



department for
**culture, media
and sport**

BDUK Broadband Delivery Project

Bidding guidance for Local Authorities and other local public
bodies

Award Round Spring 2011

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.

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Annex A: Glossary

When reading this document please also reference:

- Local Broadband Plan template (for bidders in the Spring 2011 Award Round)
- Expression of Interest (for Local Authorities and other local bodies who are not yet ready to submit a bid)
- EU Broadband State Aid Rules

These documents can be found on the DCMS website and within BDUK's 'Local Authority Resource Centre' (LARC), a virtual resource which provides information and documentation for local bodies (see section 8.2 of this document for further details).

1 Purpose of this document

This guidance document explains the nature and purpose of the BDUK Broadband Delivery Project and provides advice to local authorities and other public bodies on how to bid for funds in the Spring 2011 Award Round and thereafter.

2 Introduction from The Minister – Ed Vaizey

On Monday 6 December 2010, Jeremy Hunt and I launched the Government's National Broadband Strategy: "Britain's Superfast Broadband Future". The strategy sets out the Government's vision for broadband in the UK, which is to ensure the UK has the best superfast broadband network in Europe by 2015.

We want communities and local authorities to have a say in how these networks will be built. By putting the people who will eventually use the infrastructure in a position to shape it, we can bridge the gap between competition and investment. Community need should drive the process, not Government decisions made in Whitehall.

I believe that a world class communications network is an essential element of recovery and will help us to grow the economy. As consumers we will have greater choice and costs will be reduced. The delivery of public services will be more efficient and cost effective, as well as more inclusive, and this is crucial for local authorities.

The strategy brings together the many policy areas that we are working on across Government which will enable this to happen, as well as setting out the Government's approach to investing the £530m secured as part of the TV Licence Fee settlement to help deliver superfast broadband into more rural and remote locations.

In particular, the strategy outlines our plans to deliver digital hubs to every community in areas that the market will not provide for. Where local authorities have superfast broadband as a priority, Broadband Delivery UK (BDUK), the delivery arm for Government, will work with authorities on their plans.

We will be releasing that funding in waves, starting with the four superfast broadband pilots announced by the Chancellor in October 2010 as part of the Spending Review. Local bodies (such as tier one local government bodies and Local Enterprise Partnerships) will be invited to prepare plans for broadband infrastructure upgrades. I am now inviting bids for the next tranche of funding with a view to announcing the next projects in May.



A handwritten signature in black ink, appearing to read 'Ed Vaizey'.

Ed Vaizey

Minister for Culture, Communications and the Creative Industries

3 Background – The National Strategy

The Government is currently conducting an overarching Growth Review, and broadband infrastructure investment is vital in supporting the overall growth agenda. In 2009, the Internet's measurable impacts on the UK economy contributed £100 billion (7.2% of the total) to UK GDP.

The Government has the objective of stimulating private sector investment to deliver the best superfast broadband network in Europe together with increased coverage across the UK by 2015. The Government proposes to support selective investment in telecommunications network infrastructure upgrades to improve the accessibility of services in locations not served by traditional market mechanisms.

It is estimated that the private sector, given their currently published plans, will cover approximately two thirds of premises with access to superfast broadband by 2015. This leaves approximately one third of premises (or approximately 9 million premises) potentially within scope for public sector intervention in superfast broadband. We estimate that up to 1 million of these would prove too costly to rollout superfast broadband by 2015 and so are potentially out of scope for intervention in superfast broadband.

There are currently some 2 million households who do not have access to a good level of broadband. BDUK is aware of local initiatives that are taking place to address this issue. Rural and remote areas of the country should benefit from infrastructure upgrade at the same time as more populated areas, ensuring that an acceptable level of broadband is delivered to those parts of the country that are currently excluded. The intention is to roll out superfast broadband wherever feasible.

Where Local Bodies (such as Local Authorities and Local Enterprise Partnerships) determine that improved access to broadband is an essential component of their development plans as expressed in a 'Local Broadband Plan', and where the market will not deliver, we will aim to use the public investment to provide a network infrastructure upgrade in those areas. The aim of BDUK funding will be to ensure that, in those locations where the market does not deliver, every community benefits from a fibre connection which communities directly or in conjunction with commercial partners can use to connect their localities to super-fast broadband. We will expect local bodies to lead coordination around demand stimulation activity and assist in moving customers to superfast broadband.

BDUK are not setting a guide speed for investments but would not fund projects that deliver below the stated 2 Mbps required for a quality home working experience or an ability to view the BBC iplayer.

BDUK have not mandated speed or coverage targets. Instead we expect local bodies to locally determine an appropriate balance between 'standard'¹ (2 Mbps minimum) broadband and 'superfast', which is sufficiently ambitious while being based on potential availability of funding and an assessment of local needs and priorities.

¹ See Annexe A - Glossary for detailed definitions.

Further detail of the Government's overall approach to broadband infrastructure is set out in Britain's Superfast Broadband Future².

4 The role of BDUK

Broadband Delivery UK (BDUK) was originally created as a delivery vehicle within the Department for Business Innovation & Skills (BIS) and has recently moved to DCMS (Department for Culture, Media and Sport). Its purpose is to deliver the Government's policies relating to broadband rollout within the UK. Broadly, this will be achieved through two aims:

- To facilitate the delivery of 'standard' broadband (2 Mbps minimum) across the UK; and
- To stimulate private sector investment to deliver the best superfast broadband network in Europe by 2015. This will involve increasing access to high speed connectivity services (such as 'superfast broadband') for households, business and communities in poorly served areas across the UK.

BDUK will work with local bodies to provide support, advice, and, as appropriate, contribute funding to ensure that local broadband projects are developed and successfully completed.

BDUK will also facilitate the sharing of materials, experiences and best practice between local bodies. It will act as a liaison point with industry, and provide co-ordination at a national level from a programme perspective to ensure that the objectives for broadband as stated in the national strategy are achieved.

BDUK will provide support for projects that are awarded funding through the current award round and through the subsequent process. BDUK are developing a toolkit which will provide information, guidance, templates and contract and procurement documentation for projects. This toolkit will be available via a web portal 'Local Authority Resource Centre' (LARC) (see section 8.2) which will also allow projects to network, disseminate best practice and to share documentation. BDUK have access to a number of 'experts' who will be providing 'hands on support' through regular meetings with project team(s). BDUK will also host seminars on specific topics (eg Data collection and mapping, funding, public service networks and technology solutions) and facilitate a range of networking events.

5 The role of Local Authorities and other Local Bodies

In delivering the BDUK broadband investment, Local Bodies (Tier 1 Local Authorities and Local Enterprise Partnerships) will have the prime responsibility for ensuring the appropriate delivery of broadband in their areas.

² Britain's Superfast Broadband Future, Department for Business Innovation & Skills and the Department for Culture, Media and Sport, December 2010

BDUK does not envisage that it will have, or require, the power to mandate that local bodies undertake any specific activities. In line with the government's agenda on localism, local bodies will be responsible for the development, sourcing and delivery of their broadband projects.

The key tasks for a local body will be:

- developing a Local Broadband Plan (see section 8.4);
- ensuring the appropriate data and mapping information is available to support the Local Broadband Plan;
- sourcing (including conducting the appropriate procurement where required) broadband infrastructure and services within a project;
- managing applications for State Aid clearance, with support from BDUK;
- engaging with local communities and business to encourage and harness interest in participation in broadband projects, stimulating demand, take-up and usage;
- developing, or facilitating the development of, broadband projects pursuant to the local broadband strategy;
- bidding for funding from BDUK;
- managing applications for European funding;
- encouraging additional public sector investment;
- encouraging private sector involvement and investment;
- overseeing the implementation of broadband infrastructure provision and associated services;
- monitoring and evaluating the process and outcomes of the project - sharing information and experiences with other local bodies for future projects;
- establishing appropriate delivery teams and governance structures;
- financial control, which will complement an overarching monitoring approach developed by BDUK;
- general project management during development, procurement, implementation and operational phases;
- ensuring that appropriate demand stimulation programmes are in place;
- ensuring that appropriate skills development programmes are in place;
- delivering innovation in public service delivery.

6 What BDUK will fund

Broadband Delivery UK will be committing £530 million by 2014-2015.

Funding provided by BDUK is likely to be a capital grant for the Local Authority partner to deliver the broadband investment. It is currently assumed that BDUK funding will be via grants under the Local Government Act 2003 (subject to HM Treasury consent) covered by a standard form funding or grant agreement between BDUK and the receiving body. It is assumed that the actual grant/funding agreement is finalised/signed when the local body signs the contract with a supplier, but BDUK may issue a letter of funding intent – where necessary to expedite stakeholder approvals – and agree funding principles before contract signature.

The grant/funding agreement would set out how the funding is drawn down at key milestone implementation milestones: grant funding can be released ahead of expenditure but not in advance of need. The funding is controlled under the Managing Public Money framework, so the agreement would likely also need to include a monitoring regime and recovery mechanisms if objectives are not met, in order to effectively ring-fence the BDUK funding for the purposes of the broadband project.

The Local Broadband Plan will need to identify the potential phasing of any capital funding sought from BDUK. The bid for funding should sit within a BDUK advised notional grant of £60 per premise, which can be flexed to take account of factors such as topography, population density and network architecture.

BDUK is currently agreeing a funding allocation approach and expects to be in a position to confirm an indicative budget for BDUK funding allocations to local bodies on submission of their bids. BDUK would also be able to provide an indicator of what type/scale of requirement its modeling suggests may be feasible, within an overall budget that includes an assumption of additional public sector funding (arranged by the local body) and private sector funding (from a successful supplier) available.

BDUK wishes to see local commitment to the proposed project. All bids must therefore include a local financial contribution towards the overall costs of the measures put forward. Bids must identify whether the local contribution will come from local authority sources or external partners such as health authorities as well as the private sector. They should also describe whether any local contributions are in the form of a pure capital contribution to the overall subsidy or whether they are based on guaranteed public sector demand as an 'anchor customer' for the project. BDUK would welcome capital contributions from local bodies towards the cost of their broadband projects based on an 'invest to save' business case (for example, through the achievement of lower transaction costs as a result of increased customer interaction via the web).

The greater the overall contribution towards the costs (both in terms of capital and revenue funding) from local authorities and other local bodies as well as other external organisations, the more positively the bid will be considered in the assessment process.

Under normal circumstances, BDUK funding will not cover or contribute to:

- development of the Local Broadband Plan;
- producing appropriate data and mapping for individual areas (though baseline data and some practical assistance will be available);
- project development and delivery team (including technical or legal resource or back-fill of internal resource);
- creation of Governance structures;
- procurement process for engaging a private sector partner/investor;
- demand stimulation activity;
- business support activity;
- skills development activity;
- monitoring and evaluation of project.

BDUK will provide practical support, contracts, template documentation information, guidance, toolkits and advice.

7 State Aid Rules

The EU Commission has issued guidelines on state aid rules as they relate to broadband investments which are available at

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2009:235:0007:0025:EN:PDF>

Please read the full rules accompanying this guidance on the DCMS website or on LARC (see section 8.2.) before submitting your bid to ensure your bid will not contravene State Aid rules. Please note definition of the 'White', 'Grey' and 'Black' areas can be found at 2.3.2.1, 2 & 3, paragraphs 41–46 of the Commission Guidelines. Measures which involve State Aid, as indicated in paragraph 14 of the Broadband guidelines, would subsequently need to be notified to, and approved by, the European Commission before contracts are awarded to commercial undertakings.

8 The Bidding Process

8.1 Who can bid

Bids for funding are invited as part of the current award round from public authorities including tier one local government bodies and Local Enterprise Partnerships (LEPs). Public authorities should work closely with lower tier authorities especially at neighbourhood level. We welcome applications covering geographical areas that cut across local authority boundaries in which case one authority should be identified as the

lead authority, for administrative purposes and to receive the funding, with others as partner authorities.

Local bodies located within the boundaries of Devolved Administrations should liaise with the Devolved Administration before submitting a bid.

8.2 BDUK support for bidders

BDUK intends to hold a number of bidders' workshops in various locations in early March 2011. These sessions will be aimed at officers preparing applications. They will provide guidance on developing Local Broadband Plans and seek to address likely areas where it is anticipated that local bodies will require support, such as data collection, mapping, phasing of funding, state aid, developing cost models and sourcing strategies.

The dates and venues are as follows:

- 8 March 2011 – Yorkshire Forward offices, Leeds at 3pm
- 9 March 2011 – International Conference Centre, Birmingham at 10am
- 10 March 2011 – BIS Conference Centre, London - sessions at 9.30am and 4pm

We expect that there will be a high demand for places, so we would ask local bodies to keep the number of staff they send to a minimum, and for each authority to only attend one workshop. More information about the workshops (including specific times and locations) is available on LARC (see paragraph below).

BDUK have established the 'Local Authority Resource Centre' (LARC) as a virtual resource, to provide information and documentation for Local Authorities and LEPs who wish to engage in this agenda. This resource also provides the opportunity for collaborative working between Local Bodies and BDUK, with an online discussion forum available to raise questions and issues for resolution.

The LARC site is secure and only available to invited participants. This allows sharing of restricted or commercially sensitive information. Within LARC we are developing a suite of workspaces to provide information and guidance on a range of topics related to Next Generation Broadband. This will include a 'BDUK – Spring 2011 Award Round workspace, which will contain all of the relevant information, frequently asked questions, guidance and templates relating to both Expressions of Interest into BDUK and the full bidding process for future funding.

Many Local Authorities have already signed up to the overarching LARC workspace and, if this is the case, will automatically be forwarded invitations to the additional workspaces including 'BDUK Wave 2'. If you have not already signed up for this resource and wish to do so please email kevin.hanlon@bis.gsi.gov.uk

If you have any questions about this guidance, including clarification on the information and appraisal requirements for bids, you can also submit queries to kevin.hanlon@bis.gsi.gov.uk with your contact details (telephone and email address). BDUK will respond by email or telephone.

8.3 Who should bid as part of this current award round

BDUK want to minimise abortive work from potential bidders who are not yet ready to proceed with their plans. As such, it is recommended that Local Authorities and other Local Bodies who are considering submitting a bid as part of this award round should have already undertaken much of the preparatory groundwork to develop a Local Broadband Plan, prior to the issuing of this guidance. Key plans should be in place which have been developed in collaboration with a range of stakeholders including local communities and reflect both requirements for speed and coverage.

8.4 The Local Broadband Plan

The bid by a local body will be a completed Local Broadband Plan. This is a document which covers the broadband strategy, delivery plans for infrastructure upgrades and the outline business case for the overall desired investment. It should also explain how improvements to broadband infrastructure will support the needs of the community and will be aligned with other local/regional plans and strategies. For full details of the content of the Local Broadband Plan and associated guidance for completing the plan see the DCMS website and LARC.

The Local Broadband Plan is both a bid document and an outline business case for the project. It should be approved by the Chief Executive of the local authority and the council member holding the relevant portfolio. Where there are joint bids between Local Authorities, or bids from Local Economic Partnerships, we would expect an equivalent level of sign off from all partners.

The Local Broadband Plan should set out the approach for improving broadband infrastructure within the whole of the local body's area, which is likely to involve a multi-phased project to be implemented between now and 2015. This would include both upgrades to superfast access and ensuring that everyone can get a basic level of service. In addition, local bodies will be expected to outline their aspirations for the period beyond 2015 to 2020.

The Local Broadband Plan will provide details of all the assumed funding that would be available (including from private sector, BDUK, EU etc) and the assumed funding profile up to 2015. Plans should be realistic about funding required and identify any dependencies or risks relating to funding.

Local bodies should consider the re-use of existing public sector networks as part of the solution where they provide an efficient means of improving household connectivity. Where appropriate, local bodies should describe how they intend to use their existing investments in public sector networks as well as how partnerships with the wider public sector (for example police and health) can be used to leverage the best superfast Broadband upgrades for their community. Where the use of public sector networks is not deemed appropriate, this should be stated explicitly in the Local Broadband Plan.

BDUK attaches importance to a wide spectrum of community participation in decision-making and delivery, with local bodies drawing on the ideas and expertise of the community. BDUK will treat positively in the assessment process those applications which

have the support of community interests and have involved local communities as much as possible in their development.

Local bodies should also describe how the proposed investment will facilitate the continued drive to transform the delivery of public sector services by making as many services as possible available online as the delivery channel of choice. We intend to give priority to projects that seek deliver a range of outputs contributing to public service transformation, economic development and activities to tackle digital exclusion.

In order to enable universal access, local bodies will be able to determine the balance between 'speed' and 'coverage' in terms of the focus on next generation access and the need for 'standard' broadband (ie not less than 2 Mbps).

As part of the Local Broadband Plan, BDUK require an acceptance that project management is a dedicated job for a full time member of staff. The level of other staff resources that are required will vary according to the scope of the project but the submission should contain evidence that sufficient resources will be made available.

BDUK will provide local bodies with baseline coverage and infrastructure data to inform the development of their Local Broadband Plans. Please note this information is derived from our own models and we do not accept liability for its accuracy. The information BDUK can supply includes:

- total premises (business and homes) in a Local Authority area;
- 'Not Spots' < 0.5Mbps and 'Slow Spots' < 2.0 Mbps broadband speed (number of premises);
- premises connected to BT exchanges (BT announcements);
- installed Virgin Media coverage (number of homes)

To request the information either:

- email: kevin.hanlon@bis.gsi.gov.uk (BDUK Team) or
- place a request posted on the Huddle LARC web site under the 'Spring 2011 Award Round' site.

8.5 Timescales

The timetable for this bidding round is set out below:

Task	Date
BDUK invite bids	7 March 2011
BDUK host workshops for local bodies who are considering bidding for funding	8 to 10 March 2011
Local Bodies submit notification of intention to bid as part of the Spring 2011 award round via a simple email (see section 12 Format of Bid)	25 March 2011
Closing date for submission of bids (ie Local Broadband Plan) as part of the Spring 2011 award	18 April 2011

Task	Date
Completion of an expression of interest form by Local bodies who are not yet ready to bid as part of the current award round but intend to submit a bid (ie a Local Broadband Plan) between June 2011 and June 2012	29 April 2011
Meetings with shortlisted bidders	27 April to 13 May 2011
Announcement of successful bids	27 May 2011

9 The Selection Process

In selecting a bid under the current award round, BDUK will assess the Local Broadband Plan and any supporting documentation provided, and would expect as part of this assessment to issue clarification questions.

For projects whose proposals and documentation pass the initial assessment, BDUK will then expect to interview key officers from the local body to complete the assessment. These interviews are likely to take place in the last week of April and first two weeks of May 2011. Bidders should ensure that key project personnel including the relevant lead director are available for interview during this period.

10 Funding

BDUK will select a number of successful bids based on their Local Broadband Plans for entry onto the Broadband Delivery Programme as part this Award Round.

In your Local Broadband Plan submission please outline the total funding required to 2014-2015 and, where appropriate, any funding anticipated to 2016-2017. Where a Plan is being delivered through a phased project, or one or more projects, then Local Bodies should state separately the firm amount of funding that is being requested for the initial phase and the indicative funding required for future phases. The degree of interdependency of the phases should also be described.

Once your Local Broadband Plan is submitted we will work with you within our programme funding constraints to identify the phases of your Local Broadband Plan which can be funded over each financial year.

Bidders should note that once a project is approved as part of the Spring 2011 award round, the Local Body would not need to submit a further bid for subsequent phases.

11 Format and submission of bid

Potential bidders should notify BDUK of their intention to bid by **25 March 2011**. All that is required at this stage is a simple email stating an intention to bid. The email should be sent to kevin.hanlon@bis.gsi.gov.uk

Applications should be sent to BDUK by **5pm on 18 April 2011** and should consist of a completed Local Broadband Plan (see template on LARC or on DCMS website). Proposals should not exceed 30 pages in length. Please do not include supplementary material other than mapping information and a project plan.

Three hard copies of bids and supporting material should be submitted to:

Jill Patrick
Broadband Delivery UK
Department for Culture, Media and Sport (DCMS)
2-4 Cockspur Street
London
SW1Y 5DH

Envelopes should be marked: '**Submission for 'BDUK Spring 2011 Award Round'**.'

An electronic copy should also be submitted to kevin.hanlon@bis.gsi.gov.uk

12 Evaluation criteria

In assessing and selecting schemes, BDUK will take account of the following criteria in evaluation:

Criteria (Local Broadband Plan submission)	Weighting
<i>N.B. the text in bullets refers to the section in the Local Broadband Plan against which the criteria will be assessed</i>	
Strategic Context - o A1 Vision and strategic context including plans for transformation of public services and economic development - o A2 Background - o A3 Local broadband context evidence of need/ gap analysis - o A4 Scope of project - o D3 Procurement Strategy	40%
VFM (Financial) - o C1 Funding Requirements - o C2 Funding Structure - o D1 Commercial Case	20%
Capacity to Deliver - o E1 Project Management, Resourcing and Funding - o E2 Timetable - o E3 Expected Strategic Benefits	25%
Advanced Planning/Stakeholder Engagement - o D2 Market Engagement - o B3 Stakeholders - o B1 & B2 Demand Stimulation and Registration	10%
Risk o E4 Risk Management/log	05%

13 What will be the next stage for unsuccessful bidders?

Once the selection process for this bidding round is complete, there will be no further official bidding rounds for BDUK investment funding. Instead, BDUK will move to a continuous process where local bodies will bid for funding within their own timescales. BDUK will look to use the same assessment criteria and assessment process for this as used for this bidding round.

Some local bodies that are not successful at this award round stage will be shortlisted and encouraged to address the feedback supplied by BDUK; revise their LBP bid and within agreed timescales then re-submit the bid under the continuous process of getting bids ready to enter the programme. Where appropriate, BDUK may choose to guide and support these local bodies more closely to ensure their future success.

14 What should local bodies who are not yet ready to submit a bid do?

BDUK recognises that local bodies will be at different levels of readiness to apply for funding at this point in time and so after the current award round ends BDUK will operate a continuous process where local bodies will bid for funding within their own timescales. ***In practical terms this will mean that any local authorities and other local bodies who are not able to meet the timescales laid out for producing a Local Broadband Plan as part of this bidding round will be able to submit a Local Broadband Plan (ie a bid for funding) from the second quarter of 2011-2012 onwards as soon as they are ready to do so.*** As stated above BDUK intends to use the same assessment criteria and assessment process for this as used for the Spring 2011 award round.

As with projects approved as part of this bidding round, BDUK will approve Local Broadband Plans in their entirety, so that local bodies will not be required to re-bid for funding for each phase or project. However, as with this round, BDUK will expect to undertake further evaluation and some assurance activities before each release of funds and the beginning of subsequent phases or projects.

All local authorities and other local bodies who are not yet ready to bid as part of the Spring 2011 award round but intend to submit a bid (ie a Local Broadband Plan) during the remainder of 2011-2012 should complete an expression of interest form (see LARC 'Spring 2011 workspace or DCMS website). This document will not be binding in any way on either party. Its purpose is to enable BDUK to undertake planning activity and estimate funding requirements based on likely demand from local bodies.

Annex A: Glossary

The following definitions are used in this document:

Term	Definition
Broadband	The term used to describe a wide range of technologies that allow high-speed, always-on access to the Internet. This is most often delivered via a connection through a telephone line or cable service, but can also be delivered using wireless and satellite connections. A potential access speed of less than 512 Kbps is deemed not to be broadband.
Mbps	Megabits per second.
Not Spot	A geographic postcode area where customers do not have access to fixed line or wireless broadband.
Public sector available networks	(i) A network or network assets (eg dark fibre) owned by the public sector; or (ii) A network service contracted for use by the public sector; that can be used by a provider to help deliver broadband to Customers
Slow spot	A geographic postcode area where Customers have access to fixed line or wireless broadband at access speeds below 2Mbps.
Standard Broadband	BDUK has defined standard broadband as a service available at the edge of the network that allows a quality home working experience, for which a headline access speed of 2Mbps can be used as a proxy.
Superfast Broadband	BDUK has defined superfast broadband as having a potential headline access speed of at least 20Mbps, with no upper limit. Typically, at a wholesale level, the underlying capability can be measured in gigabits. The retail market then takes this capability and delivers affordable propositions.



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2-4 Cockspur Street
London SW1Y 5DH
www.culture.gov.uk