



Rural Broadband – Reframing the Debate

Douglas White, Senior Policy Officer

Why is the Carnegie UK Trust interested?



Since its creation by Andrew Carnegie in 1913, the Trust has worked with many partners in the UK and Ireland to help build our modern society – promoting policy change, creating new organisations, and supporting innovative practice.

The 21st century brings new technological, cultural, economic and social changes, but the underlying purpose of the Trust – to promote the wellbeing of the people of the UK and Ireland – continues to underpin all our work.



needed opportunities technological achieve reforms top Paper competition risks Economics
views servants **performance** capacity pressure potential Schools
Government leadership **better** measures groups **SERVICE**
copyright management new improvement PUBLIC range approach information disadvantaged
outcomes management support improve reform users across policy health offer
able citizens heart competitive London social also taken GOVERNMENT s Choice
example providers changes help **public** choice pamphlet DIEs Cabinet private
standards local provision best competition improved people UK Strategy
Users number key **Service** must **services** incentives
Prime Minister s major document Government s capability different needs
within statement funding Public e.g. greater need quality found higher Social London
less system Reform **REFORM** central School including lead care important Grand
ensure benefits education APPROACH Performance investment evidence
workforce REFORM following investment user important
servants users following investment user important



Progress is being made.....



100mbps-1GBps



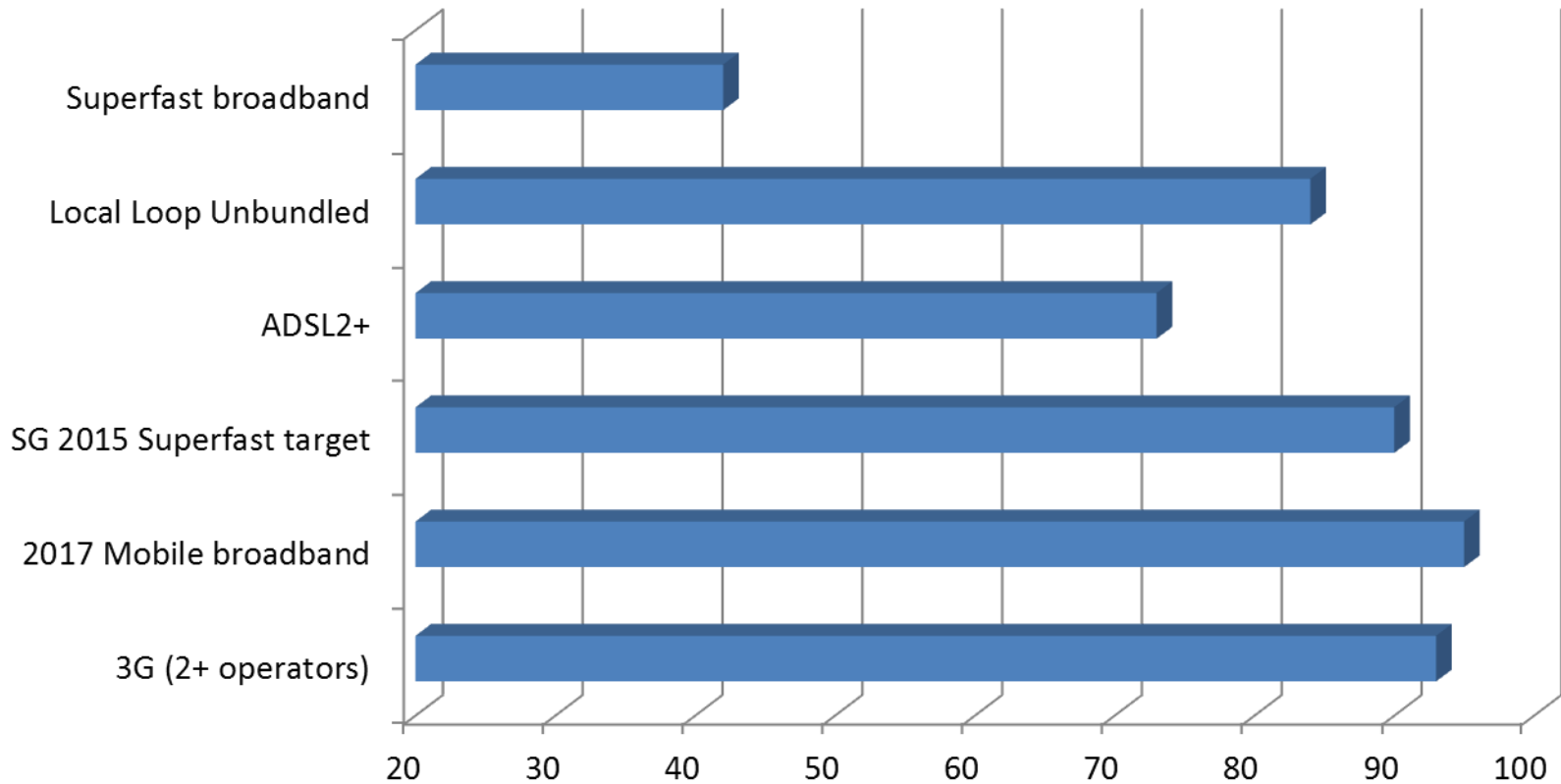
department for
culture, media
and sport

Scotland's Digital Future A Strategy for Scotland



BUT.....

Availability of telecoms in Scotland

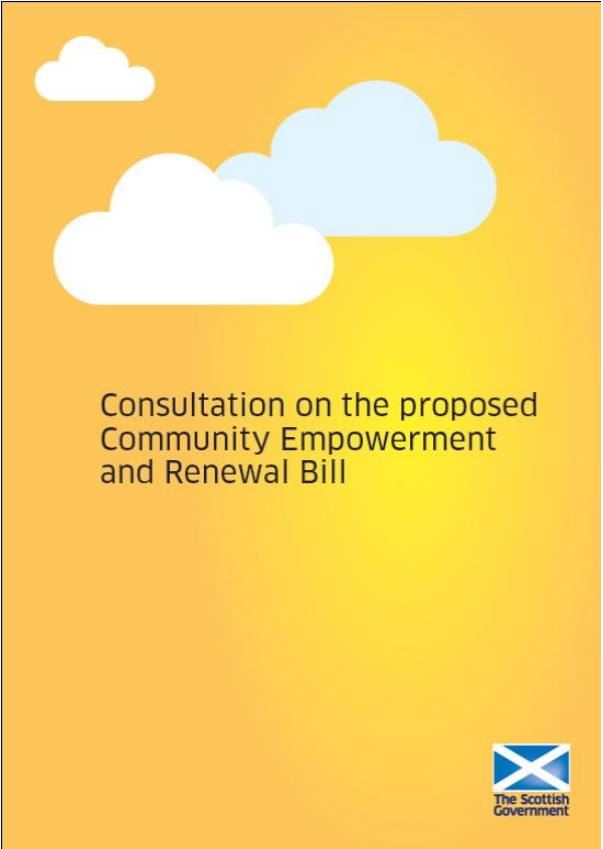


**We need to re-think our
approach to the ‘final 10%’**

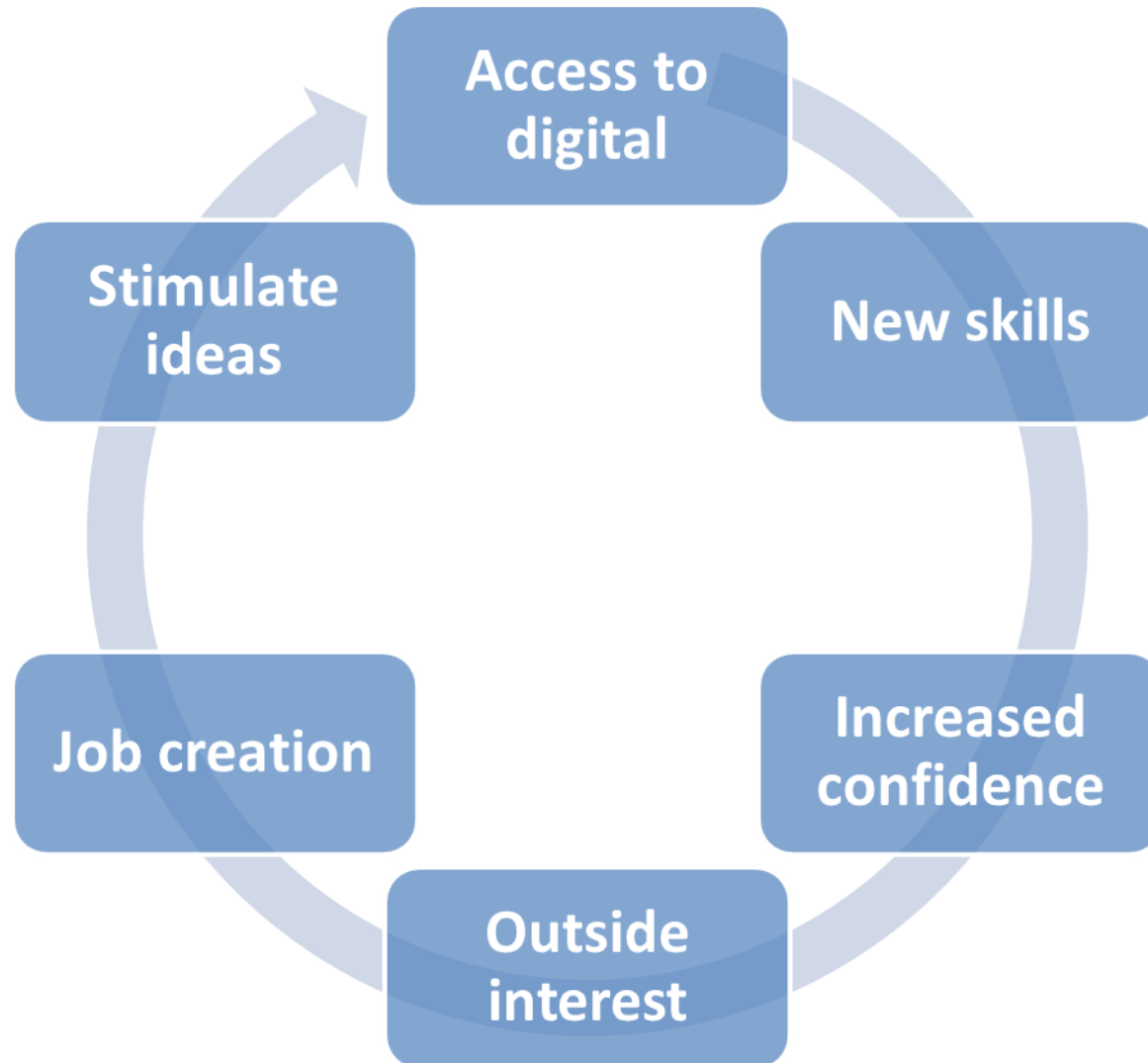
**How can community
broadband provide the
solution?**

The climate is ripe for community-led solutions

COMMUNITY*
LAND SCOTLAND



Benefits of the community-led approach



Rural Broadband

Reframing the debate

plunkett
foundation

CarnegieUK
TRUST

CHANGING MINDS • CHANGING LIVES

100
YEARS

1913 - 2013

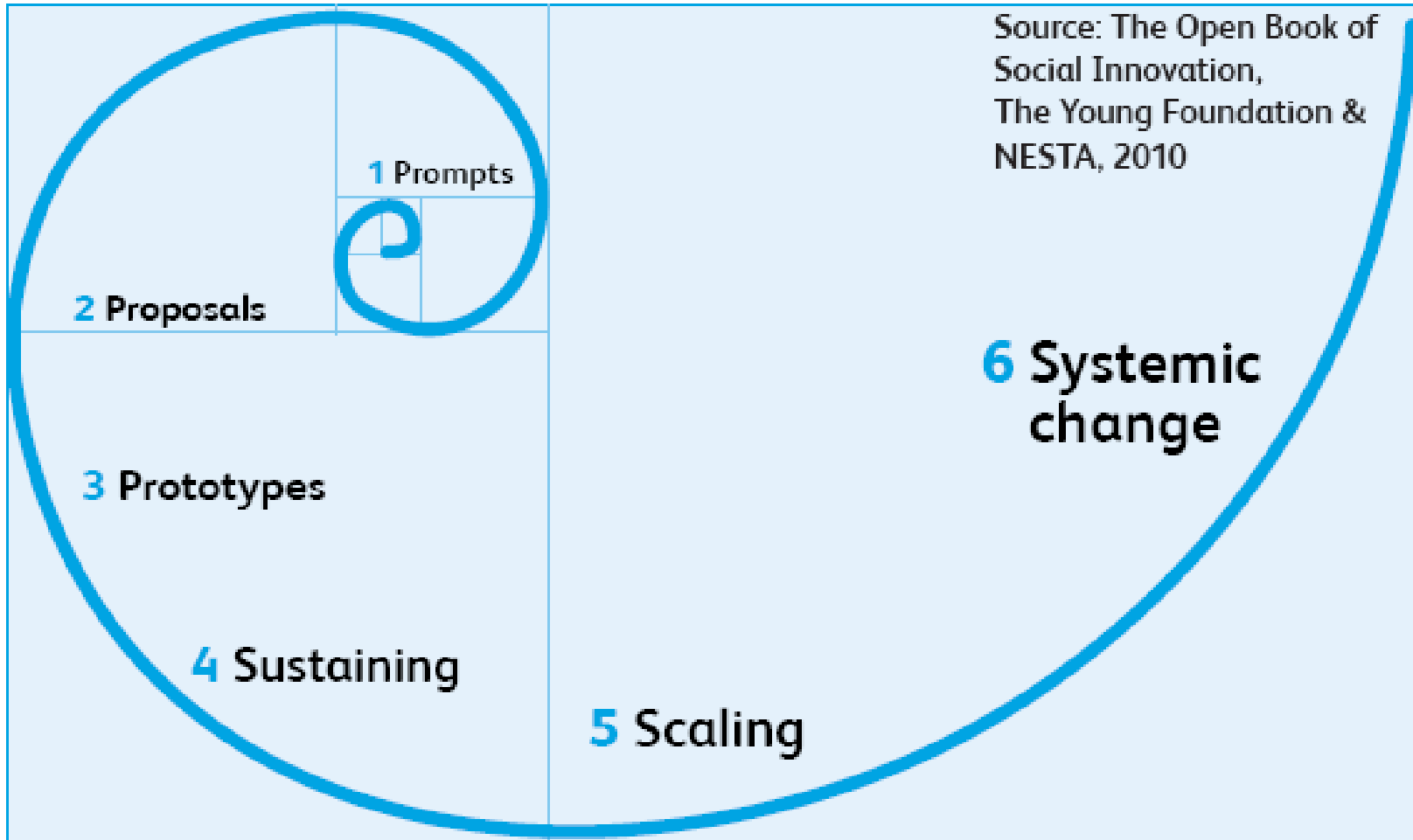


The process of reframing the debate

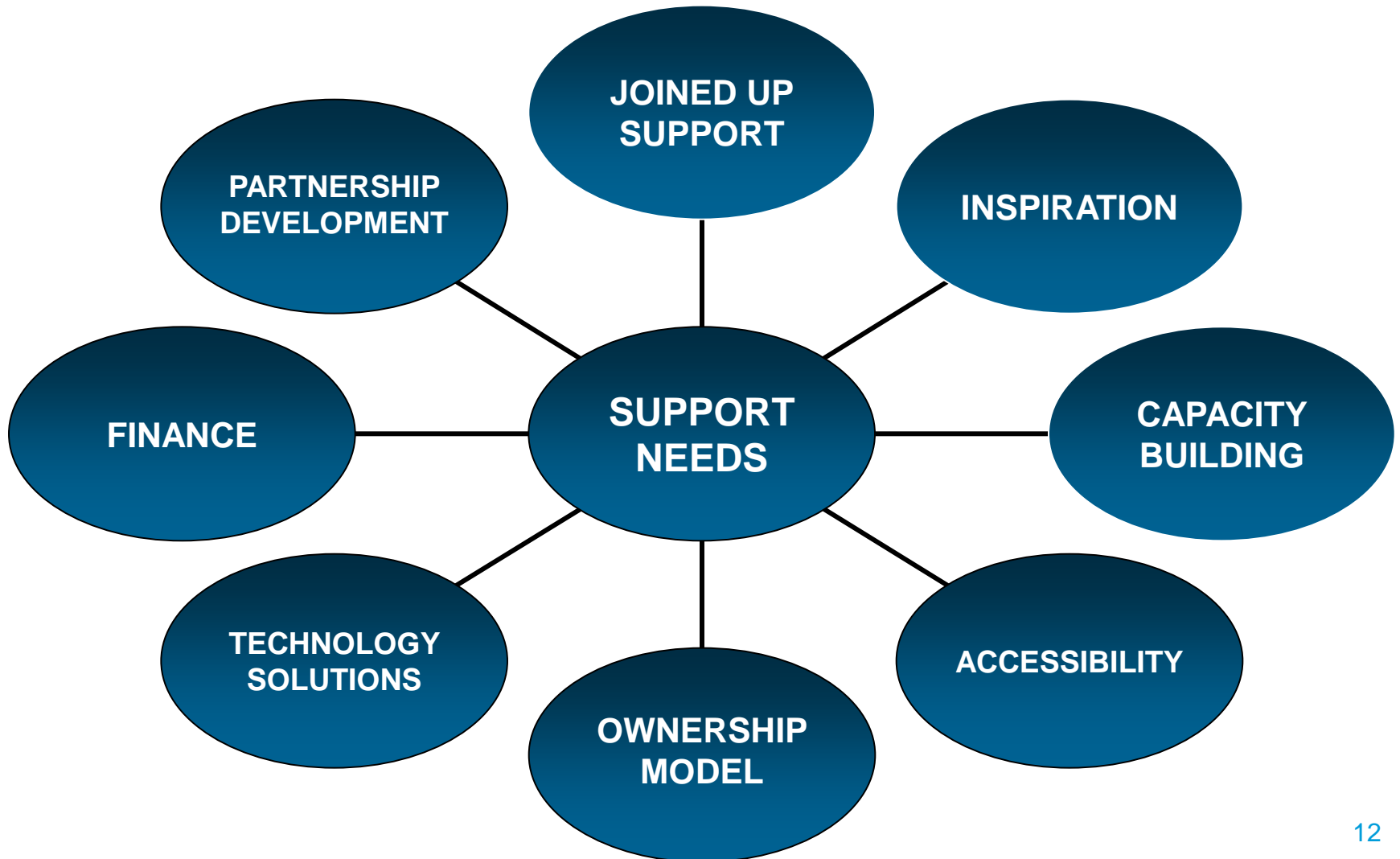
The enterprise development curve



Change is not uniform...



Support needs of community broadband enterprises



We all have a role in reframing the debate

Rural communities

Rural and enterprise
support
organisations

Telecommunications
industry

Local authorities
and public sector

National
governments

Contact



Email: douglas@carnegieuk.org

Tel: 01383 721554

Web: <http://www.carnegieuktrust.org.uk/>

Twitter: @CarnegieUKTrust