

### Hello and welcome to Somerset and the South West NextGen Roadshow 2010



Somerset County Council through its project to help business and communities make the most of broadband, Connecting Somerset, is proud to work with INCA and the South West Regional Development Agency to host this prestigious event.

Somerset is a beautiful county with a bright and thriving future. It has some of the most diverse landscapes in the British Isles, from the remote uplands of Exmoor to nationally designated areas of outstanding natural beauty such as the world-renowned 'wetlands' - just a mile from this conference centre.

Somerset is home to many large and small enterprises – ranging from Agusta Westland helicopters, Yeo Valley organic yogurts and Clarks shoes, through to companies like Ariel (producers of the Atom - one of the world's fastest production cars), to small rural businesses at the forefront of digital technology such as Shearwells Data which specialises in animal identification and tagging systems. For businesses like these, having the right broadband infrastructure in place is not a nice to do, it's critical to their future success.

Somerset County Council promises to provide "Opportunity when you want it; help when you need it", and improving broadband connectivity will play an important role in this. It will help existing businesses to thrive, and help us attract new business. It will enable people in Somerset, many of whom live in rural areas, to be able to access services in the same way as those who live in the heart of towns and cities. The challenge will be to deliver this at a time of a huge financial squeeze across the public sector.

This Roadshow will help us map out how we can all work together to deliver the high speed broadband we know we need. We have an excellent agenda - please enjoy, share and learn.

**Ken Maddock**  
**Leader, Somerset County Council**



At the South West RDA (Regional Development Agency) we believe that Next Generation broadband access is vital to driving economic growth in the region. If businesses are to remain competitive on the global stage they must have access to the fastest applications, which also bring the benefit of helping to deliver a low carbon, energy efficient future. We have the fastest growing digital and creative media sector in the UK so it's crucial that our communications infrastructure is fit for the digital age.

The South West has specific challenges to overcome because of the region's size and large proportion of rural areas. Businesses in the larger towns and cities have greatest access to fast and effective broadband but infrastructure must be put in place to meet growing demand from across the region, particularly in the hard to reach rural areas.

Broadband providers are obviously attracted to places where demand is highest - mainly in the urban areas. The RDA is working with a range of partners to attract and bring forward investment for affordable and accessible NGA across the region so that businesses can reach their full potential.

**Chris Garcia**  
**Director of Cultural Industries, Tourism and Sport**  
**South West Regional Development Agency**

As Director of Cultural Industries, Tourism and Sport at the South West Regional Development Agency, Chris's role is wide ranging; focusing on Tourism and the visitor economy; the legacy of the 2012 Olympics and Paralympics; the response to Digital Britain (including the roll out of Next Generation Access Broadband) and creative industries. He is also the Director responsible for South West RDA's DCMS lead role, a role which spans the whole of the DCMS agenda.

**Hosted by:**



## The South West NextGen Roadshow Agenda and Speakers - Tuesday 25 May 2010

09.30	Registration and Refreshments
10.00	Opening and First Keynote by Lorne Mitchell - Social Economics of Next Generation Broadband
10.20	Official Welcome - Stephen Martin-Scott, Cabinet Member - Strategy & Communications, Somerset County Council
10.30	A Vision for the UK - Next Generation Broadband for All - Malcolm Corbett CEO of INCA
10.50	Keynote by Chris Garcia, Director of Cultural Industries, Tourism & Sport, South West RDA - Digital Plans for the South West
11.10	The New Market in Telecoms Services - Presentation by Adrian Wooster, CTO of CBN
11.30	Refreshments - (Meet the Experts Clinic 1)
11.50	What is a Next Generation Network and Why do I Need it? Keynote by Albert Grooten, Director Technology FTTH, Draka
12.20	Local Case Studies - Presentations by Tim Snape from South West Internet - Supplying Next Gen Broadband into Rural Communities and Dave Cornish - Connecting Somerset
12.45	Keynote by Bill Murphy, Managing Director - NGA, BT Group - Next Generation Access, a BT Perspective
13.15	Lunch - (Meet the Experts Clinic 2)
14.15	Break-out into 2 Workshop Sessions:
Session 1	Fibre to Every Home: No problem - How Pre-fabricated Fibre Systems Change the Paradigm: Local, Reliable and Easy Deployment. Presenters: Klaus Kammermeier, Sebastian Eckert, Mike Knott and Juan Colina - Sponsored by Corning
Session 2	Next Gen Access: Where does your money go? What a Typical "Poorly-served" Solution Looks Like and What it All Costs. Presentation by Peter Kemp - Sponsored by Keymile
15.00	Making a success of Next Generation Networks (NGN) in 2010 - Practical Answers to the Real World Challenges. Presentation by Annette Murphy, Business Development and Sales Director at Geo.
15.15	Breakout into 2 Workshop Sessions:
Session 1	Partnership Building for NGA. Chaired by Roger Darlington from the Communications Consumer Panel. Speakers are Malcolm Corbett and Richard Jepson
Session 2	Onestream - Scandinavia's Largest Open Access Network - Christer Karlsson. An Example of How the Market can Help the Local Citynets to Compete and Work Together with the Incumbents. Onestream started as a small network in rural northern Sweden (Arvidsjaur). A few had the vision of shaping this isolated area into something bigger through fibre. Today this region has the lowest cost for IT systems, healthcare, local government and education and created jobs.
15.45	Refreshments - (Meet the Experts Clinic 3)
16.00	Panel Discussion - the Way Forward. Panellists: Jon Reynolds, Albert Grooten, Dave Cornish, Klaus Kammermeier, Peter Kemp and Chris Garcia. Chaired by Malcolm Corbett
16.45	Questions from the Audience and Response to Issues Raised During the Day
17.00	Close

*INCA reserves the right to make changes to the scheduled programme*



**Tim Snape** has a background providing IT software services to multinational companies around the world. Based in the South West this meant he had to create his own broadband network back in 1992. This network has now been operating continuously for 18 years and has grown into the largest wifi network in the UK. The network extends from Poole in Dorset to Barnstaple in Devon, and supplies symmetric broadband services to rural communities and remote farmhouses across the entire area. Tim is now working on a project to upgrade this network to offer 20Mbps+ service & to extend coverage over a much larger area.



**Dave Cornish** is a key Programme Manager working to grow Somerset's economy. Current assignments include overseeing the Connecting Somerset Programme, working to improve Somerset's knowledge economy, encouraging creative businesses and business incubation. Connecting Somerset aims to grow Somerset's businesses and communities by helping them to take up the opportunities offered by broadband and associated technologies. Dave specialises in implementing major change programmes across partnerships. Previous experience in the private sector involved consultancy in enterprise resource planning and marketing.



**Mike Knott** has over 20 years experience in optical fibre outside plant deployments, and has focused exclusively on FTTH technology since 2007. As Manager - Systems & Solutions at Corning, Mike's role is to understand the challenges operators have in the deployment and operation of FTTH outside plant networks, and to prepare and present system based solutions, which provide clear benefits over the lifetime of the network.



**Roger Darlington** is the Member of England on the Communications Consumer Panel and leads the Panel's workstream on next generation issues. He spent 24 years as a national official with the Communications Workers Union before becoming a portfolio worker in the consumer world. He has been chairman of the Internet Watch Foundation and Chairman of the Greater London Region of Postwatch and is now a Board member of Consumer Focus. He writes a blog on communications issues here: [www.rogerdarlington.me.uk/commswatch/](http://www.rogerdarlington.me.uk/commswatch/)



**Richard Jepson** is Senior Business Development Manager at Digital Region Ltd, the new Next Generation open access broadband network provider serving South Yorkshire. He advises a number of boards and special interest groups in order to help them understand what the network can do for them. Richard is also responsible for a number of transformational focus areas, and is a key driver for the marketing and promotion of services and applications into these environments.



**Jon Reynolds**, Director Public Sector, BT Wholesale was appointed as BT Regional Director for the South West in October 2009. His role puts him at the heart of BT's plans for working with the public sector on the opportunity for faster next generation (NGA) services. He is part of the senior team in BT that is working with local and regional government on broadband investment programmes. He has lived and worked in the region for BT for over twenty years in senior roles in BT Government and Global Services and is based in BT's St Clements House in Marsh Street, Bristol.



**Christer Karlsson**, Vice President Business Development Netadmin Systems. Christer started his career as an officer in the Swedish army (1st Signal regiment). He was Fiberdata AB's Project and product manager and was responsible for building Citynets in Sweden during the boom and local government driven networks (70% Market share). Christer started up the first KO (Carriers carrier) in Sweden: Thalamus Networks (Publ) EVP (Head of technology and Strategy). He was responsible for expanding the company group out in EMEA Acquisitions. Christer is a regular conference speaker and has spoken at the FTTH council, Broadband World Forum and total telecom.