

welcome to
fastershire
Faster broadband for Herefordshire and Gloucestershire

The Marches & Gloucestershire
Viable Clusters Broadband Project
Guidance Notes



The European Agricultural
Fund for Rural Development:
Europe investing in rural areas



**Herefordshire
Council**



Gloucestershire
COUNTY COUNCIL



**Rural Hub
Herefordshire** 

Introduction

Fastershire has been provisionally allocated funding from European Agricultural Fund for Rural Development (EAFRD) to extend superfast broadband further.

The project intends to use this fund to enable some of the approximately 15,000 homes and businesses across the two counties which are currently not planned to be upgraded to over 30Mbps.

The project is aiming to present a number of property 'clusters' that could, were Fastershire able to engage a supplier, use this funding to provide faster broadband.

Cluster Definition

A group of clusters have been identified using an objective set of criteria. These cannot be adapted due to the need to maintain objectivity and fairness.

An individual cluster may include properties from different villages, parishes, postcodes and/or wards. They will exclude any premises that already has access to superfast broadband or is planned to as these are ineligible for this funding.

Cluster Ranking

EAFRD funds are awarded based on the economic impact they will have and therefore, clusters will be ranked on the basis of the number of different criteria, such as;

- Number of businesses
- Number of employees in those businesses
- Existing fibre speed
- Number of full time job prospects relating from investment
- Cumulative turnover of businesses
- Number of qualifying properties
- Percentage of qualifying properties located in Local Super Output Areas (LSOA) that are in the bottom 10% of LSOAs in relevant county in regard to access to services
- % of qualifying properties located in public transport cold spots
- % of qualifying properties located in postcodes linked to demographic types B, C, D, I, J or O
- % of businesses located in business rate paying properties which have undertaken a FasterBusiness Review

- % of qualifying properties that would take a service were it available
- Number of farms
- % of qualifying properties responding to the online survey
- % of farms responding to the Rural Hub Online Survey
- % of home workers located in non-business rate paying properties

As the funding is finite, this ranking will be used to target the funding at those clusters which rank the highest.

Demonstrating Demand

It is important that we have evidence of demand to add to the data we have to help allocate this funding fairly.

There were three sources of data we used to rank the level of demand in a community, these focus on demand from residents, business and farms.

Unsuccessful Clusters

EARDF funding may not be sufficient to enable every cluster and as stated above, funding will be targeted at those clusters which rank the highest. For any unsuccessful clusters, businesses can still apply for the one of our business broadband grants and for residents, we will consider looking at the costs / benefits of bringing other areas into our existing contracts.

Indicative Timescale

