

Appendix A: Prioritisation Options

Option	Description	Advantages	Disadvantages
Maximising superfast and basic broadband coverage (No additional priorities)	The Council does not set any geographic or user priorities, but sets the priority for suppliers to provide the highest overall coverage of superfast and basic services i.e. levels higher than 90%.	<ul style="list-style-type: none"> • Higher levels of total coverage • BDUK and the private sector have indicated that they favour procurements that do not have additional local priorities. As such the project stands a higher chance of BDUK approval and is more likely to secure private sector investment. 	<ul style="list-style-type: none"> • Less ability to target intervention meaning those areas that are hardest to achieve may not be supported. • Rollout may not match those areas that have been most active in demanding new superfast broadband services, so a possible reputational risk.
Maximising rollout to business premises	A target to ensure that at least 90% of all business premises are covered This would roughly equate to an additional 80 business premises supported Current analysis indicates that some 12% (500 premises) of business premises in Central Bedfordshire would not receive NGA.	<ul style="list-style-type: none"> • Strong fit with the Medium Term Plan priority of Enhancing Central Bedfordshire – creating jobs, managing growth, protecting our countryside and enabling businesses to grow • Supports the Councils jobs growth targets of 27,000 additional jobs by 2031. • Addresses Business Survey findings that 31% of businesses have their business performance restricted by broadband provision and speed • Likely to support a number of Small and Medium Enterprises to access superfast services and support business growth and resilience 	<ul style="list-style-type: none"> • Targeting business premises is likely to be more costly and so reduce the ability to meet the 90% target. • The introduction of targets may reduce the ability of the plan to be approved by BDUK • The introduction of targets may increase the perceived complexity of the project and reduce the likelihood of the private sector bidding for the project and so securing necessary investment. • Likely to result in a lower total coverage and so potentially reduce the benefits of the project.

<p>Targeting large employment zones</p>	<p>Current analysis shows that parts of some major employment zones, including Cranfield, Woodside and Stratton Business Parks may not be covered. Therefore, this option seeks to ensure that the area's major business locations are covered.</p>	<ul style="list-style-type: none"> • Strong fit with the Medium Term Plan priority of Enhancing Central Bedfordshire – creating jobs, managing growth, protecting our countryside and enabling businesses to grow • Supports the Councils jobs growth targets of 27,000 additional jobs by 2031. • Addresses the Business Survey findings that 31% of businesses have their business performance restricted by current broadband provision and speed and that a lack of broadband services is a barrier to future growth. 	<ul style="list-style-type: none"> • Business parks/ large premises may already be served through alternative providers or individual lease lines from Virgin and BT. As such this may result in duplicated provision. • Targeting business premises is likely to be more costly and so reduce the ability to meet the 90% target, and so potentially reduce overall benefits of the project. • The introduction of targets may reduce the ability of the plan to be approved by BDUK • The introduction of targets may increase the perceived complexity of the project and reduce the likelihood of the private sector bidding for the project and so securing necessary investment.
<p>Maximising geographical spread</p>	<p>Seek to ensure a more even geographical split within Central Bedfordshire, this would be achieved through seeking suppliers to ensure that the maximum number of settlements were supported as opposed to premises.</p>	<ul style="list-style-type: none"> • Ensures that the benefits are most equally spread across Central Bedfordshire. • May support more rural areas of central Bedfordshire that maybe less likely to be covered under a market based rollout. • Minimises reputational risk of non delivery in any one area. 	<ul style="list-style-type: none"> • Likely to result in a lower total coverage due to higher cost areas being targeted, and so potentially reduce overall benefits of the project. • The introduction of targets may reduce the ability of the plan to be approved by BDUK • The introduction of targets may increase the perceived complexity of the project and reduce the likelihood of the private sector bidding for the project and so securing necessary investment.

Match local demand	Target investment to areas with the most demand for improved services, through utilising the findings of the demand survey the Council has been running.	<ul style="list-style-type: none"> • Strong Alignment with recorded interest, so maximising the likelihood of take up of services. This in turn may increase the attractiveness of the project to the private sector. • Minimises reputational risk of delivery 	<ul style="list-style-type: none"> • Those areas that have recorded highest demand may not match those in most need of services. • Likely to result in a lower total rollout due to higher cost areas being targeted. and potential reduce benefits of the project • The introduction of targets may reduce the ability of the plan to be approved by BDUK • The introduction of targets may increase the perceived complexity of the project and reduce the likelihood of the private sector bidding for the project and so securing necessary investment.
Target areas of deprivation	Target areas of highest deprivation within Central Bedfordshire to support those communities in most need of support.	<ul style="list-style-type: none"> • Targets resources at those who are at the highest risk of deprivation and may benefit for support the most. 	<ul style="list-style-type: none"> • Ineffective targeting of resources due to the very low level of correlation of the number of white area premises compared to the level of deprivation of an area (measured using the Indices of Multiple Deprivation). • May not be eligible for public sector intervention due to state aid requirements.
Other requirements	Require other activities such as demand stimulation activities, including marketing campaigns, training programs and technology demonstration projects.	<ul style="list-style-type: none"> • Utilises private sector resources to promote demand for broadband services which will help to increase take up and make areas more commercially attractive. 	<ul style="list-style-type: none"> • Additional requirements will increase the cost and complexity of the project which may increase the risk of not securing a private sector provider. • Likely to result in a lower total coverage and so potentially reduce the benefits of the project