

NORTH LINCOLNSHIRE COUNCIL

CABINET

BDUK – SME ENGAGEMENT EVENT

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1. To update cabinet on the SME Engagement Event in support of the BDUK business programme.

2. BACKGROUND INFORMATION

- 2.1 The North Lincolnshire Broadband programme will offer support to businesses across Northern Lincolnshire. The BDUK project team has undertaken a demand stimulation exercise with local SMEs and residents. To date, 556 businesses have expressed an interest in signing up for super fast broadband.
- 2.2 Lloyds Bank recently completed some research and intelligence in this area. This suggests that 36% of SMEs in the UK do not have a website. Of the 64% that do, 15% only provide information and no other functionality. Over 71% of SMEs in Britain are not using social media to provide information.
- 2.3 The council has launched a competition for SMEs, to win the development of a 20 page website. The winner of the competition will be used as a case study to showcase the benefits of using technology.
- 2.4 The proposal is for the Baths Hall to stage an Initial Engagement Event on 23 May 2013. Eligible SMEs will have the opportunity to network with businesses that have used technology to improve their business. A number of key speakers will highlight the benefits of super fast broadband in improving their business. Business will have the opportunity to book 1:1 sessions to discuss their businesses opportunities within the business support programme.

3 OPTIONS FOR CONSIDERATION

- 3.1 The options for consideration are to either support the staging of an initial Engagement Event for SMEs (Option 1) or not to support the initiative.

4 ANALYSIS OF OPTIONS

- 4.1 Option 1 is proposed as the best option. It will offer an opportunity to raise the awareness among SMEs of the potential that super fast broadband can bring towards developing their businesses.

5 RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 Financial

Staging the event will cost around £3,000. We will meet these costs from the BDUK Revenue budget.

5.2 Staffing

The Broadband Project Manager will coordinate the delivery of the event with IT Services and Economic Development.

5.3 There are no further resource implications to consider.

6 OUTCOMES OF INTEGRATED IMPACTASSESSMENT (IF APPLICABLE)

6.1 Officers have completed an integrated impact assessment for the project. No issues for concern were highlighted.

7 OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 IT Services and Economic Development are involved in the planning and organising of the event.

8 RECOMMENDATIONS

8.1 That the Cabinet supports the staging of an Initial Engagement Event for SMEs at the Baths Hall on 23 May 2013.

DIRECTOR OF PLACES

Civic Centre
Ashby Road
SCUNTHORPE
North Lincolnshire
DN16 1AB
Author: Lesley Potts
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Background Papers used in the preparation of this report: Lloyds Banking Group
– Britain's Digital Opportunity