

What will happen?

Briefings for key stakeholders are taking place now beginning with a direct mail campaign across the area. From 6th February, information leaflets will be sent to 26,000 business and residential addresses in 10 sample areas across Somerset and Devon. People at these addresses will then be asked to respond to a survey through a follow up phone call. There will also be features in local newspapers, radio and TV programmes, to reach people who are not in one of the sample areas. They can register their interest online at www.connectingdevonandsomerset.co.uk or by calling our dedicated hotline on 0844 463887. The findings from this survey will be analysed in March to show demand for broadband before we commence the next phase of procurement in April to achieve the most effective solution.

As many may not be aware of the difference the improved service could make, we will also provide information on the benefits to ensure that our communities are included, our businesses can benefit and residents are not disenfranchised by lack of access.

There will be a dedicated phone line and mailbox and further information on the Connecting Devon and Somerset website: www.connectingdevonandsomerset.co.uk. People may respond through their place of work as well as their home set up.

Timetable

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| Campaign activity | 6- 29 February |
| National Broadband Suppliers framework established | May 2012 |
| Award of Devon and Somerset broadband partner contract | September 2012 |
| Launch of business and community demand campaign | June 2012 |
| Launch of business and community skills campaign | September 2012 |
| Deployment and roll out schedule announcement | Jan / February 2013 |

What do we need?

We need as many responses as possible! We are briefing stakeholders, asking community groups, businesses, employer representative organisations and many others to prime their colleagues, members and friends to be ready to respond. Their input is vital to ensuring effective roll out of services and it is unlikely there will ever be another similar opportunity.

Superfast broadband has the capacity to change lives and we want to ensure Devon and Somerset are at the forefront of the digital revolution.