

Digital connectivity in rural  
areas:  
local authority perspective

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# Digital schemes in Lincolnshire...

- Rural broadband programme
- Onlincolnshire
- Sustainable Community Strategy: a well connected county
- Economic development programme
- New Ways of Working

# Benefits of digital connections...

- Digital connections are vital in rural context
- Business sustainability
- Education and lifelong learning
- Access to services
- Social and community cohesion

# Rural connection issues

- Cost and availability
- ADSL, Wireless, 3G coverage (contention)
- Transformation
- Supplier benefits but low concentration of demand
- Age structure of population



## Business support needs...

- Providers workshop
- Strong demand and provision for web advice
- Grants available: IT as means to an end
- Programmes, not “on off” grant schemes
- Requirement for independent quality advice

# Intervention issues...

- State Aids issues slow intervention
- Demand stimulation can leave gap in supply
- Grants driven approach can be limited and short term
- Specialist support could clash with Solutions for Business

# Local authority role...

- Planning authority –stipulating development conditions
- Information broker
- Leadership and leverage in partnerships
- Land and infrastructure owner
- Service aggregation opportunities
- A large customer for digital connections

# Digital Communities Centre

- Digital technology in broadest sense
- Quality and independence of advice
- Consistency

