incurring the risk of redundant investment in fixed line superfast broadband services and equipment

A1.4 Other local objectives

Local Objectives

- To develop future proof networks

Liverpool's bid for Superconnected City status is based on a number of core principles:

- That any public investment should optimise provision of ultrafast broadband for both business and residential consumers through a ubiquitous FTTP network delivering as a minimum 100 Mbps synchronous connections in the short term and offering rising bandwidths into the future, with 1 Gbps as the long term sustainable target

- This should support, be co-ordinated with and, wherever possible, share ducting and other infrastructure with other utilities required to enable a Smart City (see below)
- Any infrastructure resulting from public sector intervention should be operated on a fully open access basis
- Investment, deployment and operation of network infrastructure should be led by the private sector. This may comprise a single investor, several competing investors, or one or more consortia of investors. The role of the City Council and local partners should be to enable and facilitate the optimisation of private sector investment
- Whilst the City Council may enter into joint venture or public/private partnership in order to secure best value for the commitment of any asset on a Market Economy Investor Principle, the vast majority of investment should be expected to come from the private sector. Any grant available from the public sector can represent only a fraction of the total cost of delivering a comprehensive and competitive infrastructure and market environment

This is an ambitious vision, backed by a strategic process of market engagement. The costs of achieving it are large, and beyond the resource made available within this bid alone. The City Council has therefore established a number of intermediate objectives toward its long term goal:

- Ubiquitous availability of 80-100 Mbps services at prices ranging from £35 - £50 pcm across the City of Liverpool by March 2015. This links to a wider ambition in the emerging Broadband Plan for Liverpool City Region to ensure that the same investment principles are applied to any tender involving BDUK funding for white areas in order to achieve near ubiquitous ultrafast coverage across the whole region
- As a minimum, adherence to the EC broadband target by which all citizens have access to 30 Mbps services by 2020 with 50% accessing connections of 100 Mbps or better.

To support the development of Smart City

The proposed £5.5 billion redevelopment of Liverpool's docklands includes a significant investment in renewable energy generation. The City is looking to capitalise on this initiative to make Liverpool the UK's first truly 'Smart City', encompassing Smart Grid infrastructure and a range of interconnected public services. A distinctive element of Liverpool's Superconnected Cities bid, therefore, is the provision of multifunction utility ducting that will contain not only the optic fibres required to achieve the long term objective of ubiquitous, open access broadband at speeds up to 1Gbps, but also the other energy and water utilities required for operation of a Smart Grid. This will accelerate and underpin a transformation of public infrastructure unmatched in any UK city since the Victorian era. In connecting the Enterprise Zone to the commercial heart of the City it will stimulate demand and private investment to make good the historic market failures experienced by areas immediately North of the city centre.

A2. Set out the rationale for public investment:

A2.1 What are the specific needs you are addressing?

Public investment is required to address the current market gaps and enhance the commercial offer through the expansion of capacity and capability of the open access infrastructure within the City to both existing businesses and new businesses to be encouraged to the area. The public investment will provide a long term sustainable model of investment that will utilise the returns from that

investment to continue economic growth and rebalance the economy. Reducing the productivity gap and increasing the growth of the economy is integral to this project, in addition to providing services in a far more efficient and effective way, both bringing economic and social benefits.

An enhanced open network infrastructure should provide a positive outturn on business capacity and growth within the City. This will assist existing businesses and business growth but also attract new and additional inward investment. Such networks also deliver ubiquitous coverage in areas where private companies might not be able to develop and operate public broadband networks. Enhanced services are derived whereby the public and businesses can benefit from a greater diversity of value-added products.

Public investment in the infrastructure network has the advantage of being able to take a longer term view and provide a sustainable investment product. Applying the Market Economy Investor Principle to the public investment (through an OJEU open and competitive procurement process) will attract and secure significant private sector investment and leverage into the City, thus resulting in a much wider investment fund. An investment model that combines public investment into the infrastructure to facilitate development of broadband networks will allow private companies to run it and deliver services such as IPTV, telephony and Internet access creating a competitive environment where the network owner does not determine which services consumers can receive.

A2.2 Have all options to meet these needs by the stimulation and encouragement of private sector investment been explored?

The City is continuing to explore options with major providers and to more fully understand their planned investments. However, even given that this information is not easily available due to commercial confidentiality, existing plans do not go far enough to meet the existing and future needs of the city. Demand can be seen as being derived in two ways; identified demand and "intelligent supply". The first relates to express market signals and the second relates to provision that stimulates demand. It is clear from documented engagement with key private sector developers undertaken as part of the RGF 2 process that demand does exist for these services but at a transparent service level and cost. In terms of future proofing the investments being made both by the public and private sector in the area, there is a clear need to adopt an intelligent supply approach which can effectively plan the best possible digital connectivity into the developments, which ensures their future demands can be met in a sustainable way. The private sector is unable to respond to these needs.

It is evident therefore, that there is a current market failure and thus it is not commercially viable for private investors to meet the current needs of the market and our identified future requirements. The public investment seeks to fill in that short fall and enhance the offer within the City, encouraging the private sector to invest against commercial principles.

There has been significant soft market testing into the needs of the City and there is clear demand for enhanced services. The issue is one of commercial returns for the providers. Not only will an enhanced network allow the business base of the City to grow, but also potentially unlocks additional significant long term private investment through stimulating the market.

Discussions are continuing to be explored with major network providers and encouragement of private sector investment will be examined in detail through OJEU open procurement process. It is evident that there is private sector appetite to work in parallel with the public investment and thus provide a hybrid investment model to meet the needs of the City.

A2.3 What resources and skills are you uniquely placed to contribute to the project?

The City Council is uniquely placed to drive forward this agenda and its proposals to move towards a mayoral governance model add weight to the leadership role required to drive forward this proposal with the private sector.

A commitment has already been made as part of the City Deal to develop a Mayoral Investment Plan for the City. Our proposals to be a Super connected City will sit within this plan and will be overseen by those governance arrangements and joint sign off with Government. Responsibility for economic development and in particular the Enterprise Zone will rest with the Mayor ensuring clear ownership and leadership for the proposal.

In addition, it has been agreed to establish a Mayoral Investment Fund as a single pot for investment, which incorporates key funding streams, receives revenue from retained business rates and which seeks to ensure the highest possible levels of private sector investment in the fund. Urban Broadband Funding will sit within this model and benefit from the leverage and wider private sector investment which will take place.

Liverpool City Council and its Joint Venture Partner Liverpool Direct Limited have considerable experience in successfully delivering large complex programmes of work involving financial management of large publicly funded programmes, Consultancy, Project Management, Procurement, Technical Design, Service Design and Solution Architecture.

LCC has a dedicated Programmes Team which over the last 10 years has successfully managed funding in excess of £500million of EU and UK grants. The team consists of senior staff members with extensive experience in the legal and financial management of large publicly funded programmes (e.g. RGF, SRB, NDC, HMRI, ESF, ERDF, NRF). It includes qualified auditors and grant appraisers alongside legal and European funding specialists. The Programmes Team can also draw on the support of specialist colleagues from other LCC and Liverpool Direct Limited service areas such as procurement (UK and European Procurement regulations e.g. Official Journal of the European Union), legal (e.g. State Aid Regulations), finance and the central policy unit.

All Programme Managers are PRINCE2 and MSP certified, Senior ICT staff are ITILv3 Accredited and Solution Architects are TOGAF v9 Accredited.

In order to ensure that the activities of the Liverpool UBF Programme meet the objectives of the fund and comply with due diligence, Liverpool Direct Limited and Liverpool City Council will operate a Programme System. This will operate within the stringent confines of internal financial regulations.

Examples of successful programmes include:

- DEFRA call centre provision.
- Security Industry Authority relocation of document handling centre to Liverpool.
- Arena and Convention Centre Liverpool £164 million financed by Liverpool City Council, English Partnerships (now the Homes and Communities Agency), the Northwest Regional Development Agency and European (ERDF) funding..

- The £1bn Liverpool One project was the largest retail-led regeneration project in Europe. The scheme, covering 42 acres provided 1.5m sq ft of retail space as well as hotels, apartments, a multi-screen cinema and restaurants.
- Edge Lane is one of the main gateway routes into the city centre. It is currently undergoing a £65m improvement scheme which will transform the route from the M62 to the city centre.
- The Mersey Waters Enterprise Zone is one of four UK Enterprise Zones announced in March 2011. LCC along with Wirral MBC are leading on the implementation of the EZ on behalf the Liverpool LEP and Peel Holdings who own the site.

LCC has a successful track record of developing and maintaining innovative public-private partnerships with a wide range of organisations for example:

- 2020Ltd, a partnership between Mouchel and LCC, delivering professional services relating to property, highways and public realm to clients in the public and private sector,
- LCC joint venture with BT for Liverpool Direct Limited that delivers IT service, contact centre, one stop shops, human resources, payroll, revenues and benefits and Careline social care service. .
- LCC joint venture with Enterprise for Enterprise Liverpool that delivers BPR, full environmental services (street and refuse) and highways maintenance.
- LCC joint venture with Sigma Capital Group currently involved in regeneration project Norris Green Village, where 178 homes are being built for sale and rent as part of the initial regeneration phase of the 63 acre site.

A3. Outline the information, education and demand-stimulation (consumers, business, public sector and third sector) activities to be undertaken (more detail should be given in Section D).

Since August 2011, Liverpool City Council in conjunction with Liverpool Vision and its partners and have been undertaking significant demand stimulation and education activity across Liverpool. This is in response to ONS data which shows that approximately 92,000 people who live in the city (out of a population of 450,000) have never been online.

The work done to date by the Go ON it's Liverpool campaign (which arose out of the Government's Race Online initiative) will be taken forward and expanded by providing targeted support to the people and businesses most at need in order to use resources most effectively, as follows:

- Reduce the number of people socially and digitally excluded in Liverpool from 69% to the national average of 40%.
- 50% of all off-liners in Liverpool live in social housing so the Go ON it's Liverpool campaign has specifically targeted partnerships with Registered Social Landlords as a key channel to secure the greatest impact.
- Target businesses - with the goal to increase the number of businesses by between 6,000 and 9,000 new small and medium enterprises to enable the city to compete successfully with their competitors and encourage economic growth.

Examples of actions that have been and will be taken to achieve these goals include:

- Continuing to recruit Go ON it's Liverpool Digital Champions – 5,000 digital champions targeted who can be family members, friends and/or neighbours, that can offer support to new users with their first steps online by mentoring others to use a pc and access the internet
- Increasing the number and range of local places where people offline can get support – e.g. working with Registered Social Landlords, Chamber of Commerce, Police information kiosks and Unions.
- Improving digital infrastructure and removing affordability as a barrier – providing cheap PCs, staged payments etc.
- Continuing the strong local marketing/ PR campaign for Go ON it's Liverpool and the BBC Give an Hour campaigns.

Liverpool Vision has recently recruited a team of Business Growth Managers, whose responsibility will be to identify and work with local SMEs that demonstrate the capacity to grow and create jobs. In this, we recognise that one of the key factors in stimulating business growth is the willingness and ability of businesses to take advantage of new developments in communications technology, both to respond to customer demand and to take advantage of new markets. We have therefore ensured that all of our managers are fully conversant with the latest developments in broadband technology, and link in closely to Liverpool Vision's Creative & Digital specialists as appropriate.

In addition to this, Liverpool will recruit – subject to anticipated ERDF approval in March 2012 – a specialist ICT Manager, whose role will be to work with local businesses that are able to effect a step change in their productivity through better use of ICT. This manager will be part of the general business support team and will ensure that increased web based ability within businesses is a natural part of the city's business support offering.

Both of these services will complement the new Business Coaching for Growth service, which will concentrate business support on those businesses that have the capacity to grow at more than 20% year on year.

Having worked closely with Google over 2011 to encourage small businesses to take full advantage of internet based technology – over 1,000 local SMEs attended one to one training sessions with Google – Liverpool Vision is continuing to work with Google and local partners on its legacy programme, that will put in place a structured programme of web based training to underline to SMEs the importance of web based services in the growth of their businesses. This training will cover all businesses, from those using web based technology for the first time, to businesses wishing to build upon a solid track record of on line trading.

A4. What new infrastructure does your proposal require?

A4.1 Fixed. (Fibre, cable, &c)

Our vision is to provide a range of access levels to all areas identified in the bid. Each access level will allow focused delivery of a particular type of service to particular areas being cognisant of the requirements, drivers and benefits that this will provide to the area. The Infrastructure required to facilitate these Access types is explained below.

Access 1 - Superfast 24Mbps – This level of coverage is currently at 77% which provides around 310,000 residents across Liverpool with superfast connectivity. We expect this to be 100% by 2015, Where this will not be achieved through further investment and planned works from our two key

telecoms providers, BT and Virgin Media, any gaps in this provision would ordinarily be addressed by BDUK infill. However, s43(2) – the totality of the Liverpool City Region BDUK indicative award – so we will look to use the MEIP tender and a mix of solutions, including sub-loop unbundling, use of BT poles and 4G wireless, to extend private provision (and opportunities to access fibre-based products) to move close to 100% of premises.

Access 2 – Ultrafast 80Mbps to 100Mbps – The entire Contiguous zone identified for this bid will receive Ultrafast Broadband by 2015. We will work with service providers to ensure that an open access FTTC provision is provided across the whole area at postcode level, thereby providing guaranteed performance for the whole area. Part of the UBF will be used to accelerate the planned implementation of the Fibre Overlay programme, by working with providers to aggregate demand and removing uncertainty about ECC from individual businesses, to ensure that even greater speeds will be available in these areas.

Access 3 – Uncontended fibre connectivity – This will be provided to key areas within the Contiguous Zone by the implementation of new access ducting to further extend the existing spine duct infrastructure. We aim to provide open access, diversely routed ducting to targeted areas. This ducting will be terminated in chambers which will service the newly designated Enterprise Zone area effectively eliminating the cost of targeted areas. Any redevelopment undertaken in the area will fund the Chamber to Cabinet civil works with assisted way leave. This will facilitate FTTP connectivity with no excess charging.

Several 'Incubation' areas have also been identified in buildings with a high density of business, which will benefit from the creation of dedicated Fibre provision and civils works.

The UBF fund will contribute towards an additional 3 Kilometres of ducting 60 access chambers and the installation of additional ducting to provide access to specific postcodes with a high density of businesses within the target areas.

Access 4 – Wireless 4G; Ubiquitous wireless coverage will be implemented in the area highlighted in the plans this will be extended further following a tender to find a supplier to deliver 4G capability in the residential areas abutting the areas of Ultrafast provisioning. This access will be assisted by the improved backhaul infrastructure being implemented and the use of City Council and University owned ducting. The UBF will be utilised to fund fibre delivery to key Access points in the city to provide Mesh or cell based provision of a 802.11n based network which will support Wifi Wireless, 3G and 4G deployments offering greater performance, more range, and improved reliability.

UBF grant will be used to provide the provision of backhaul infrastructure to facilitate FTTP to all businesses and potentially deliver incubation-type provision to multi-tenanted buildings.

Alongside investment that both BT and Virgin Media are putting into the designated zones, plus the expansion of existing ducting, we aim to create an open network for multiple suppliers to provide FTTP without the need for significant civil works and capital investment. This best value approach will drive demand stimulation and offer a range of competitively priced services across the network infrastructure.

In essence this will provide ultrafast broadband to the premise offering speeds in excess of 100Mbps. The long term goal is to provide a ubiquitous FTTP open access network delivering 1Gbps or more to the designated areas; on a par with global competitors such as Singapore. This would optimise retail competition, enabling a range of competitive and transparently priced broadband service offers to businesses (especially to SMEs), to all households and to public services. This

combination is essential for the continued competitiveness of the Liverpool City Region economy, its quality of life and public services.

This programme will deliver connectivity to the areas identified in the plan, along with all residential premises in the City.

s43(2)

A4.2 Wireless connectivity.

The options table above shows that deployment of a range of wireless technologies is integral to Liverpool's move to Superconnected City status. This will be achieved by means of a tender that makes available existing public assets – including street furniture and existing fibre ducting under

public or University ownership – as part of a scheme to stimulate investment in enhanced FTTP assets whilst providing a minimum 1 Gbps backhaul network to access points across the UBF area and out into those neighbourhoods covered by the wider Ultrafast Broadband Fund bid.

From the tender, the City Council will enter into a contract with a private sector partner to build, operate and maintain the network for an agreed period. The additional backhaul required to support 4G/LTE, for example, may well justify private sector investment in considerable amounts of new duct that could be integrated with and are integral to plans to improve FTTP access. In return for the commercial benefits associated with this – a revenue opportunity that soft market testing has demonstrated has the potential to greatly increase the level of investment offered by private sector operators – the City will require that an amount of free wifi provision is made in the central visitor and retail districts.

The wireless infrastructure will require open access fibre and power 'to the lamppost' to allow the mounting of suitable access points. These points will allow multiple vendors and wireless operating companies to offer a range of commercial wireless and Wifi provision, including 3G and 4G/LTE services, on the basis of an open and transparent rate card.

4G will enable SMEs both in the EZ and target economic development zones to access enterprise class synchronous connections in the short to medium term where ducting does not exist and before fibre overlay pricing is known. In the wider UBF bid area, s43(2)

. The UBF bid area includes 90% of Liverpool's areas of greatest digital exclusion, where there is a longstanding resistance to adoption of fixed line broadband but high take up of mobile services – through providing ubiquitous access to wireless solutions that will meet the EC broadband target of 100% access at 30Mbps by 2020, Liverpool will have a unique opportunity to reshape its employment and service offer to these communities.

A5. Define the area(s) over which ultra-fast or superfast broadband is to be delivered:

A5.1 By existing networks and already-announced rollouts by existing communications service providers

The areas that will receive Wireless and Ultrafast coverage can be seen in Maps 1 and 2, and Aerial Photo 1 found in the appendix to this bid.

s43(2)

s43(2)

They have also completed successful trials of “FTTP on demand” in St Agnes, Cornwall which allows additional fibre to be run on demand to a home or business in a FTTC enabled area, providing the customer with ultra-fast – which will soon offer end users speeds of up to 300Mbps - FTTP broadband

s43(2)

A5.2 By investment in in-fill (areas not covered by commercial suppliers)

s43(2) In line with the emerging Liverpool City Region Local Broadband Plan and working in conjunction with the Liverpool City Region BDUK group, we are planning to complete FTTC in-fill to extend superfast services, and with it the potential to adopt fibre overlay services, to 95%+ of all premises.

This will be achieved by a combination of Public Duct and dark fibre provision coupled with an investment of £5m as part of our BDUK broadband plan which will incentivise commercial suppliers to in-fill Fibre backhaul and FTTC provision to all areas.

We will work with the private sector to stimulate and aggregate demand for FTTP in the target area for the bid in order to make most efficient and targeted use of any UBF monies to reduce ECC and to ensure that as many businesses as can benefit from 100 Mbps+ connections choose to access these services

Ultrafast provision in the form of FTTP based services will be implemented to achieve 100% coverage of the key economic areas targeted, this will be enabled by civil works for FTTP, further backhaul infrastructure enhancements and funding to minimise the effects of Excess Construction Charges.

A5.3 By new networks

More than 13 kilometres of additional ducting and fibre will be commissioned to complement the existing, extensive Council and University owned duct network. This will provide an Open Access duct network which will stimulate further private investment and service delivery. This extended infrastructure will provide a dedicated duct infrastructure to key economic target areas of the city – its Enterprise Zone, Commercial District, Knowledge Quarter, Ropewalks and the Baltic Triangle – to allow for the development of a competitive market in uncontended, open access fibre connections.

s43(2) ultrafast and better speeds will be available by the end of 2014

A5.4 Wireless connectivity

The extended Duct infrastructure and fibre provisioning to existing street furniture in the city will provide 1,410 wireless (802.11n) Access points which will be capable of delivering WiFi 3G and 4G LTE services from multiple providers.

Building on these public assets we intend to stimulate the development of a wireless ‘mesh’ across the target area and beyond. By means of a tender, we will look to optimise the deployment of wireless connectivity for the UBF area covering a population of 100,000 people, 30 million annual visitors (including 2 million staying visitors) and over 130,000 jobs.

With potential to upgrade these to 4G once the spectrum is made available through auction, this offers a further option to ‘in-fill’ provision of superfast broadband to properties where the market will not provide (in turn potentially reducing costs of other in-fill schemes for FTTC); and a stimulus to the development of 4G networks across the City which would form a significant element of measures to address social exclusion and to stimulate innovation in and reduce costs of online delivery of public services.

As part of our soft marketing testing discussions, mobile providers have indicated a willingness to work in partnership with the City Council to develop a commercial model by which the providers

would pay the City Council a revenue sum to utilise these assets, which both enhances sustainability and ensures best value for the use of any public asset made available. Models such as these include Virgin Metro, which is a cell-based wireless provision utilising the street furniture for access point mounting. These access points are then serviceable by multiple providers.

The City Council will enter into a contract with a partner to build, operate and maintain the network for an agreed period. A requirement would be that the operator should provide an amount of free access service. The commercial model will be one that best meets the needs of citizens and the tourist economy. The City Council's aim is to provide a free-to-use service. For this to be viable there will be a commercial approach in which subsided funding is contributed by mobile providers (revenue for using street furniture), local retailers and tourist venues.

A6. What funding from the Ultrafast Broadband Fund are you requesting? (Details in Section G.)

Liverpool is seeking s43(2) of Urban Broadband Funding, matched with a potential further s43(2) of other public funding (RGF, BDUK, ERDF and Growing Places Funding). This brings the total public investment in capital infrastructure to s43(2) as outlined in section G.

A7. Briefly set out what additional funds will be contributed to the project (more detail to be given in Section G):

A7.1 by Local Authorities

Additional funding is shown below in the summary table. Aside from the dedicated funding for capital costs, the costs of implementation and management of the scheme will be met through the Local Authority and we have detailed separately those resources we can currently identify for demand stimulation activities.

s43(2)

A7.2 from the EU

ERDF totalling £3m is being sought for capital costs. The position will not be clarified until May/June when the final project allocations are agreed and any virement of resources takes place with the European Commission. This will be taken forward together with the BDUK funding.

ERDF resource of s43(2) has been secured to take forward dedicated ICT business support work over the period to 2014, together with business support activities which will deliver the required level of demand stimulation to support the project.

s43(2)

A7.3 by other partners.

We will ensure a significant private sector investment into the Liverpool UBF project. This is not yet determined until the tendering process has been complete and any deal negotiated under the Market Investor Economy Principle. Our funding table in section g outlines the expected level of private sector resource.

Over the coming months, we will work will our business support partners including the Chamber of Commerce and Commercial District Partnership (a Business Improvement District) to develop and define their contribution to the project.

A8. Any physical resources the city or its partners are contributing to the project. (Details in Section C.)

In terms of physical resources, the City and its partners will contribute:

- Its existing ducting network which is used for the Councils wide area traffic, CCTV and intelligent signalling networks. More than 13km of new ducting will also be provided.
- Its street furniture, over 1400 lampposts will be enabled allowing wireless access points to be installed,. Any other appropriate street furniture will be made available as required.
- Additional capability will be made available but the use of designated publically owned buildings potentially providing higher powered transmitters
- Access to its adopted road network and existing chambers

More information on this can be found in Section C.

Additionally, the University of Liverpool has indicated that it will make available on commercial terms its duct network and access to its estate for location of masts, etc. as part of any asset offered up by tender as part of this project.

SECTION B – DIGITAL-LED ECONOMIC GROWTH

Demonstrate an ambitious vision for growth. In particular:

B1. What job creation initiatives and strategies for attracting new businesses into the city are in your proposal including, where relevant, linkage to the delivery of a successful Enterprise Zone?

The City Deal and Enterprise Zone…

Liverpool's proposal to be a super –connected city sets investment in ultrafast connectivity into a much wider context of economic drivers and investments, capable of driving forward economic growth and the creation of jobs in the City and City Region. It sits alongside and reinforces the ambitions of the City Deal agreed with Government, the first to be agreed nationally. At the heart of the Super Connected Cities proposal sits our City Enterprise Zone and other key economic drivers and so there is the clear opportunity to reinforce these investments with the digital connectivity of world class standards. Over £11bn of investment is planned for this area over the next 20 years (see Appendix 2), a conservative estimate and so the potential for digital connectivity is enormous.

The Government recognises Liverpool's growth potential and Prime Minister David Cameron recently stated "(I am) keen to tap into the energy and enthusiasm there is in Liverpool for regeneration"[1]. In their report "Rebalancing Britain: Policy or Slogan", Lord Heseltine and Sir Terry Leahy set out the potential of the City Region and included ambitious proposals to develop broadband connectivity and wireless connectivity in the commercial district and North Liverpool.

The City is responding to those proposals and has developed an ambitious programme for UBF which can take forward those recommendations and add value to planned investments.

Digital connectivity is one piece of the larger programme of investments to transform the city, create jobs and attract new businesses. This proposal is focused on the area of the City newly designated as an Enterprise Zone and covers the commercial district of the City Centre and the City Fringe Buffer Zone, already in receipt of considerable investment through its successful award of RGF2 resources. Investment in broadband connectivity in the Enterprise Zone alone will reinforce a wider programme of investment stimulated through RGF2 of over s43(2) , creating 1,780 direct jobs and over 2,200 indirect jobs. The area is already a focus for site acquisition, inward investment and is developing opportunities within the low carbon energy sector. There are major transformational projects being developed including Stanley Dock, Pall Mall and a CHP / energy hub and other major inward investment packages being developed around the potential for attracting the Green Investment bank such as the green deal, International Expo, the retrofit of heritage buildings,

[1] Yorkshire Post http://www.yorkshirepost.co.uk/news/at-a-glance/main-section/cameron_backing_for_city_mayors_1_3894457

Investment bank such as the green deal, International Expo, the retrofit of heritage buildings, energy generation (including from a tidal barrage), smart grid and clean river proposals. Offering the best possible broadband connectivity in this area will drive forward the growth of existing businesses, enhance the inward investment offer and support the development of the transformational projects planned for the area.

Liverpool Waters Enterprise Zone – a £6bn development

This newly created Enterprise Zone sits adjacent to the Liverpool Waters development, which also has Enterprise Zone Status. Liverpool Waters is a £6 billion, 150 acre scheme that involves regenerating an historic dockland site to create a world class, high quality, mixed use waterfront quarter in central Liverpool. It is the largest proposed development scheme in the city and the planning application, currently under consideration by Liverpool City Council is the biggest in the country. Plans for superfast broadband for this area are in development in conjunction with the landowner Peel Holdings and our proposals will ensure that adjacent areas of growth can complement this offer.

Smart City

Liverpool Vision, the City's economic development agency, is committed to leveraging the £6 billion development of Liverpool's historic docklands, and the ambitious plans for development of renewable energy generation within it, as the basis of a 'Smart City.' This calls for ubiquitous ultrafast connectivity to underpin the development of a Smart Grid for the efficient and responsive distribution of energy produced locally from renewable sources. This in turn offers the potential not only for Liverpool to have certainty of meeting and exceeding challenging 2050 and intermediate goals for reduction in carbon emissions, but also to provide all the power required to fulfil the combined ambitions of the Knowledge Economy Plan for the Liverpool City Region, focusing on high value, high growth sectors such as advanced manufacturing, digital & creative industries, life sciences and logistics. Furthermore, it offers potential for Liverpool to become a net exporter of energy and, as the UK's first Smart City, a potential magnet for inward investment and job creation in the development of new technologies.

Liverpool Chamber of Commerce, which represents over 1700 firms, shares this commitment to the development of digital infrastructure that will offer speeds in excess of 100 Mbps and help to position Liverpool as a centre of excellence for off-shore wind and tidal energy.

Liverpool's Knowledge Economy

The core economic area of the Super Connected proposal contains some of the most significant knowledge economy assets in the City Region. The knowledge economy plan for the City Region identifies the opportunity to create 58,000 jobs over the next decade in four sectors – Life Sciences, Creative & Digital, Advanced Manufacturing, and Financial & Professional Services - with strong potential for growth. The core economic area of our proposal includes concentrations in three of these sectors: creative and digital; life sciences, and financial and professional services. These three sectors will all benefit from and contribute to digital connectivity and growth.

The creative and digital sector is one of Liverpool's s big success stories with 3,000 companies employing 23,000 people. The sector is characterised by fast moving innovative small and micro-businesses, but Liverpool is also Liverpool is home to internationally recognised companies including Sony, Lime Pictures, River Motion Group, Hurricane Films, and North Star Productions. Liverpool city region is home to almost 7,000 financial and professional service companies employing in excess of 60,000 people and contributing £8.3bn to GVA. Liverpool City Region had 57,110 Life sciences jobs in 2008 and the sector achieved 20% jobs growth over the past decade.

Liverpool's Visitor economy

The Visitor economy and tourism are a major economic driver and source of employment that is projected to contribute around £4.2bn to city region GVA by 2020. The city region's visitor economy currently supports 41,000 jobs and this is projected to grow to 55,000 by 2020 with the vast majority of that growth focused on Liverpool and indeed within our core economic area.

Liverpool aims to become the number one destination for culture and tourism in the UK, outside London. This is a realistic ambition: Liverpool is Europe's most successful ever Capital of Culture, boasting more galleries and museums than Florence, and more theatres than Dublin. The city's visitor economy grew by 9% in 2009-2010, making it worth nearly £2bn; total room-nights sold is also increasing at 9%, and almost 27,000 jobs are now supported by visitor expenditure. There is great potential within our super connected cities proposal to drive this growth forward, utilising new technology and enhancing the existing strong visitor offer.

B2. How will the proposed development enhance the capability of businesses, particularly SMEs, to increase efficiency and revenues?

Ultrafast broadband offers a range of opportunities for businesses to improve their productivity and thus enhance their competitive advantage:

- In sectors such as financial services where latency of transactions must be kept to an absolute minimum and resilience at an optimum it ensures both competitiveness and effective use of security encryption technologies.

- For advanced manufacturing and sectors of the digital content industries, the opportunity to exchange and work collaboratively over distance on very large digital files, e.g., detailed CAD/CAM drawings or rich media (video). In the case of digital content industries, where a small number of major commissioners and distributors control access to market, the ability to participate in patterns of digital workflow determined largely by those major players is increasingly critical for SMEs wishing to develop and exploit their IP.

- It is important for all business sectors to adopt applications and working methodologies that take advantage of high speed, synchronous connectivity to improve the effectiveness and efficiency of work through the supply chain and with remote customers and suppliers, reducing

the barriers (faced particularly by SMEs with little or no capital base) to pursue export opportunities.

- For innovation in the area of applications development to take advantage of 'the Internet of Things', the descriptor of technologies such as RFID, NFC (near field communications) and Arduinos, that combine software, hardware and metadata in real time business object management, presenting benefits to business and consumers in a host of logistics, healthcare, security and retail environments.

Liverpool already has a strong core of firms and developers with this capability, and the opportunity to use a City Centre offering ubiquitous ultrafast connectivity through a range of networks would offer these firms a 'Living Lab' environment in which to pilot and test new products and services, enhancing their competitiveness and speed to market.

B3. What proposals are included for leveraging innovation and new broadband connectivity for the development and delivery of public services?

Liverpool City Council has a strong record for delivering innovative public services by making best use of innovation. There is a great deal that we have already achieved and, with the help of our proposed UBF deployment, we will be able to engage with businesses, visitors and residents in a wide range of different ways.

Ultimately it will help to lower prices, create competition, and boost economic development. It will seek to offer universal, affordable access to broadband technology and more choice when it comes to purchasing broadband based services.

The core economic zone of this proposal includes the digital and creative industries quarter with 3000 companies employing 23,000 people. It is one of Liverpool's success stories. There is great potential to drive growth further in this sector and for it to become a centre for the development of applications which can be applied through the new technology.

The ultrafast broadband network, complemented by the WiFi zone will provide a platform for the launch of a range of public services, which include:

- Better access to job information which can more effectively link supply and demand and improve outcomes in relation to moving more people from welfare into work and ensuring that the needs of business are met in a way that best serves them. Wireless infrastructure could support the multi agency HUB approach that will be rolled out in our priority areas were partners will need to share data quickly and efficiently within a safe and secure setting. Prompt access to information between partners and to residents and business will be critical to ensure that service delivery is fit for purpose.
- Intelligent transport systems underpinned by the fibre-optic infrastructure to improve the networking and management of thousands of traffic signals.
- Intelligent transport systems underpinned by the fibre-optic infrastructure to improve the networking and management of thousands of traffic signals.

- Building inspectors being able to issue reports and access networked data while conducting inspections.
- Public and private sector buildings in more remote areas being connected through Wi-Fi without the expense of fibre or private telecommunications contracts.
- Helping to bridge the digital divide particularly in the homes of pupils from the most socially disadvantaged groups. Using the technology to enhance teaching, learning and self-learning can bring significant educational benefits.
- Making the city more attractive to businesses, especially high-tech and research companies, which are dependent upon communication. Communication also enables small and home-based businesses to participate in regional and international commerce.
- Facilitating companies to recruit new employees who can telework from home without having to physically relocate.
- Some of the existing applications to provide real-time information about bus, train and flight schedules could be made more pervasive, and combined with the ability for the public to report delays, disservices and incidents through their mobile devices, hence significantly increasing the accuracy of real-time information.
- Parking meters could be IP-enabled to provide real-time information about actual and prospective parking availability to drivers through mobile apps.

Leveraging innovation in this way can improve the efficiency of businesses and also contribute to Liverpool's already impressive work in the area of Telecare, which could be extended further into socially deprived areas.

The technology will give SMEs the ability to exploit business opportunity when it arises and it can impact positively on the speed at which an organisation can grow in terms of finance, market share and innovation.

B4. How do you propose to stimulate additional private sector investment in order to generate greater accessibility to faster broadband services by businesses and consumers?

Private sector investment will be stimulated through an OJEU open procurement process that seeks to construct a commercial agreement based on Market Economy Investor Principle (MEIP) that will enhance the market offer. Private sector investment will also be encouraged through both strategic and political commitment to the project. The available borrowing capacity of the City Council may also be used where necessary to support or match private investment, based on a commercial return.

There is already significant public sector investment going into key areas across the City, including the Regional Growth Fund, Growing Places Fund, ERDF and JESSICA investments. The wider City Deal and Mayoral governance structure will act as the overarching strategic investment structure

for the City. The new governance and investment programme will deliver enhanced market confidence and further encourage investment partners.

The Mayoral governance structure and new Enterprise Zone status as part of the City Deal will also stimulate further private sector investment, bringing both direct and indirect incentives to locating within the City. Discussions are already underway with significant inward investment projects and the ability to offer access to faster broadband and enhanced services to businesses and consumers will play a crucial role in ensuring that these types of inward investment deals are secured.

Ultimately, private sector investment will be stimulated by the prospects of commercial returns, over a long term period. This is what the investment and equity markets are currently looking for and approaching this project in a commercial manner and applying the public sector support through it, will open opportunities for both the public and private sector alike.

B5. What commitments to raise skills levels in the local population, providing greater accessibility to educational programmes to equip more people with better knowledge-based skills, will accompany this investment in faster broadband?

Liverpool City Council has a strong record of providing educational programmes that raise skill levels to develop enhanced use of ICT and broadband services.

In the south of the city (Speke) one of the City Council's strategic partnerships (Liverpool Direct Limited) is supporting a group of schools in an area of high deprivation. The schools have launched the "I Speke Out" campaign to educate parents and pupils in the safe use of broadband technologies, with a particular focus on mobile devices, which have ubiquitous wireless access to the internet.

In a similar vein, the Toxteth Granby Development Trust and Liverpool Vision is working together with the 'Go On It's Liverpool' scheme, and UK Online, which aims to get more people online and bridge the digital divide. The initiative focuses upon the importance of being able to use the internet and how it can help people find a job and "open up a wealth of experience".

Our Children's and Young People's Service has been involved in a highly successful implementation of providing computers and internet access to the 4,000 most socially disadvantaged families in the city. This initiative has run for much longer in Liverpool than in other areas because of the successful local implementation and the high levels of safeguarding and security that protected pupils and their families when using broadband services both at home and in school. The initial education programme included both pupils and their parents and it has since been built upon by schools seeking the e-Safety Mark to enhance knowledge of appropriate use of broadband and mobile technologies.

Liverpool's School's Improvement Service provides universal services and traded services to local schools that help them to make the most effective use of technology and work towards e-confidence.

B6. Describe, where appropriate, how the project will dovetail with existing Local Broadband Plans (for projects in England with allocations from BDUK's £530m superfast broadband programme) or with national plans for broadband rollout in Scotland and Wales.

Liverpool City Region is taking forward the development of its Local Broadband Plan, required to access BDUK funding. The discussions and development work undertaken to form this UBF proposal have helped to clarify the synergy between the two proposals and there is now a clear approach to taking both schemes forward together.

s43(2)

, partners are now in a good position to progress the plan whilst minimising State Aid risks and focussing scarce resource on areas of greatest need and opportunity. In relation to this UBF proposal, BDUK funding will support the 'infill' of not spots.

An officer group from all 5 Merseyside local authorities has been established as a task and finish group to identify a plan for BDUK. LEP start up and capacity funding will now be used to quickly develop a Liverpool City Region plan with complementary aims and objectives to our Superconnected Cities bid, in particular in its use of MEIP and a mix of technologies to optimise private sector investment.

SECTION C – COMMITMENT OF RESOURCES

C1. Detail those physical and administrative resources that will be committed to the achievement of objectives in this proposal (show financial resources in Section G – Funding):

C1.1 from the city

Liverpool City Council and its Joint Venture Partner Liverpool Direct Limited have considerable experience in successfully delivering large programs of work, involving Consultancy, Project Management, Procurement, Technical Design, Service Design and Solution Architecture.

Qualifications: all Programme Managers are Prince 2 and MSP certified, Senior ICT staff are ITILv3 Accredited and Solution Architects are TOGAF v9 Accredited. Some examples of successful programmes of work include:

- DEFRA call centre provision.
- BSF schools.
- Security Industry Authority.
- Arena and Convention Centre Liverpool.

We are accredited to the following quality standards:

The City Council will utilise the expertise of its in house legal and finance departments and committ these resources to the project. Lawyers will provide procurement, commercial and contract legal advice throughout the process. In addition to the legals, dedicated finance/accountants will be utilised particularly during the financial due diligence process throughout the commercial negotiation stage of the procurement process and also within the final contractual arrangements. Both legal, finance and programme management officers will be retained throughout the delivery and implementation of the project. This significant commitment from the City Council to this resource demonstrates the priority to which the City Council attaches to this project.

s43(2)

C1.2 from the private sector.

The private sector will demonstrate considerable resource to this project by way of participating within the procurement process and within their bid proposals. It is through these innovative bids that the city council will consider for delivery against the needs of the City. As part of any proposal bid, subsequent competitive dialogue and final contractual signing, it will be expected that the private sector commits significant financial resource to the achievement of the objectives of the bid, particularly within its delivery. This resource will be considered and assessed against the principles of MEIP within the overall delivery structure.

C2. Provide evidence that the City Authority has access to the project management capability and strengths in programme governance to deliver the programme of work.

Liverpool City Council and its Joint Venture Partner Liverpool Direct Limited have considerable experience in successfully delivering large complex programmes of work involving financial management of large publicly funded programmes, Consultancy, Project Management, Procurement, Technical Design, Service Design and Solution Architecture.

LCC has a dedicated Programmes Team who over the last 10 years have successfully managed funding in excess of £500million of EU and UK grants. The team consists of senior staff members with extensive experience in the legal and financial management of large publicly funded programmes (e.g. RGF, SRB, NDC, HMRI, ESF, ERDF, NRF). The team includes qualified auditors and grant appraisers alongside legal and European funding specialists. The Programmes Team can also draw on the support of specialist colleagues from other LCC and Liverpool Direct Limited service areas such as procurement (UK and European Procurement regulations e.g. Official Journal of the European Union), legal (e.g. State Aid Regulations), finance and the central policy unit.

All Programme Managers are Prince 2 and MSP certified, Senior ICT staff are ITILv3 Accredited and Solution Architects are TOGAF v9 Accredited.

In order to ensure that the activities of the Liverpool UBF Programme meet the objectives of the fund and comply with due diligence, Liverpool Direct Limited and Liverpool City Council will operate a Programme System. This will operate within the stringent confines of internal financial regulations.

Examples of successful programmes include:

- DEFRA call centre provision where the infrastructure was set up within a month, including inbound call routing, NGNs and LAN design and the structured cabling fit out for the office.
- The Liverpool Building Schools for the Future programme Wave 2 supported investment in six schemes worth around s43(2) million.
- Security Industry Authority relocation of document handling centre to Liverpool.
- Arena and Convention Centre Liverpool s43(2) million financed by Liverpool City Council, English Partnerships (now the Homes and Communities Agency), the Northwest Regional Development Agency and European (ERDF) funding. On completion, ownership of the building was transferred to Liverpool City Council and ACC Liverpool Ltd was established as a management

company to run the arena and convention centre on the council's behalf. Liverpool City Council is the sole shareholder in ACC Liverpool Ltd and the company has its own Board of Directors, populated by both Liverpool City Council representatives and independent non-executive directors.

- The £1bn Liverpool One project was the largest retail-led regeneration project in Europe. The scheme, covering 42 acres provided 1.5m sq ft of retail space as well as hotels, apartments, a multi-screen cinema and restaurants.
- Edge Lane is one of the main gateway routes into the city centre. It is currently undergoing a £65m improvement scheme which will transform the route from the M62 to the city centre. This includes highway improvements as well as the provision of over 550 new housing units, over 1,000,000 square feet of new and refurbished commercial and retail floorspace and community facilities.
- The Mersey Waters Enterprise Zone is one of four UK Enterprise Zones announced in March 2011. LCC along with Wirral MBC are leading on the implementation of the EZ on behalf the Liverpool LEP and Peel Holdings who own the site.

LCC has a successful track record of developing and maintaining innovative public-private partnerships with a wide range of organisations for example:

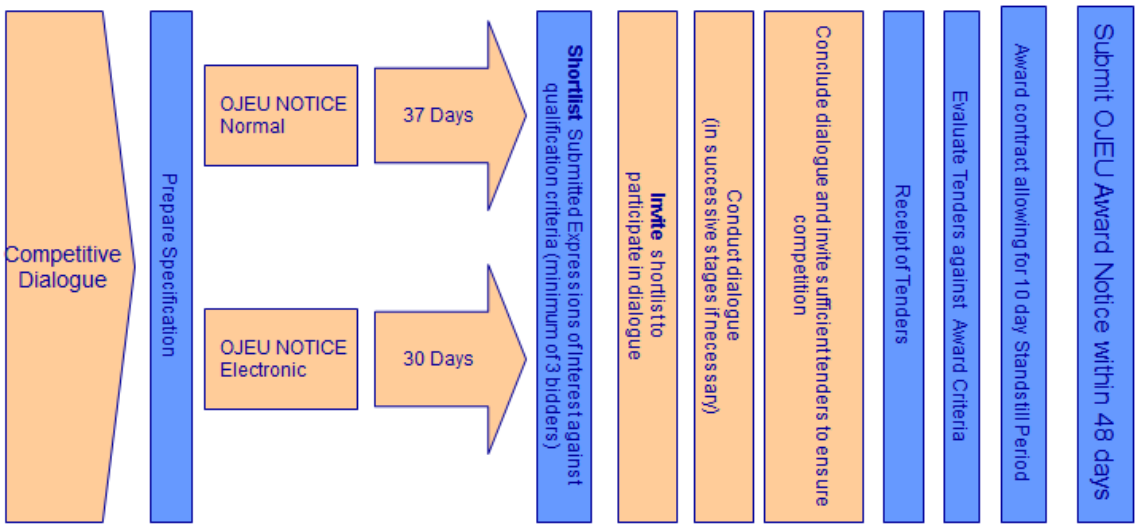
- 2020Ltd, a partnership between Mouchel and LCC, delivering professional services relating to property, highways and public realm to clients in the public and private sector,
- LCC joint venture with BT for Liverpool Direct Limited that delivers IT service, contact centre, one stop shops, human resources, payroll, revenues and benefits and Careline social care service. The venture provides customer contact and back office services for a number of other public sector organisations.
- LCC joint venture with Enterprise for Enterprise Liverpool that delivers BPR, full environmental services (street and refuse) and highways maintenance.
- LCC joint venture with Sigma Capital Group currently involved in regeneration project Norris Green Village, where 178 homes are being built for sale and rent as part of the initial regeneration phase of the 63 acre site. This has recently been extended to include additional six sites include of a mix of new homes, new commercial schemes and educational institutions.

C3. How will value for money be assured?

Value for money will be assured by following a tried and tested set of processes and activities including:

- OJEU procurement process with Competitive dialogue following a successful bid we will embark on a formal OJEU tender following the agreed process below:

OJEU Process Chart



The tender will comprise of several lots to ensure that we get the best value and greatest competition for each lot.

- By providing a fully Open access solution many different providers and operators could utilise the infrastructure creating strong competition.
- Tender process scoring matrix. Following a disciplined and auditable process will ensure value for money and full compliance
- Strong client management and the enforcement of SLA's and KPI's which will be continually measured and driven to ensure continual Service improvement throughout the contract term.
- Effective supplier and Contract management
- Benchmark against BDUK norms: The suppliers wholesale pricing will be under benchmarking for at least 7 years to ensure that monopoly providers position is not unduly exploited
- Benchmark against business support and economic development norms

C4. Broadband investment will lead to both quantifiable and non-quantifiable benefits. Outline how you propose to measure and monitor the delivery of such benefits that are quantifiable.

This section of our bid sets out how the quantifiable benefits of our broadband investment proposals will be measured and monitored in terms of:

Outputs - relating to direct activity, measured in physical or financial terms;

Results - relating to the direct and immediate effect brought about over the lifetime of the project, including changes to the behaviour, capacity or performance of direct beneficiaries measured in physical or financial terms; and

Impacts - referring to the consequences of the project beyond the immediate effect on its direct beneficiaries.

In addition, wider less tangible impacts will also be considered.

Outputs, results and impacts

The proposed main outputs, results and impacts are as follows:

Outputs

- New fibre and ducting installed for enterprise zone
- New fibre and ducting to facilitate ubiquitous wireless coverage
- Building connections – No. Of connections
- Existing Business capable of Ultrafast connections
- WiFi provisioning to cover 25Km² and 100,000 residents
- Levels of direct investment

Results

- Number of business units by industry, size and area (business density)
- New businesses created (including SMEs and inward investment) – Business start up, closure and survival rates.
- Employment created and safeguarded – changes in gross volumes of jobs by industry. It is anticipated that the most readily quantifiable employment impact will be in relation to the attraction of inward investment. Where this occurs it is likely to be in those sectors that require high quality, high capacity, resilient bandwidth.
- Leverage of additional investment in broadband infrastructure / provision

Impacts

- Net additional employment created and safeguarded - No. of net additional jobs created and safeguarded
- Gross Value Added (GVA) - £m of net additional GVA created and safeguarded. Also GVA per head, per worker and by industry
- Earnings and income levels – gross annual earnings levels for both residents and workers and gross disposable household income
- Amount of additional inward investment generated

Many of the more contextual benefits (results and impacts) are routinely monitored by the City Council through existing statistical reports and economic briefings and we will tailor these to ensure that they are directly related to the broadband investment in the area covered by our proposals. For other indicators we will establish new and unique monitoring practices to ensure the full quantifiable benefits of our proposals are captured.

Wider benefits

There are a range of both economic and social benefits to the project.

Ultrafast broadband offers a range of opportunities for businesses to improve their productivity and thus enhance their competitive advantage:

- In sectors such as financial services where speed of transactions and resilience must be maximised to ensure both competitiveness and effective use of security encryption technologies.

- For advanced manufacturing and sectors of the digital content industries, the opportunity to exchange and work collaboratively over distance on very large files.
- For all business sectors to adopt applications and working methodologies that take advantage of high speed, synchronous connectivity to improve the effectiveness and efficiency of work through the supply chain.
- For innovation in the area of applications development to take advantage of 'the Internet of Things' (technologies such as RFID, NFC (near field communications) and Arduinos) that allow software and metadata to translate into real time business objective management, presenting benefits to business and consumers in a host of logistics, healthcare, security and retail environments. Liverpool already has a strong core of firms and developers with this capability, and the opportunity to use a City Centre offering ubiquitous ultrafast connectivity through a range of networks would offer these firms a 'Living Lab' environment in which to pilot and test new products and services.

Quantifying these benefits has been an area of some debate. However, recent research reviewed by Adroit on behalf of e-skills UK, the Sector Skills Council for ICT, suggests that increased broadband speeds coupled with increased penetration – a quadrupling of speeds matched by a 10% increase in take up, a conservative reflection of what may be achieved in the wider bid area - can boost GVA by 1.6% over a two year period. Applying these figures to the UBF project area suggests additional GVA directly attributable to the deployment of faster broadband of £56m over two years. Further measures of the impact of take up and use of more advanced ICT by firms predict that over the period to 2020, GVA in the project area would rise by £371m – 4.4% of total GVA at 2012 levels.

A further model provided by e-skills and Adroit Economics gives a range of indicators for the social benefits of broadband investment:

Social benefits if digital exclusion were fully addressed in UFB project area:

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Further benefits include:

- Work-life balance – enabling different working patterns, including greater home working, may also shift and reduce pressure on other public services including transport, health and social care.
- CO2 savings – increasing home working and use of collaborative working tools such as video conferencing can reduce the number and distance of journeys and consequently result in savings of CO2
- Image – for a limited period the availability of competitively priced, open-access ultrafast broadband can provide Liverpool with a comparative advantage to enhance the image of the city as a whole and, in particular, its appeal to potential inward investors.

SECTION D –STIMULATING TAKE UP AND DEMAND

D1. **Detail your proposals for education, information and demand building activities generating greater demand by businesses (including SMEs) and residences for ultra-fast broadband services, aiming for 50% take-up across all sectors.**

Since August 2011, Liverpool City Council in conjunction with Liverpool Vision and its partners and have been undertaking significant demand stimulation and education activity across Liverpool. This is in response to ONS data which shows that approximately 92,000 people who live in the city (out of a population of 450,000) have never been online.

The work done to date by the Go ON it's Liverpool campaign (which arose out of the Government's Race Online initiative) will be taken forward and expanded by providing targeted support to the people and businesses most at need in order to use resources most effectively, as follows:

Reduce the number of people socially and digitally excluded in Liverpool from 69% to the national average of 40%.

- 50% of all off-liners in Liverpool live in social housing so the Go ON it's Liverpool campaign has specifically targeted partnerships with Registered Social Landlords as a key channel to secure the greatest impact.
- Target businesses - with the goal to increase the number of businesses by between 6,000 and 9,000 new small and medium enterprises to enable the city to compete successfully with their competitors and encourage economic growth.

Examples of actions that have been and will be taken to achieve these goals include:

- Continuing to recruit Go ON it's Liverpool Digital Champions – 5,000 digital champions targeted who can be family members, friends and/or neighbours, that can offer support to new users with their first steps online by mentoring others to use a pc and access the internet
- Increasing the number and range of local places where people offline can get support – e.g. working with Registered Social Landlords, Chamber of Commerce, Police information kiosks and Unions.
- Improving digital infrastructure and removing affordability as a barrier – providing cheap PCs, staged payments etc.
- Continuing the strong local marketing/ PR campaign for Go ON it's Liverpool and the BBC Give an Hour campaigns.

Liverpool Vision has recently recruited a team of Business Growth Managers, whose responsibility will be to identify and work with local SMEs that demonstrate the capacity to grow and create jobs. In this, we recognise that one of the key factors in stimulating business growth is the willingness and ability of businesses to take advantage of new developments in communications technology, both to respond to customer demand and to take advantage of new markets. We have therefore ensured that all of our managers are fully conversant with the latest developments in broadband technology, and link in closely to Liverpool Vision's Creative & Digital specialists as appropriate.

In addition to this, Liverpool will recruit – subject to anticipated ERDF approval in March 2012 – a specialist ICT Manager, whose role will be to work with local businesses that are able to effect a step change in their productivity through better use of ICT. This manager will be part of the general business support team and will ensure that increased web based ability within businesses is a natural part of the city's business support offering.

Both of these services will complement the new Business Coaching for Growth service, which will concentrate business support on those businesses that have the capacity to grow at more than 20% year on year.

Having worked closely with Google over 2011 to encourage small businesses to take full advantage of internet based technology – over 1,000 local SMEs attended one to one training sessions with Google – Liverpool Vision is continuing to work with Google and local partners on its legacy programme, that will put in place a structured programme of web based training to underline to SMEs the importance of web based services in the growth of their businesses. This training will cover all businesses, from those using web based technology for the first time, to businesses wishing to build upon a solid track record of on line trading.

D2. How will the proposed investment be utilised to transform the delivery of public sector services by making as many services as possible available online?

The City Council is keen to lead the development and delivery of public services using new technologies. The ultimate goal is the concept of Liverpool providing an Ultrafast broadband service supplemented by a Wi-Fi cloud, which will go far beyond the existing ad-hoc opportunities available near fast food outlets and coffee shops and will support the delivery of the best possible services to citizens, helping to raise quality and increase value for money.

With other public agencies such as the Technology Strategy Board offering support for the development for applications that demonstrate the power of 'the Internet of Things', this will drive innovation in the private sector, increasing the opportunities for SMEs to bring to market new and technologically innovative solutions to delivery of social goods, and in turn increase the attractiveness of Liverpool as a destination for inward investment for firms looking to develop and test new applications.

The City Councils vision is :

'To transform the quality of life of residents through the delivery of efficient and accessible Council services, making Liverpool a business and visitor - friendly city, and ultimately exploiting technology to enable a flexible, adaptable and well-skilled workforce'.

'To enable all customers of Liverpool City Council to take control of the way they want services made available and delivered'.

The delivery of services in our proposed area is challenging and there are a number of areas where innovation and technology could help us do more for less and increase the quality of our services. It

is the focus for the City's main economic assets and business base and sees upwards of 30 million visitors a year. However it is also home to some of our most deprived neighbourhoods and includes:

- Over 100,000 people of whom over 60,000 of these residents live in the most deprived 1% of neighbourhoods in the country;
- 28% of the working age population in the area is workless and dependant on benefits;
- Nearly 40% of all households live in the socially rented sector;
- Skill levels are low with 37% of people have highest qualification levels below NVQ2;

The network would be capable of enhancing both the management of the city, the economy and support the delivery of a wide range of public services from public safety to health, transport and employment. Our proposals for wireless connectivity acknowledge that in some of most deprived areas, take up of fixed line broadband access is low. Greater wireless coverage will support the choices which people are making around mobile technology and together with exploring the potential for some free public access, will give a platform from which to deliver public services.

Specific examples of our proposed approach include:

- Further extension of Tele-health solutions. The area covered by our wireless proposals has significant health deprivation issues with virtually all of the area in the most deprived 5% nationally for health deprivation;
- Applications will be developed to support better access to job information which can more effectively link supply and demand and improve outcomes in relation to moving more people from welfare into work.
- Development of specific tourism applications which enhance the visitor experience, offer real time information and allow engagement of visitors
- Intelligent transport systems underpinned by the fibre-optic infrastructure to improve the networking and management of thousands of traffic signals.
- Council staff including Social workers, Building inspectors and lone workers will benefit from ubiquitous WiFi coverage by being able to issue reports and request help advice and guidance dynamically.
- Helping to bridge the digital divide particularly in the homes of pupils from the most socially disadvantaged groups who benefitted only temporarily from the Computers for Pupils initiative. The benefits to enhancing teaching and learning are significant.

D3. Proposals for delivering social benefits, possibly including: online involvement in democratic processes; flexible working; more flexible local labour markets; changing patterns of work; more online commerce.

Improving the broadband connectivity would act as an accelerator not only to economic development but would have a range of vital social benefits including, for example, improved access to emerging technologies around video, voice and data and improved access to new forms of communication. With increased connectedness, people will be able to improve their lives through better access to family, friends, services and entertainment and increased education and work opportunities.

This is particularly pertinent for Liverpool and the urban broadband area. Liverpool is historically a diverse city and is becoming increasingly so. The city is home to many BME communities, such as Black African, Indian, Irish, Chinese and more recent migrants from Poland and other countries. The area has a high BME population and supports a rich and varied culture which would benefit and create greater demand for services and online commerce. For example, Liverpool has the oldest Chinese community in Europe and Chinatown is located in the southern part of the area. A large proportion of the Chinese population live close to Chinatown within the UBF boundary and use the popular the Wag Sing and Pagoda Community Centres for support, education, elderly welfare, activities and advice. Broadband access will improve access to distant relatives, teleworking, reducing language barriers, e-government, distance learning, telemedicine, small business assistance, utility applications, e-commerce, entertainment and information gathering.

Increased broadband speed will also help reduce the challenges faced by disabled people. It will improve the availability of applications for disabled people, will enable more disabled people to access work opportunities and will improve communication and reduce remoteness through speeds that support high quality full motion video, data and voice. This is particularly important in Liverpool where 21.3% of the population consider themselves disabled and 23.5% of the population have a long term limiting illness (ONS Annual Population Survey Dec 2010).

The council and its partners, through its Equality and Diversity Policy Statement, is committed to meeting the needs of all our staff and citizens and is continuing to work towards ensuring its communications are accessible and usable to all people including providing services in community locations using the network of One Stop Shops, on street information kiosks and utilising other electronic opportunities as they emerge, such as online involvement for example through our citizen's panel. Ensuring transparency and producing key communications in ways that people can easily access them and in appropriate formats which make the best use of technology is a priority. Broadband will enable the presentation of information in multiple formats, such as audio, video and captioning, and languages.

Broadband will also enable increased worker productivity in a way which most benefits them and increased efficiencies in the distribution of goods, services and information. The council and its partners are committed to flexible working and actively promote this through family friendly policies which are designed to give employees the chance, for example, to work hours that fit with other responsibilities including supporting people to work from home. Urban broadband will increase the take up of flexible working, be responsive to changing patterns of work and improve the flexibility of the local markets through online working and increased connectivity and communication.

Improving access to work for the population is critical for Liverpool. More than one in five working age residents in Liverpool are claiming out of work benefits equating to a worklessness rate for the city of 21.8% (Nomis/DWP May 2011). However, Liverpool's city centre population also continues to grow and attract a range of people drawn to urban living including students and professionals and by providing cutting edge technological solutions the Liverpool cultural offer will continue to

attract these markets and the businesses which serve them. For example, as well as being home to and attracting Liverpool's multicultural communities, the urban broadband area encompasses the city's gay village – the Stanley Street Quarter – which was officially recognized in Nov 2011 with plans to attract businesses, increase investment and visitors to the area. The ultrafast broadband package will enhance the offer of this area both to businesses and to people visiting the gay village - it is estimated that 27,000 of the Liverpool population are lesbian, gay or bisexual (Stonewall).

SECTION E – STREAMLINING PLANNING PROCESSES TO SUPPORT INFRASTRUCTURE ROLLOUT

E1. Demonstrate how the Local Authorities involved will expedite the installation of new infrastructure by ensuring that wayleaves, streetworks and other permissions required for access to public land and properties are made available in a timely fashion.

The City Council will ensure that any permissions for wayleaves, streetworks, or any other permissions, such as planning permissions, that may be required to access public land and properties, are expedited as quickly as possible in order that new infrastructure can be rolled out in a timely fashion to meet the timescales set out in this bid.

Any civil engineering works proposed as part of this bid will be undertaken altogether in as short a defined period of time as possible in order to minimise disruption to businesses, road users and the general populace. These works will be clearly articulated and publicised as widely as possible to not only raise awareness of the fact that they are happening but also to promote the benefits of the infrastructure that is being put in place.

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E2. Indicate how engagement with large private owners of properties and land will be used to facilitate access for the deployment of infrastructure.

The City Council has already undertaken significant engagement with large private owners of properties and land in the City's commercial district and Environmental Technology Zone in order to evaluate access issues and to make arrangements to mitigate against any envisaged problems. This approach will be taken forward for all areas covered by this bid. By meeting with and promoting the benefits of access to ultrafast broadband infrastructure, owners of buildings and land should quickly be able to realise the benefit in allowing timely access to their properties, as although there may be a short period of upheaval in terms of construction works (although this will be kept to a minimum), the works will result in significant advantages for the building / site. Indeed the demand stimulation and engagement work that has taken place to date shows that property owners, developers, and managers have expressed a view that super/ultra fast broadband provision will "…provide the opportunity to create additional lettings and to support specific sectors, including

the potential to provide bespoke property solutions in response to augmented infrastructure." Soft market testing has identified clear support for the roll out of super/ultra fast broadband among key property and business leaders both to the principle of the infrastructure and the likelihood of significant economic benefits being realised.

E3. **Detail any other steps the Local Authorities will take to facilitate network deployment and up-grading.**

Part of the area targeted by this bid is designated as an Enterprise Zone. Within this zone, a simplified planning regime will be operated. This means that planning applications in this area will be fast tracked and the amount of information required to be submitted alongside applications will be minimised. The City Council will also commit to programme manage the pre-application and application stages of development within the Enterprise Zone. These proposals effectively set up an informal planning performance agreement (PPA) between the City Council as Local Planning Authority and the landowners / developers in this area.

Additionally, as part of the investment outlined in this bid, the City Council will be seeking to provide funding to businesses within the area to cover any excess construction costs (ECC) which may be required to enable them to receive FTTP services. This equates to approx £1,000 per business in the key economic areas covered by this bid.

SECTION F – COMPLIANCE WITH STATE AID RULES

F1. Show how the proposed infrastructure investments and business models to be used will comply with State Aid rules.

In order for a measure to constitute State Aid within the meaning of Article 107 (1) Treaty on the Functioning of the European Union (TFEU), it has to fulfil four conditions:

1. Funding is granted by the state or through state resources;
2. Produces an economic advantage for a selected undertaking or undertakings;
3. The advantage distorts or threatens to distort competition; and
4. It creates an actual or potential effect on trade between Member States

An open procurement process (OJEU) will be used. This will be open to all on a non discriminatory basis. Through operating a competitive procurement process, the selectivity condition will be avoided for State Aid purposes.

The procurement process to be engaged (Competitive Dialogue) will allow a commercial arrangement to be secured. The proposed business model will work on the Market Economy Investor Principle (MEIP). MEIP doesn't contain any State aid and thus falls outside Article 107 (1) TFEU. The EU treaty is neutral as to public or private ownership and/or involvement with commerce.

When an arm of the state acts in a manner that would ordinarily be considered as acceptable by a private investor applying normal commercial criteria and disregarding considerations of social, political or philanthropic nature, then it cannot convey State Aid because it will not be acting in a way that delivers an economic advantage to private undertakings. One of the main pillars necessary for there to be State Aid in any particular case (ie) advantage to an undertaking, is not there.

Independent benchmarking and/or independent valuations will also be obtained throughout the process to ensure the principles of MEIP are adhered to and this will be implemented into the final contractual arrangements. Independent and external State Aid advice will be obtained and supplied in parallel to the commercial negotiation process.

Liverpool City Council will ensure that any investment into the project will be on the same terms as the private sector and/or there is a sound business plan demonstrating that the proposal stands a reasonable chance of delivering acceptable commercial terms (without unacceptable risks). Independent expert valuations will be used where necessary. Any leasing arrangements as part of the contractual relationship (of public sector assets etc), will be at market rate levels.

The infrastructure investment and business model will adhere to the MEIP principles. In the event MEIP is not possible, an appropriate notification will be made as part of the State Aid compliance procedure.

F2. Summarise any information you have received from the Commission that supports the view in F1.

The EU Treaty is neutral as to public or private ownership and/or involvement with commerce. It however seeks to preserve a level playing field and prevent undue distortions of competition caused by state 'subsidy.'

Where the state acts in a manner that would ordinarily be considered acceptable by the private investor then it cannot convey State Aid because it will not be providing an economic advantage to private undertakings (Spain v Commission [1994]).

If the state behaves as would an ordinary private investor then no one has received a particular benefit because the same result could just have easily happened through a private investor doing exactly the same thing. This principle is applied to many different types of project (see also Altmark [2003, P&O European Ferries (Vizcaya) SA v Commission [2003] and Ryanair V Commission [2008]).

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SECTION H – DELIVERY

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H3. The proposal should demonstrate its fit with the government's approach to using SMEs in delivery[2].

The City Council can demonstrate the fit of this proposal with the government's approach to using SMEs in delivery in a number of ways:

- It has already been indicated that the procurement process will involve a number of lots rather than a single large contract allowing for SMEs or consortia of SMEs to submit a tender;
- As appropriate and through the competitive dialogue process, ways to increase SME access to sub-contracting opportunities will be explored with major suppliers;
- A positive, transparent and open approach will be taken to the pre-tender stage of the procurement process with the aim of increasing the amount of information that is available to SMEs about the contract opportunities;
- The City has a substantial creative and digital sector comprising 3,000 firms, largely Small and Medium sized enterprises. There is enormous potential for this investment to drive opportunities for innovation in this sector in terms of the applications which public sector bodies and the private sector will be looking to develop.

Sign off by Local Authority CEO, Section 151 officer or Portfolio-Holding Executive Member

Name of proposal: It's Super Connected – It's Liverpool **I verify that this proposal to the Ultrafast Broadband Fund fits with corporate policy**	
Signed: Ged Fitzgerald	
Name: Ged Fitzgerald	
Job Title: Chief Executive	Date: 10 February 2012

[2] See http://www.cabinetoffice.gov.uk/content/small-and-medium-enterprise-sme-action-plans