

# Impact of GM Connection Voucher Scheme









### **Summary**



£7.6m VALUE OF VOUCHERS



6.4 Mb/s
STARTING AVERAGE
DOWNLOAD SPEED

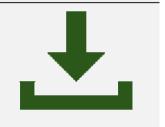












We estimate that the scheme has resulted in:



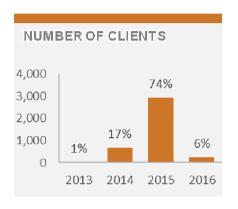


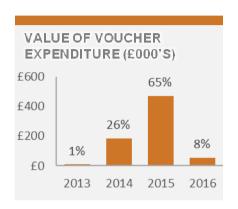


£20m
IN GVA (NET) FOR THE GREATER
MANCHESTER AND CHESHIRE
EAST ECONOMY



### **Slow Start, Picking Up Momentum**











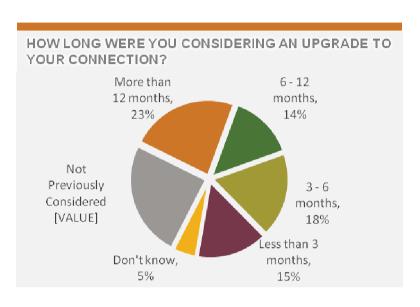
### **Geographic Profile of the Scheme**

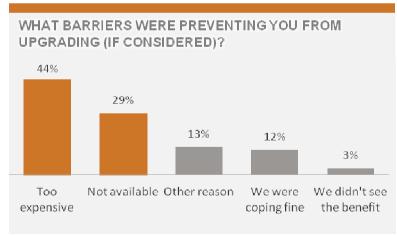
#### BURY **BOLTON** 216 CLIENTS 165 CLIENTS £149k VALUE OF VOUCHERS £141k VALUE OF VOUCHERS 58 Mb/s UPLIFT IN DOWNLOAD SPEED 62 Mb/s UPLIFT IN DOWNLOAD SPEED 14 Mb/s UPLIFT IN UPLOAD SPEED 65 Mb/s UPLIFT IN UPLOAD SPEED WIGAN **ROCHDALE** 98 CLIENTS 121 CLIENTS £81k VALUE OF VOUCHERS £98k VALUE OF VOUCHERS 67 Mb/s UPLIFT IN DOWNLOAD SPEED 59 Mb/s UPLIFT IN DOWNLOAD SPEED 16 Mb/s UPLIFT IN UPLOAD SPEED 14 Mb/s UPLIFT IN UPLOAD SPEED **OLDHAM** SALFORD 240 CLIENTS **467 CLIENTS** £325k VALUE OF VOUCHERS £896k VALUE OF VOUCHERS 62 Mb/s UPLIFT IN DOWNLOAD SPEED 56 Mb/s UPLIFT IN DOWNLOAD SPEED 19 Mb/s UPLIFT IN UPLOAD SPEED 34 Mb/s UPLIFT IN UPLOAD SPEED **TAMESIDE TRAFFORD** 96 CLIENTS 288 CLIENTS £66k VALUE OF VOUCHERS £545k VALUE OF VOUCHERS 67 Mb/s UPLIFT IN DOWNLOAD SPEED 49 Mb/s UPLIFT IN DOWNLOAD SPEED 15 Mb/s UPLIFT IN UPLOAD SPEED 21 Mb/s UPLIFT IN UPLOAD SPEED **CHESHIRE EAST STOCKPORT** MANCHESTER **57 CLIENTS 304 CLIENTS** 2,029 CLIENTS £102k VALUE OF VOUCHERS £600k VALUE OF VOUCHERS £4.6m VALUE OF VOUCHERS 44 Mb/s UPLIFT IN DOWNLOAD SPEED 52 Mb/s UPLIFT IN DOWNLOAD SPEED 81 Mb/s UPLIFT IN DOWNLOAD SPEED 25 Mb/s UPLIFT IN UPLOAD SPEED 28 Mb/s UPLIFT IN UPLOAD SPEED 65 Mb/s UPLIFT IN UPLOAD SPEED

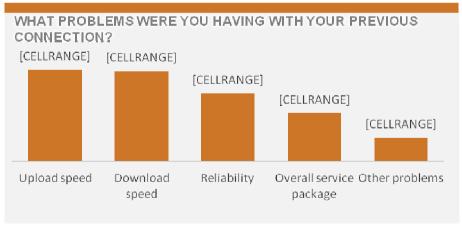
NB: Uplift speeds are averages of the district. The white dots on the map illustrate the distribution of the clients



### A Need for Speed & Tackling Costs Have Driven Uptake

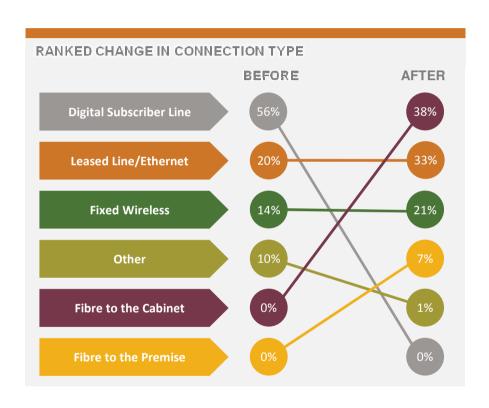








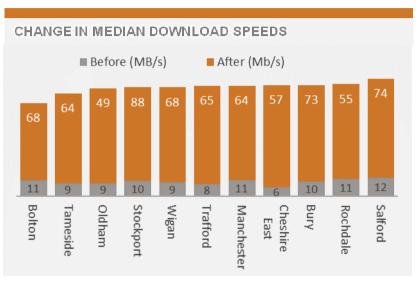
### Fibre Has Been Replacing DSL

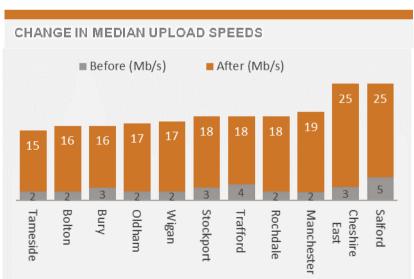


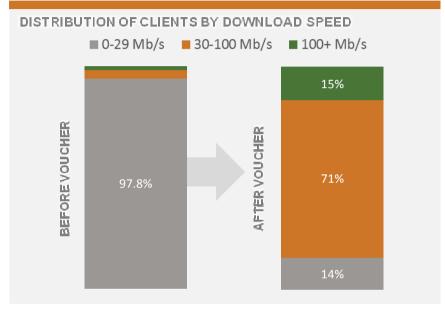
Provider Name	% of clients
Metronet	22%
ВТ	13%
Telecom Networks Ltd	9%
Virgin	8%
TalkTalk	7%
ITC	7%
Telappliant	4%
Maverick Connected Ltd	3%
6G Internet	3%
ITS Technology Group	3%
Total	79%



## Significant Impact on Upload & Download Speeds







of surveyed clients were **satisfied** or **highly satisfied** with the speed of the new connection.



66 Mb/s
AVERAGE UPLIFT
IN DOWNLOAD
SPEED



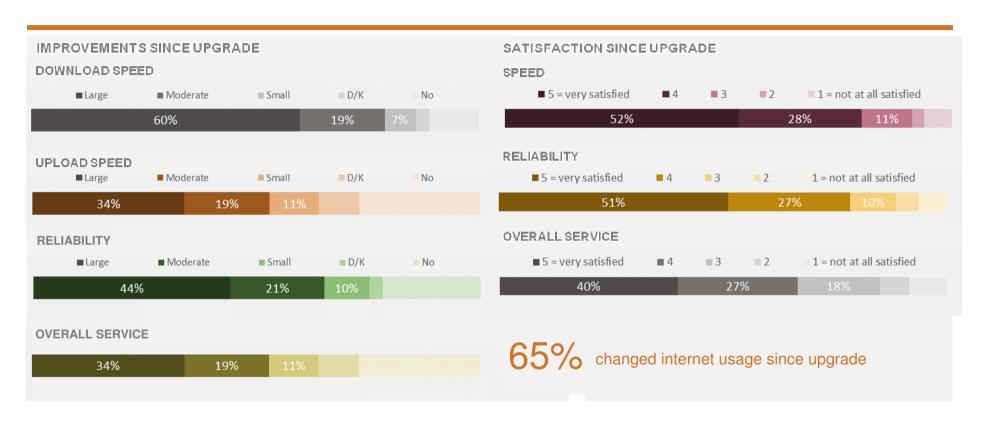
40 Mb/s AVERAGE UPLIFT IN UPLOAD SPEED

**x11** faster average download speed

**x16** faster average upload speeds

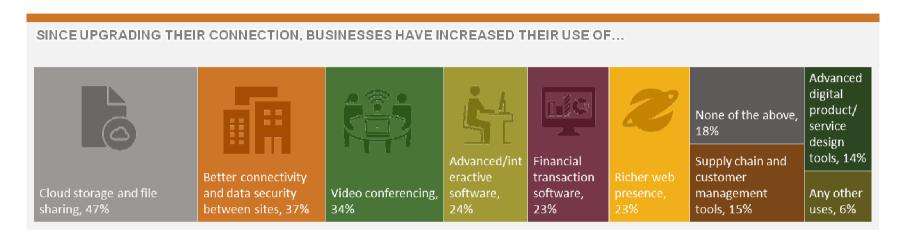


### Improvements in Connectivity Have Been Broad-Based





### Businesses Have Made Wide Use of Their Upgraded Connectivity



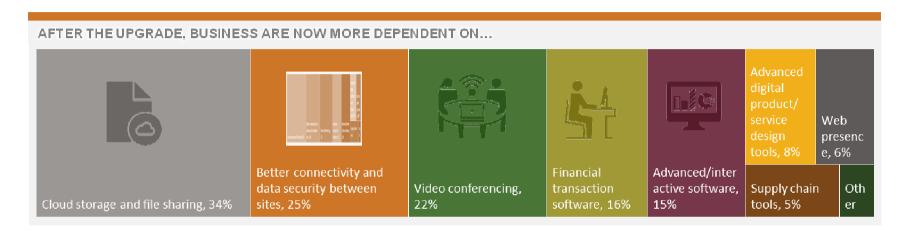
The higher speed and more reliable services have helped businesses change the way they operate.

#### Since upgrading their connection:

58% improved business efficiency
51% have shared larger files
23% have been able to better process customer orders.
23% have been able to better process
23% have improved their website



## Increased Digital Dependence Has Changed How Businesses Operate

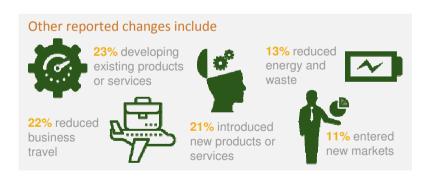


33% invested in IT hardware and software

31% implemented new business processes

 $30\% \begin{array}{l} \text{introduced more flexible working} \\ \text{patterns} \end{array}$ 

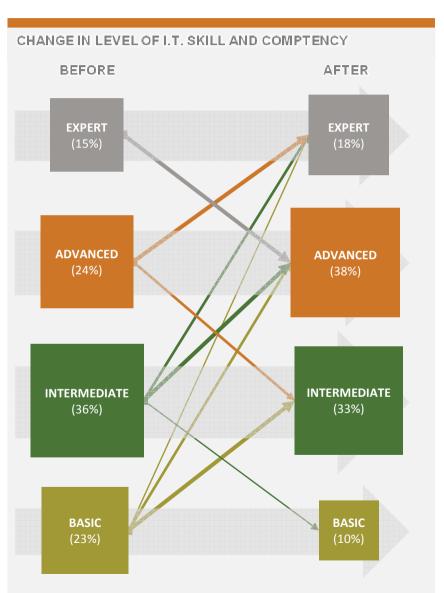
24% engaged in better networking



90% reported new broadband service was extremely important or very important in achieving these changes



### **Impacts of the Programme**



agree or strongly agree

86% "reliable broadband influences where businesses decide to base themselves."

50% "I might have moved my business if faster broadband was not available in my areas."

93% "faster broadband can make cities/locations more competitive."

94% "fast and reliable broadband is good for a city's image and reputation."



#### **Changes to Business Performance**

reported an increase in

25% employment

20% turnover

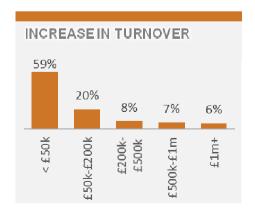
64% productivity

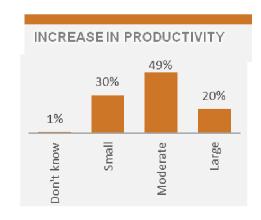
voucher played a moderate, a large or a very large role in

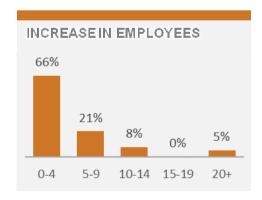
75% employment changes

77% turnover changes

87% productivity changes









### **Economic Impacts**

The Connection Vouchers investment of £8.5m has generated a range of economic impacts...







**£201,860** Turnover per new job

£19,500 Cost per new job

£43,580 GVA per new job





In the next three years, businesses expect to grow even further as a result of their upgraded connectivity and generate additional economic impacts