

community

We've been busy engaging with residents at our Superfast Champions events in January. These events were an opportunity for residents to find out more about the project, share their broadband experiences (or woes), to test the marketing approach to heighten awareness to the project and to share how they can support the project. The events were received very positively, with residents eager to learn more about the service and how they could support the project.

James Sheeran from Redhouse, said: "The service in North Swindon is dreadful. There's consistently low speeds, and constant buffering. I'm unable to stream any programme using on demand services, it barely manages the first five seconds before buffering occurs.

"Downloading computer updates usually start counting down in days, and often have to leave this running over night. Video calling is a no-go, and working from home is a nightmare. It's hard to believe we're in 2016, it reminds me of dial-up!"

Howard Phillips from Peatmoor commented "Too long in my area of Peatmoor we have lived in a communication black hole serviced by a 20-year-old street cabinet on the edge of the range of the Toothill telephone exchange."

"Many of the adjacent areas are cabled and enjoy fast Internet, but our particular roads are "uneconomic" to provide a service so we get 2 to 3 Mbps which seems to vary for no obvious reason. Streaming HD video content is currently just not viable and so Superfast Broadband will revolutionise how the family experience the internet."

Another advocate was Lesley Satchell, an IT Manager from Badbury, who said: "I'm keen to be an early adopter, at present I cannot download data effectively and my on demand TV experience is poor."

Judi West from South Marston said she was committed to be a Superfast Champion as she was frustrated at being told she couldn't have superfast broadband because she lived in a village.

The Superfast Champions gave a very clear message that they wished to see the new solution available as soon as possible, and events should be targeted at specific communities once the service is live. We are planning to run a series of local events to demonstrate the benefits of the service and introduce resellers' offering and prices.

Details of local events will be announced on <http://superfastswindon.com/community-engagement/> and in our next issue of Superfast Swindon newsletter.



What is Superfast Swindon?

Superfast Swindon is a local initiative to bring superfast broadband, of at least 24Mbps download speed, to over 19,500 Swindon homes and businesses, with rollout commencing in June 2016. The project is based on the Government's efforts to deliver high speed broadband, particularly in rural areas where it supports local business growth, job creation and makes it easier to attract more investment and successfully compete with urban areas.

The Government's programme is managed by Broadband Delivery UK (BDUK), part of the Department for Culture, Media and Sport (DCMS).

Welcome

Welcome to our second Superfast Swindon newsletter, which will provide you with updates on the rollout of the network.

From this June, people who live in parts of SN1, SN2, SN3, SN4, SN5, SN6 and SN26 postcode areas of Swindon, who currently have very poor broadband speeds, will be able to access the Superfast Swindon service. This equates to covering over 6,000 homes.

The majority of our rural programme is on schedule to be rolled out by mid-2016 and as you will see from some of the feedback elsewhere in this newsletter, we received enthusiastic responses from people eager to sign up to the service.

We met a number of people keen to be Superfast Champions and become advocates of the service at our recent engagement events with residents. It was great to so many people who were fully supportive of our plans and keen to find out more about the network's progress.

I was also pleased to receive further positive comments from Chris Townsend, Chief Executive of Broadband Delivery UK, who confirmed that BDUK was satisfied our procurement process was fair and open and UKB Networks' bid passed their assurance checks for value for money, compliance with the European Commission's State aid rules, and the robustness of the proposed technology solution.

I hope you find the information in the remainder of the newsletter useful and I look forward to bringing further.



Councillor Mary Martin,
Cabinet Member for Corporate,
Customer and Digital Services



connect

Visit www.superfastswindon.com to learn more about the project and to sign up for updates on when superfast broadband will be coming to your area.

Superfast Swindon, bringing Superfast Broadband to Swindon, Castle Eaton, Highworth, South Marston, Liddington, Wanborough, Bishopstone, Chiseldon, Wroughton and surrounding areas.

latest news

Superfast Swindon rollout

The Superfast Swindon network build is in full swing, with equipment being installed across the town. These sites will give access to over 6,000 residents and businesses who cannot currently receive superfast broadband and will create a foundation for the rural rollout. Once this part of the network is built and fully tested we aim to be live in June 2016.

The bulk of planning applications have been granted for the rural locations and we aim to have masts operational in the majority of rural areas by July – August 2016.



Work is ongoing to find appropriate mast locations in North Swindon.

To get up to date details of when superfast broadband is coming to your area please register your interest at www.superfastswindon.com

Beta service launch

Superfast Swindon will be offering free of charge trial access to the network to residents in West Swindon, Chiseldon and Highworth from May 2016 for beta testing. This will enable residents to give feedback on the installation process, customer service and network performance. Priority will be given to Superfast Champions, followed by residents who have registered for updates. Once the free of charge beta testing programme is available we will email registered residents in the trial area so they can take advantage of this offer.

How to buy

Over 6,000 residents and businesses from parts of the SN1, SN2, SN3, SN4, SN5, SN6 and SN26 postcodes will be able to buy the new superfast broadband service from June 2016.

There will be a number of resellers who will be offering the service. Profiles of the resellers, price plans and special offers will all be featured at <http://superfastswindon.com/where-can-buy-it/> once the new service is available.

We'll be in touch through future newsletters and leaflets to confirm when the service will be available in