

# Local Full Fibre Network Programme

Communication Toolkit  
April 2020



# The toolkit

This communication toolkit has been created to provide localities with the correct terminology to share, when LFFN work commences in their area.

The digital portfolio communication team are suggesting each locality considers issuing communication on commencement of works in their area around 2 weeks prior.

Each locality will have its own timeline of work and may wish to expand on these messages with specific detail for their area, the digital portfolio communication team (slide 8 can coordinate appropriate GMCA and Virgin Media Business sign off on these messages)

The digital portfolio team at GMCA will continue to deliver Greater Manchester wide messaging on the programme.

A communication plan has been shared with this pack for reference. This plan will be reviewed in line with the below listed dates.

**Created: April 2020**

**Review date 1: July 2020**

**Review date 2: September 2020**

**Review date 3: November 2020**

# What is local full fibre network rollout?

- > In March 2020, GMCA announced that Greater Manchester had committed to world-class digital infrastructure
- > Greater Manchester Combined Authority appointed Virgin Media Business to deliver up to 2,700km of new fibre optic broadband infrastructure across the region
- > The £23.8M programme, plus other local investment, will connect more than 1,500 public sites across the city-region
- > Greater Manchester has partnered with Virgin Media Business to deliver fibre optic connectivity to more than 1,500 public service sites across Greater Manchester. In addition, further sites in Manchester will see their connectivity upgraded and 36 public sites will be connected through the innovative Tameside Cooperative, enhancing Greater Manchester's position as a leading European digital city region. \*
- > Greater Manchester local authorities simplify and align regulations across the boroughs, making it easier for telecoms companies to invest in the region
- > This new investment, plus existing local authority investments in digital infrastructure, make this the UK's largest Local Full Fibre Networks Programme and will underpin a wide range of digital transformation and smart city projects
- > Work to upgrade the local network is expected to be completed with minimal disruption over the next 12 months (commenced March 2020)

# Key messages: general

- > Earlier this year, Virgin Media Business were appointed to deliver up to 2,700km of new fibre optic broadband infrastructure across the region
- > The £23.8M, plus other local investments, programme will connect more than 1,500 public sites across the city-region
- > In addition, further sites in Manchester will see their connectivity upgraded and 36 public sites will be connected through the innovative Tameside Digital Infrastructure Cooperative, enhancing Greater Manchester's position as a leading European digital city region
- > This new investment, plus existing local authority investments in digital infrastructure, make this the UK's largest Local Full Fibre Networks Programme and will underpin a wide range of digital transformation and smart city projects
- > Between now and Spring 2020, work will begin to deliver digital infrastructure that will unlock access to ultra-fast full fibre broadband at public sector sites
- > As of November 2020, 462 kilometres of full fibre had been deployed across Greater Manchester

**Launch press release (March 2020)** <https://www.greatermanchester-ca.gov.uk/news/greater-manchester-commits-to-world-class-digital-infrastructure-securing-the-biggest-government-full-fibre-investment-in-the-uk/>

# Key messages: benefits

- > Puts the foundations in place for over 1,500 public sector sites to access ultra-fast broadband
- > Provide better foundations for digital public services
- > Create opportunities for wider connectivity
- > Remove some of the social and economic barriers that lack of connectivity creates
- > Work to be completed using existing “ducting” and with minimal disruption
- > As part of this investment, Virgin Media Business has committed to directly creating 20 apprenticeships based in Greater Manchester
- > The programme will also see Virgin Media Business investing in digital and STEM skills for young people
- > Attempt to drive market investment in fibre and mobile by minimizing roll out costs
- > Encourage competitive market for high speed connectivity, potentially lowering costs for businesses and homes
- > By the end of 2021 Greater Manchester will have almost 70% gigabit plus coverage – improving capacity and speed of connectivity

# Key messages: social value

- > As part of this investment, Virgin Media Business has committed to directly creating 20 apprenticeships based in Greater Manchester
- > The programme will also see Virgin Media Business investing in digital and Science, Technology, Engineering, and Mathematics (STEM) skills for young people
- > Social value benefits will also be achieved through supporting Greater Manchester wide priorities including homelessness, digital inclusion and education, volunteering in communities
- > Through this programme, Virgin Media Business supported the Greater Manchester Technology Fund during the Coronavirus pandemic. The Tech Fund provided learners at risk of digital isolation with the technology and connectivity needed to continue their learning at home while schools and colleges remain closed
- > Through this programme, Virgin Media Business have donated £50,000 to the Greater Manchester Mayor's Charity

# Social media and branding

The provided key messages can be used to shape any social media messaging

> #doingdigitaldifferently should be used in social media posts

## *Twitter handles*

> @GMCADigital and @VMBusiness can be tagged

> @DCMS (in relation to funding)

## *Digital assets*

> Quote graphics included in with this toolkit

> Please use the doing digital differently logo in any graphics created locally

# Press and quotes

- > **GMCA Employment, Skills & Digital Lead, Cllr Sean Fielding said:** “It’s fantastic to hear work has started to deliver fibre optic connectivity to more than 1,500 public service sites across the region. The programme will put the foundations in place to unlock a wide range of digital transformation and smart city projects and supports our ambition to make public services more efficient”
- > **Broadband Minister Matt Warman MP said:** “We are going to help improve communities across the UK with world-class infrastructure and our £23 million investment in Greater Manchester will give hundreds of public buildings the fastest broadband available. This will bring huge social benefits and attract further commercial funding to boost the region’s £3 billion digital sector.”
- > **Mayor of Greater Manchester, Andy Burnham, said:** “This is a huge achievement for Greater Manchester’s public sector and really demonstrates the value of collaboration. Full Fibre will supercharge our digital capacity and help our public sector sites to continue delivering the best possible services to residents across our city-region. We are also minimising the costs for all providers to invest in Greater Manchester through our Full Fibre Prospectus. We are committed to making it as easy as possible for all to providers to invest in digital connections that benefit our businesses and communities. As well as revolutionising our public services, it will give a huge boost to Greater Manchester’s towns and cities, cementing our position as one of the leading digital city-regions in Europe.”



# Contact

**Lauren Millward**

Communication and Engagement Lead – Digital

Greater Manchester Combined Authority

[lauren.millward@greatermanchester-ca.gov.uk](mailto:lauren.millward@greatermanchester-ca.gov.uk)

07725 481 083

# Appendix 1. Timescales and funding

## Funding

- > Local Full Fibre Networks Programme funded through;
- > £23m central govt. DCMS
- > Greater Manchester Combined Authority
- > 10 Greater Manchester local authorities

## Project timescales

- > LFFN rollout is due to complete Spring 2021
- > Each local authority will have its own deliverables and timescales of works, agreed through the individual project team managing the work in localities

## Communication timescales

- > Communication plan provided with this pack
- > Review date for toolkit and communication plan as per Slide 2

## Appendix 2. Media issued to date

- > <https://www.greatermanchester-ca.gov.uk/news/greater-manchester-commits-to-world-class-digital-infrastructure-securing-the-biggest-government-full-fibre-investment-in-the-uk/> March 2020
- > <https://www.wigantoday.net/news/politics/council/work-starts-bring-lightning-fast-broadband-network-wigans-public-sector-sites-2901815> July 2020
- > <http://oldham-chronicle.co.uk/news-features/139/main-news/137167/laying-the-foundations-for-a-connected-oldham> October 2020
- > <https://www.insidermedia.com/news/national/digital-infrastructure-key-to-norths-recovery> October 2020
- > <https://www.localgov.co.uk/Tackling-digital-exclusion-through-publicprivate-collaboration/51326> October 2020
- > <https://www.rochdaleonline.co.uk/news-features/2/news-headlines/137943/full-fibre-project-gets-underway-in-rochdale?cmpredirect> December 2020