Strategies for superfast demand stimulation

Point Topic highlights various approaches to superfast broadband stimulation

With planning and deployment of superfast broadband networks well underway in the UK, focus is shifting to stimulating demand for the superfast services this infrastructure will enable.

The push for demand stimulation

Local authorities need to include demand stimulation and community engagement in their Local Broadband Plans to demonstrate to potential suppliers that there are prospective customers in their areas.

Community-based projects must get their constituents on board if their schemes are to prove successful.

Finally, commercial players already deploying superfast services are looking to build take-up numbers to gain a return on investment as quickly as possible.

Point Topic highlights various approaches to demand stimulation and sets out examples of strategies that are bringing in results.

Lessons learnt from pilots

Initial superfast broadband pilots found that demand registration and stimulation activity should be planned early in project development and is likely to include communications material, setting-up of a dedicated informative portal and business champions to support demand stimulation as early as possible.

Best practice approaches, so far

• **Bringing in a competitive edge**

  The competitive element is a strong factor in encouraging participation.

• **Local campaigning and belief**

  Strong, active support by local people is key.

• **Broader and more local partnerships**

  Good broad partnerships, especially local, may win over expensive marketing campaigns.

• **Being really local**

  Focusing on a local approach gives residence a sense of confidence.

• **Community and business champions**

  Areas with local ambassadors see better registration numbers than areas without.

• **Supporting Parish Councils**

  Parish councils are important in building the bridge between champions and county councils.

• **Targeting resource**

  Identifying those most and less likely to take up superfast services allows efficient use of budgets.

• **Practical IT support**

  Helping residents and businesses to become proficient using superfast broadband.

• **Create emotional connections**

  This approach appears to boost demand, especially among the residential sector.

Find out more
The full report is available to UK Plus subscribers.