

# DIGITAL CONNECTIVITY STRATEGY: DELIVERY PLAN

Outcome 1: Enhanced Rural Broadband and Improving Council Access to Connectivity Information							
Performance Measures	Baseline 23/24	Target 24/25	Actual 24/25	Target 25/26	Actual 25/26	Target 26/27	Actual 26/27
Percentage Reduction in less than 10Mbps Served premises		15%		15%			
Hold quarterly meetings with government agencies to discuss funding opportunities and project progress.	4	4		4		4	
Funding and Subsidy adherence to regulatory requirements.	100	100		100			
Provide bi-annual reports to stakeholders and government bodies detailing the use of funds and project outcomes.		2		2			
Conduct an annual impact assessment to measure the effectiveness of the funded projects against the set targets.		1		1			
Secure at least one new government subsidy or funding stream specifically for rural connectivity.		1		1			
Increase the proportion of rural households with access to gigabit-capable broadband		10%		10%			

Intervention Area (ref)	Action	Start date.	Completion date	Resources	Responsibility	Progress
<b>Government Subsidy</b>	<b>Maintain:</b> Current activities, Discovery and Analysis of any new funding streams or voucher scope	Q1/2013	Q4 2030	No Additional resources	DCC	In progress
	<b>Operation:</b> Design, Funding and Planning dependent on whether single pilot or a number of sites	Q3/2020	Q4 2030	No Additional resources	DCMS	In progress
<b>Derbyshire Rural Community</b>	<b>Initiation:</b> Assess the broadband needs of the community.	Q3/2024	Q1 2025	£5,000	DCC	Not Started

<b>Connectivity Grant</b>	Gather support and interest from local residents and businesses. Determine the technical and financial viability of the project. Subsidy Compliance Checks					
	<b>Planning:</b> Procurement and contracting for framework for Grant request and Suppliers Detailed network design, grant applications, and supplier negotiations. Subsidy Compliance Checks	Q4/2024	Q2 2025	£10,000	DCC	Not Started
	<b>Delivery:</b> Overseeing construction, installation, and testing.	Q1/2025	Q4 2027	£1,500,000*	DCC	Not Started
<b>Anchor Tenant</b>	<b>Initiation:</b> <b>Feasibility Study</b> Secure Capital and Justification for Spend to Save: Initial investment might be needed to upgrade existing infrastructure to make it more attractive or compatible with potential private partners. Depending on the current state of the infrastructure and the scale of the upgrade. Legal, Contractual, and Procurement Support: Ensuring that the deals are beneficial and legally sound will require business case and attract private investors, specialized consultancy services might be needed. Feasibility Study	Q3/2024	Q1 2025	£30,000	DCC	Initial identification

	<p><b>Planning:</b>  <b>Establish a Tailored ICT Services Procurement and Framework:</b>  This involves creating a detailed procurement strategy that is attractive to private investors and outlines the benefits of investing in the local digital infrastructure.  Conduct Extensive Market Engagement:  This includes organizing meetings, presentations, and information sessions with potential investors to generate interest.  Set Up a Steering Group: Comprising Digital and economic development experts to oversee the project and ensure it aligns with broader economic goals.  Secure Legal, Contractual, and Procurement Support: To navigate the complexities of such partnerships and ensure favourable terms.</p>	Q1/2025	Q2 2025	£100,000*	DCC	Not Started
	<p><b>Delivery:</b> Build Business case and move to Procurement and Contract stage ; Detailed Technical and Commercial Assessment  Contracting</p>	Q2/2025	Q4 2027	Funds to be identified/Subject to savings potentially delivered	DCC	Not Started

**Outcome 2: Connected Tourism and the Visitor Economy**

Performance Measures	Baseline 23/24	Target 24/25	Actual 24/25	Target 25/26	Actual 25/26
Complete market research and create a shortlist of festivals/Events	0	5		10	
Assess Shortlisted Events within 6 weeks of identification		100%		3	
Secure streaming rights and partnerships for at least 30% of prioritised events within 2 months		30%		50%	
Identify and engage with new events		3 per Quarter		3 per quarter	

Intervention Area (ref)	Action	Start date.	Completion date	Responsibility	Resources	Progress
Digital Events and Festivals	<p><b>Initiation:</b>  <b>Identification and Prioritisation</b>                      Market research, liaising with cultural organizations, creating a shortlist of events.</p> <p><b>Feasibility Assessment</b>                      Assess technical requirements and logistical needs.</p>	Q3/2024	Q4/2024	DCC	£10,000	Awaiting Approval
	<p><b>Planning:</b>  <b>Engagement with Event Organisers</b>                      Secure streaming rights and partnerships.  <b>Technical Engagement</b></p>	Q4/2024	Q2/2025	DCC	£25,000*	Not Started

	Develop streaming strategy and platform selection. <b>Marketing Strategy Development</b> Create and execute a marketing plan.					
	<b>Delivery:</b>  <b>5G/LEO</b> Satellite Broadband and WiFi Equipment – Mobile Trailer/Delivery Vehicle  Procure and install connectivity equipment.  Ongoing Event Identification and Engagement Technical Support and Upgrades Marketing and Audience Development Equipment Maintenance and Additional Purchases	Q2/2025	Q2/2027	DCC	£65,000*	Not Started

**Outcome 3: Town Centres and Urban Areas**

Performance Measures	Baseline 23/24	Target 24/25	Actual 24/25	Target 25/26	Actual 25/26
Number of locations identified that require service.	0	10		75%	
Site Selection Success		60%			
Technical Feasibility		100%			
Stakeholder Engagement – local businesses and organisations		80%			

Intervention Area (ref)	Action	Start date	Completion date	Resources	Responsibility	Progress
Digital Signage and Wayfinding	<b>Initiation:</b> Initial Assessment and Scoping Activities: Identify key town centre locations for digital signage installation, including potential sites, foot traffic analysis, and technical feasibility.	Q1/2025	Q2/2025	£15,000	DCC	Not Started
	<b>Planning:</b> Build the business case, develop procurement documentation, and manage the evaluation process for the digital signage solution.	Q3/2025	Q1/2026	£25,000*		Not Started

	<p>Collaboration with Local Businesses and Organisations</p> <p>Gather and update relevant data for the signage, such as local events, business directories, and points of interest.</p>					
	<p><b>Delivery</b> Installation of Interactive Wayfinding Systems</p> <p>Activities: This could include the cost of purchasing and installing dedicated kiosks or developing and deploying mobile apps.</p> <p>Kiosks: Installation of durable, weatherproof kiosks with interactive displays. Costs include hardware, software, and installation.</p> <p>Mobile Apps: Development of a comprehensive mobile app that includes wayfinding and local information.</p>	Q2/2026	Q4/2026	£120,000-£230,000 *		Not Started

### Outcome 4: Strengthened connectivity to drive economic growth, foster innovation, and empower small and micro businesses.

Performance Measures	Baseline 23/24	Target 24/25	Actual 24/25	Target 25/26	Actual 25/26
Number of businesses surveyed to identify their digital connectivity needs.	0	500		75%	
Percentage of businesses responding to survey on current market offerings	0	50%			
Percentage of businesses upgrading to higher broadband tiers	0	20%			
Reduction in network outages or disruptions	0	40%			
percentage of rural businesses gaining access to digital services for the first time	0	10%		10%	

Intervention Area (ref)	Action	Start date.	Completion date	Responsibility	Resources	Progress
Awareness Workshops	<b>Initiation:</b> Scope, identification of resources and	Q3/2024	Q4/2024	£20,000	DCC	
	<b>Planning:</b> Design, Funding and Planning dependent on whether single pilot or a number of sites	Q1/20		£7,500	DCC	
	<b>Realisation:</b> Sourcing, Building and Testing			£21,000	DCC	
Demand Mapping	<p>Initiation:</p> <p>Defining Objectives Objective: Develop a GIS map that includes critical data for telecom infrastructure planning. Key Steps: Identify stakeholders: Engage with local councils, telecom operators, and business owners.</p>	Q1/2024	Q1/2024	£10,000	DCC	

	<p>Define data requirements: Determine what information the map should include (e.g., existing assets, coverage gaps, business clusters).</p> <p>Set project goals: Ensure alignment with rural broadband expansion and demand hotspots.</p>					
	<p><b>Planning:</b>  Data Collection and Map Creation  Data Gathering:  Collect information on current and future planned council-owned assets (e.g., buildings, depots, offices).  Identify business parks, clusters of small and micro businesses (often overlooked), enterprise zones, and freeports.  GIS Map Development:  Create a detailed map that visualizes these assets, coverage areas, and connectivity gaps.  Utilize GIS tools to overlay data layers and analyse spatial relationships.</p>	Q4/2025	Q1/2025	30,000	DCC	
	<p><b>Delivery:</b>  Share the GIS map with targeted stakeholders.  Highlight areas of poor coverage, business clusters, and strategic assets.  Market Engagement:  Collaborate with telecom operators to influence their rollout plans.  Provide insights into demand hotspots and areas needing improved connectivity.</p>	Q2/2025	Q4/2025	10,000	DCC	

## Objective 5 Sustainable Transport

Performance Measures	Baseline 23/24	Target 24/25	Actual 24/25	Target 25/26	Actual 25/26
Identify specific areas for real time data management connectivity improvements	0	2			
Identify funding and have business Case approved		1			
Identify Revenue generation opportunities		10			

Intervention Area (ref)	Action	Start date	Completion date	Resources	Responsibility	Progress
Realtime Data-Driven Decision Making	<b>Initiation:</b> Identification and feasibility of EV and other means such as Intelligent Traffic Management Build Business Case for single platform	Q1/2025	Q2/2025	£30,000	DCC	
	<b>Planning:</b> Prepare sourcing for a data infrastructure provider or measures to complete coverage across areas impacted	Q2/2025	Q4/2025	£50,000	DCMS	
	<b>Delivery :</b> Data Dashboards and operational improvements for areas requiring real timer data management	Q2/2025	Ongoing	£100,000*		

<b>Outcome 7: Mobile Coverage</b>					
Performance Measures	Baseline 23/24	Target 24/25	Actual 24/25	Target 25/26	Actual 25/26
All Districts analysed and mapped	0	100%		100%	
Creation of Maps each District and County	0	7		7	
All MNOs and BDUK/Ofcom presented with Not Spot information from Study and	0	5		5	
Create Asset Register for Network Equipment	0	1		1	
Decrease in Not Spots	0	10%		20%	

Intervention Area (ref)	Action	Start date	Completion date	Resources	Responsibility	Progress
<b>Implementing 'Barrier Busting' Initiatives</b>	<b>Initiation:</b> Establish foundational steps to support mobile industry deployment through public asset utilisation and process optimisation. Research and compilation of asset register, initial setup of telecoms unit, standardisation of documentation.	Q4/2024	Q1/2025	£15,000	DCC	In Progress
	<b>Planning:</b> Develop detailed plans for asset assessment, process streamlining, and industry interface simplification	Q1/2025	Q3/2025	£25,000*	DCC	Not Started

	Detailed assessment of public assets for suitability, planning of streamlined processes, development of standardized documents.					
	<p><b>Delivery:</b> Implement initiatives to facilitate mobile industry deployment; maintain and update asset register; ensure efficient operation of telecoms unit. Ongoing management of asset register, operation of telecoms unit, maintenance of streamlined processes.</p>	Q3/2025	Q3/2027	£35,000*	DCC	Not Started
<b>Undertaking Street Level Coverage Analysis</b>	<p><b>Initiation:</b> Initial phase includes detailed discussions with Districts and Boroughs, Academic Partners and Potential Suppliers to specify scope for and tender for Study based on 3, 6 or 12 month delivery cycles each MNO to align on project objectives, establish data sharing agreements, and integrate systems. A project management team is set up to oversee the project's progress.</p>	Q3/2024	Q3/2024	£10,000	DCC	
	<p><b>Planning:</b> Route planning ensuring that bin lorries and volunteers cover all areas with potential 'not spots'.</p>	Q4/2024	Q4/2024	£50,000-£80,000*	DCC	

	<p><b>Delivery</b></p> <p>Deployment of sensors and data collection, Collation, assessment and production of Maps showing Signal coverage with focus on not spots feeding Identify Volunteers to cover walking and cycling routes with mobile devices to collect data actively while walking or cycling.</p>	Q4/2024	Q2/2025	Included in above	DCC	
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- These are estimates of funding required and will be subject to further verification as a result of the Initiation, Feasibility Assessments and Business Cases delivering the right outcomes. These options may also be subject to funding availability.
- Purple coded interventions directly align with our Strategic Objectives outlined in the Council Plan [Council Plan refresh 2024 to 2025 \(derbyshire.gov.uk\)](https://www.derbyshire.gov.uk/council-plan-refresh-2024-to-2025).