

Local Full Fibre Network Programme

Communication toolkit

April 2020

The toolkit

This communication toolkit has been created to provide localities with the correct terminology when talking about the roll out of local full fibre network programme.

Why would we talk about this?

- Up to 2,700km of new fibre optic broadband infrastructure is being laid across the region
- More than 1,500 public service sites will be connected in Bury, Bolton, Oldham, Rochdale, Stockport, Trafford and Wigan
- This roll out will enhance Greater Manchester's position as a leading European digital city region
- Virgin Media Business staff have been volunteering across Greater Manchester as part of this work
- Localities have already started to issue local communication on this work
- The digital portfolio team at GMCA will continue to deliver Greater Manchester wide messaging on the programme.

Created: April 2020

Review date 1: July 2020

Review date 2: September 2020

Review date 3: November 2020

Review date 4: January 2021

Review date 5: March 2021

Review date 6: May 2021

What is the 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
- This investment underpins a wide range of digital transformation and smart city projects and futureproofs public service networks, helping ensure Greater Manchester has the digital infrastructure it needs to be a world class digital city region.
- Work to upgrade the local network is expected to be completed with minimal disruption by early 2022

Key messages: general

- In early 2020, 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 over 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
- As of March 2021, over 700 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/>

Economic benefit press release (March 2021) <https://www.greatermanchester-ca.gov.uk/news/greater-manchester-digital-infrastructure-investment-delivers-12m-economic-benefit-in-first-year/>

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: benefits (cont.)

- The UK's largest Local Full Fibre Network programme delivers £11.8m economic benefit in year one of delivery
- Despite the challenges of Covid-19, rapid progress has been made and a recent report shows significant local economic benefits of the work to date with £11.8m of overall local economic value (direct and indirect) for year one*
- In year one of delivery, the programme exceeded local employment targets, with 75% of the workforce behind the delivery of the full fibre network being based in Greater Manchester
- The programme will also help achieve Greater Manchester's ambition to become a 100% digitally enabled city-region, driven by a Digital Inclusion Taskforce which brings together both public and private sector organisations to address the interrelated barriers to digital inclusion and the digital divide such as connectivity, accessibility, affordability, skills, motivation and confidence**.

* These figures have been generated using the Greater Manchester Forecasting Model, which estimates GVA (gross value added) and the numbers of employees/employment per sector.

** <https://www.greatermanchester-ca.gov.uk/what-we-do/digital/digital-inclusion-agenda-for-change/>

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
- 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

Key messages: social value (cont.)

- Virgin Media Business staff have used annual volunteer days to support people across Greater Manchester – including delivering support packages to residents as part of a local food bank initiative and supporting the safe delivery of coronavirus vaccinations
- That volunteering has looked different in each borough and so far*:
 - In Bury, staff from Virgin Media Business have been delivering white goods, children's clothing and other donated items to impacted communities throughout Bury. The team have also been safely delivering COVID-19 vaccines to centres across Bury.
 - In Trafford, staff from Virgin Media Business worked with Friends of Victoria Park to support maintenance and planting. The team have also been helping reclaim the unused top op floor of a suburban multi-storey car park for the use of residents in Trafford.
- Social value benefits will also be achieved through supporting Greater Manchester wide priorities including homelessness, digital inclusion and education

* Evie Metcalfe, Public Sector Development Executive, Virgin Media Business has been coordinating this work with the seven affected boroughs

Content and assets

- Quote graphics included in folder
- Imagery of volunteers included in folder
- Social media graphics included in folder
- Video
 - World class digital infrastructure: Local Full Fibre Network Programme in Greater Manchester <https://youtu.be/zqS1LXqQKC0>
 - Greater Manchester Technology Fund <https://youtu.be/6mpANZQniRk>

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
- Doing Digital Differently brand should be applied in any new content created

Twitter handles

- @GMCADigital and @VMBusiness can be tagged
- @DCMS (in relation to funding)

Quotes

- **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

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 2022
- 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. Issued press releases

- **Greater Manchester commits to world class digital infrastructure**
<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/>
- **Infrastructure investment delivers £12m economic benefit in year one**
<https://www.greatermanchester-ca.gov.uk/news/greater-manchester-digital-infrastructure-investment-delivers-12m-economic-benefit-in-first-year/>
- **Wigan quicker broadband coming to the borough**
<https://www.leighjournal.co.uk/news/18309121.quicker-broadband-coming-borough/>
- **Superfast broadband coming to Rochdale**
<https://www.inyourarea.co.uk/news/super-fast-broadband-coming-to-rochdale-in-23m-investment/>
- **Major push to roll out 'full fibre' network boost for Bolton** | [The Bolton News](#)
- **Rochdale full fibre roll out gets underway** [Rochdale News](#) | [News Headlines](#) | [Full fibre project gets underway in Rochdale - Rochdale Online](#)