



Public Document Pack

MEETING:	Central Area Council
DATE:	Monday, 26 April 2021
TIME:	2.00 pm
VENUE:	Held Virtually

SUPPLEMENTARY AGENDA

- 3 City Fibre/SY Superfast Broadband - Natalie Ward and Julie Tattershall
(Cen.26.04.2021/3) (Pages 3 - 14)

To: Chair and Members of Central Area Council:-

Councillors Williams (Chair), P. Birkinshaw, Bowler, Bruff, Carr, Clarke, Dyson, Fielding, Gillis, W. Johnson, Lodge, Mitchell, Murray and Wright

Area Council Support Officers:

Jonathan Banwell, Central Area Council Senior Management Link Officer
Rachel Payling, Head of Service, Stronger Communities
Sarah Blunkett, Central Area Council Manager
Lisa Phelan, Central Area Council Manager
Peter Mirfin, Council Governance Officer
Cath Bedford, Public Health Principal - Communities

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Gigabit City Barnsley

Natalie Ward, City Manager

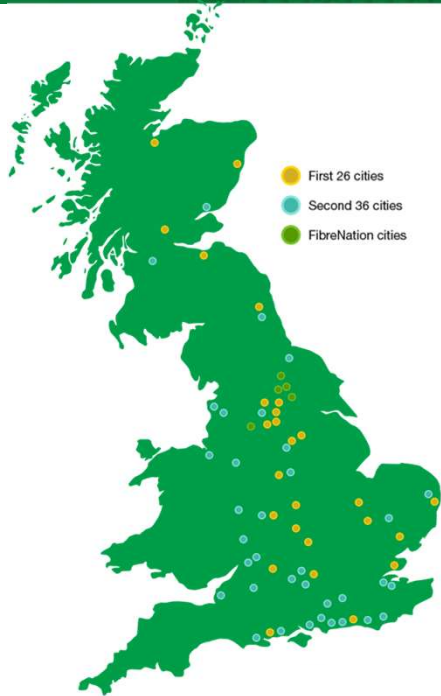
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CityFibre




Gen.26.04.2021/3


67 rollout projects underway to serve 8 million 36 new towns and cities plus FibreNation




- Aberdeen
- Adur & Worthing
- Barnsley
- Batley
- Bath
- Blackpool
- Bolton
- Bournemouth
- Bracknell
- Bradford
- Brighton & Hove
- Bognor Regis
- Bury St Edmunds
- Cambridge
- Chatham
- Cheltenham
- Chester
- Chichester
- Christchurch
- Coventry
- Crawley
- Derby
- Dewsbury
- Doncaster
- Dundee
- Eastbourne
- Edinburgh
- Gateshead
- Gillingham
- Glasgow
- Gloucester
- Halifax
- Harrogate
- Horsham
- Huddersfield
- Inverness
- Ipswich
- Knaresborough
- Leeds
- Leicester
- Littlehampton
- Lowestoft
- Maidenhead
- Middlesbrough
- Milton Keynes
- Newcastle-upon-Tyne
- Norwich
- Northampton
- Nottingham
- Peterborough
- Poole
- Portsmouth
- Preston
- Reading
- Ripon
- Rotherham
- Sheffield
- Slough
- Solihull
- Southend on Sea
- Stirling
- Stoke on Trent
- Swindon
- Weston-super-Mare
- Wolverhampton
- Worcester
- York




67 citywide full fibre network builds



32 cities in build



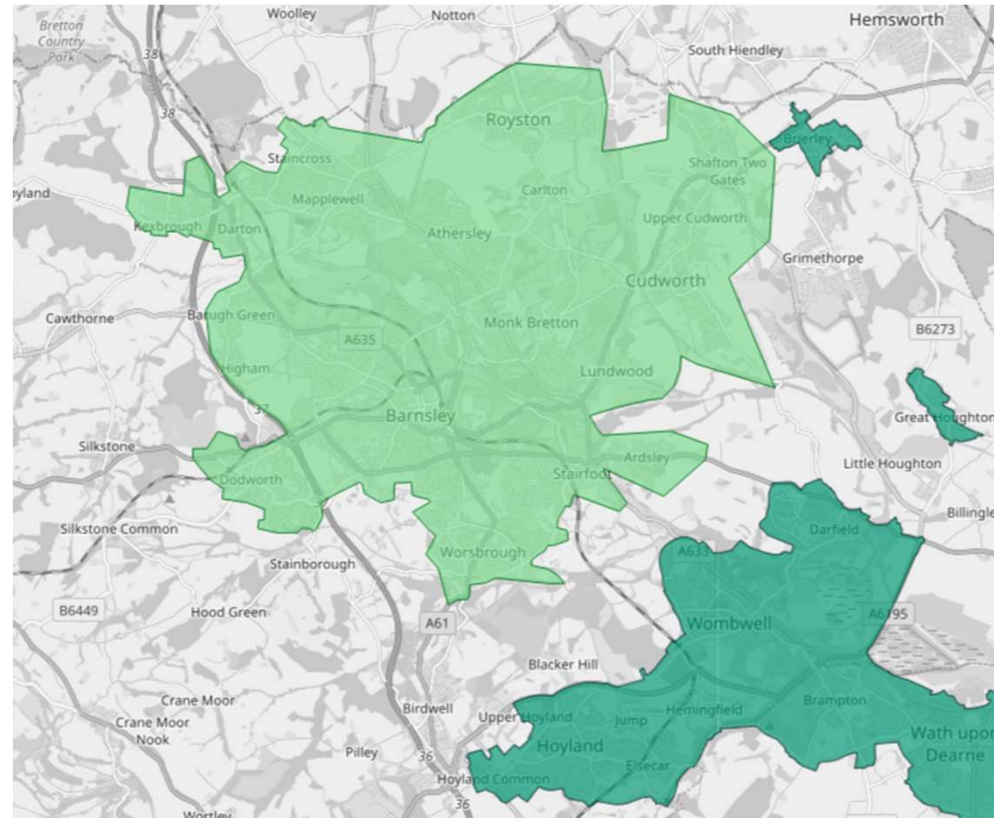
13 cities with 1Gbps services live



10,000+ construction jobs to be created

CityFibre FTTH

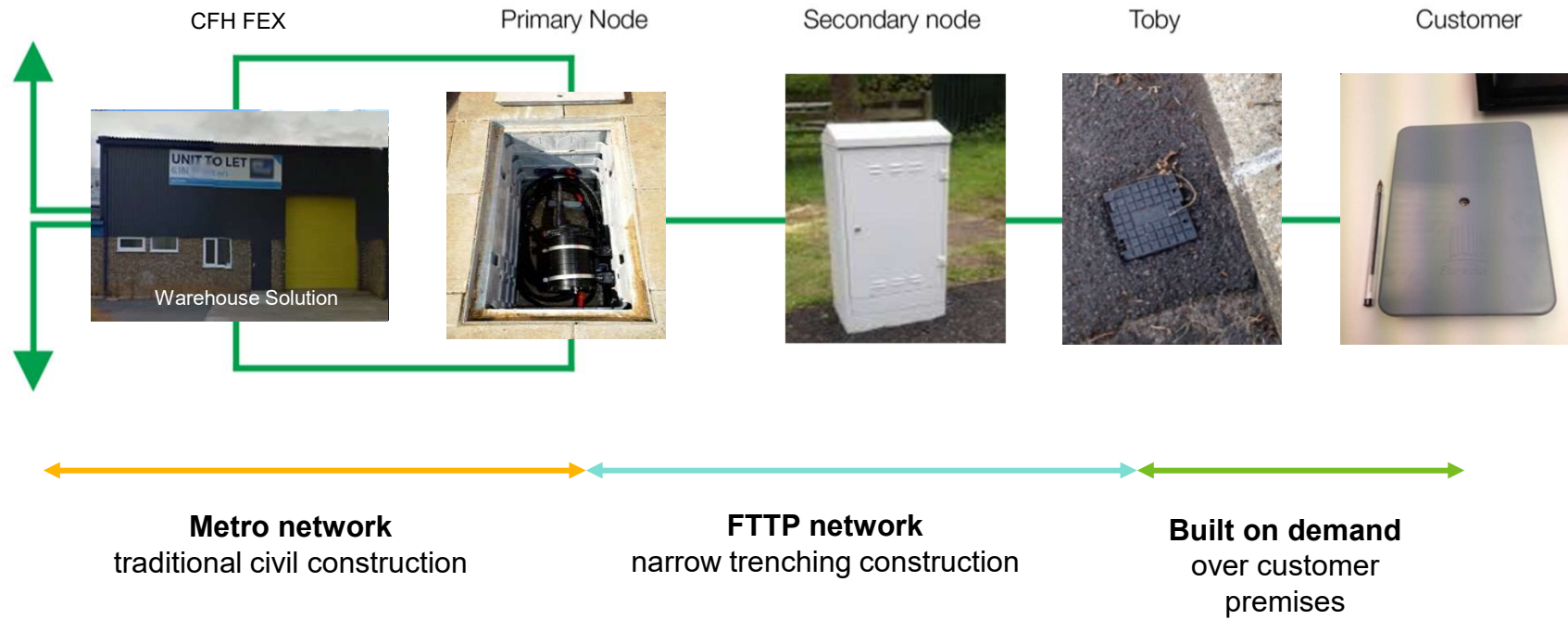
- £32m investment
 - Build start 6th Jan 2021
 - Contractor NMCN
 - Phase 2 announced last week
-
- **Well-planned, fit for purpose design** – built with enough fibre in place to serve the entire community with gigabit speeds far into the future
 - **Fast to deploy, street by street approach** – meaning minimal disruption to residents
 - **Leveraging existing infrastructure** – saving 18 months on build time
 - **Working collaboratively** – with Council, stakeholders & community leaders every step of the way
 - **Keeping the community informed** - is critical to success
 - **Environmentally friendly** - less carbon emission & more efficient



Building a FTTP city



Full Fibre Network architecture



Narrow trenching in action

Construction processes

CityFibre

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City marketing

key audiences and aims

Local press & media

Aim: promoting the Gigabit City vision, and making the wider community aware and supportive of the broad-ranging benefits

Full PR/media plans to engage with all sectors, and channels: print, radio, TV, online

Stakeholder engagement

Aim: develop key stakeholder advocates across all verticals, helping us to spread the word and deliver positive messaging into the local community

Full engagement programme including, 121 briefings, events, roundtable, site walks, Gigabit City messaging support etc

Landlord/Property

Aim: engage with landlords, property developers, estate agents to explain benefits of full fibre connection into their buildings: PR, direct mail, events and briefings etc.

Support smooth running of wayleave process, and helps us devise best plans for new development areas

Community

Aim: Inform, educate and excite the local community - raising awareness of the Gigabit City and the ubiquitous benefits of full fibre while minimising disruption

Thorough build communication and local area marketing, followed by wider city engagement and events as more areas light up



Community engagement is an essential part of our delivery process.

We aim to contact residents through multiple channels before, during and after build to minimise complaints and ensure as many people as possible are briefed and excited about the project.

Community engagement street by street communications (pre-COVID)

Project introduction (before build start)

- Professional communications team knocks each door to raise awareness of project, answer questions and explain benefits
- Flyer left for residents, with helpline number

Build information (2-7 days before build start)

- Notice letter sent by CityFibre's construction partners, including an overview of our construction process and helpline number (1-week)
- Notice cards left on cars: requesting cars are moved during construction (2-days)
- Service strip notice if applicable

Site communications (during build)

- CityFibre site branding is prominent, and contractors are happy to interact with residents
- Construction team leaders (dressed in orange) briefed to answer FAQs. They also have postcards to hand-out to interested residents: explaining project & providing helpline number.

Wider community engagement (ongoing)

- Meet and greet events in local community centres wherever possible, providing an overview of the project and raising excitement in the community
- Exhibit at local and citywide community events
- News about the Gigabit City project and progress shared with local press and on social media



COVID Community Communications

Workflow of extra comms required during COVID for build

Timeframe	Activity	Responsibility	Detail
2-4 weeks before build	Letter drops / Digital advertising	CityFibre	CityFibre will deploy a local awareness team to letter drop regarding dig build. Also digital advertising is being used to replace door knocking.
1 week before build	Notice Letter Drops + COVID letter drops	Contractor	Contractor will deliver notice letter to planned properties along with COVID flyer.
During build	Call to action cards / FAQ's	Contractor	COVID info Cards are being given to passers by who request further information. FAQ's are available (COVID key messaging guide) for residents with specific questions.
During build	COVID Site Branding and PPE	Contractor	COVID barrier banners and key worker PPE to be used along with traditional site branding and PPE.

Collaborating with the council

Spreading the news

- Share news via your channels: website, news, social media, events etc.
- Brief and engage with Council stakeholders, such as Heads of Departments, Elected Councillors, Economic Development team, etc.
- Understand Barnsley's wider stakeholder landscape, and provide any relevant introductions
- Provide local intel on prominent landlords, property developers, and property forums
- Gain insight into local community landscape, including Parishes, interest and community groups, key events etc.
- Advise on the best local organization's, media titles and events companies to work with

Thank you

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