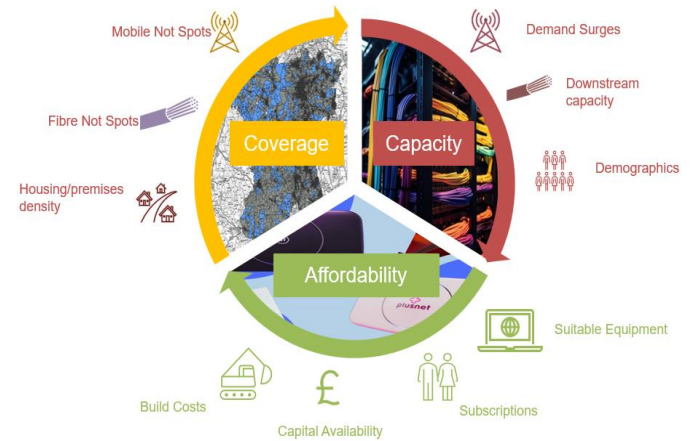
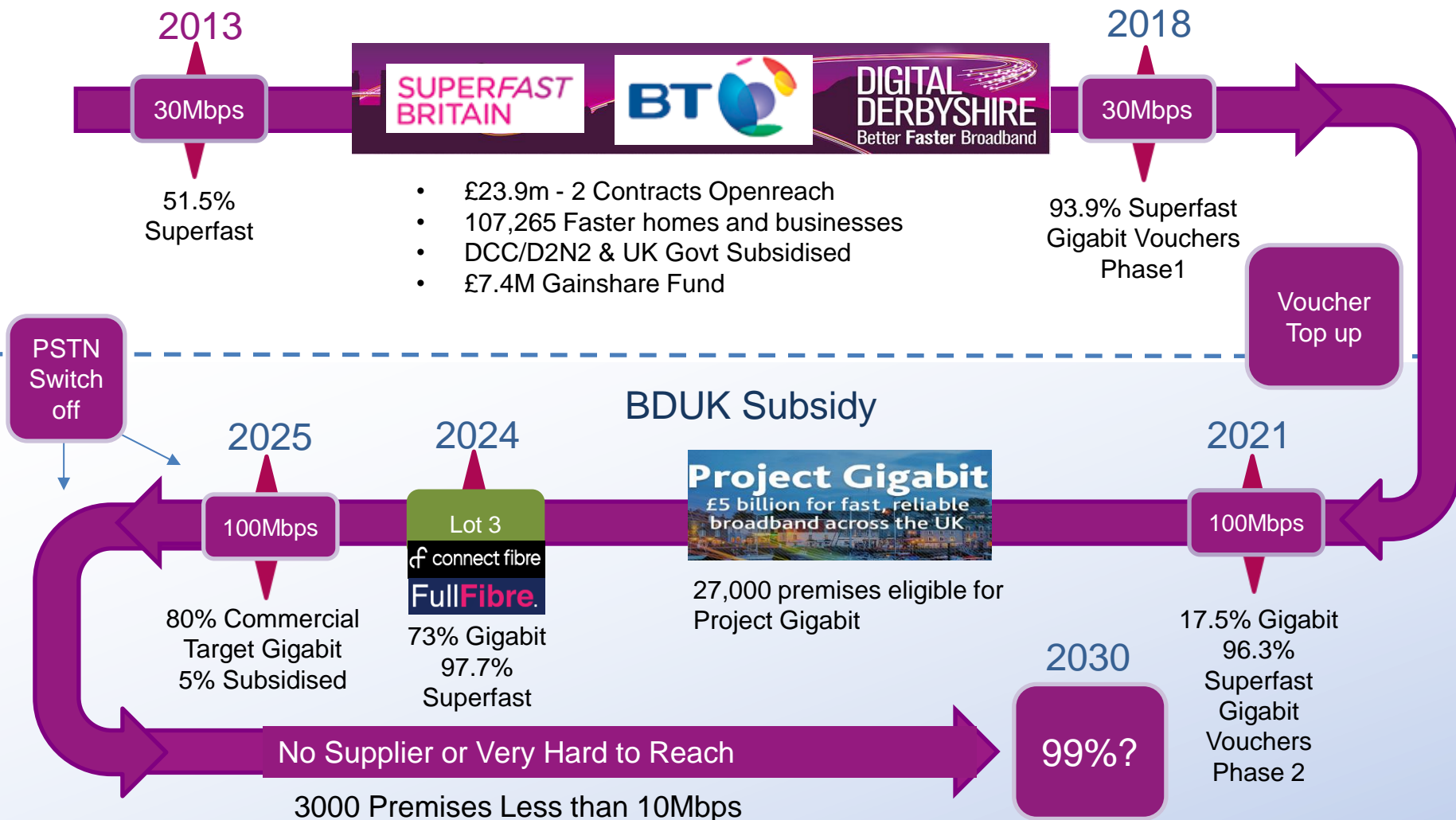


# Bridging the Urban-Rural Digital Divide: Unlocking Opportunities in the Peak District



**Digital Connectivity Strategy**  
**Ian Stoddart Digital Connectivity Manager**  
**Nathalie Silkstone Senior Economic Officer**

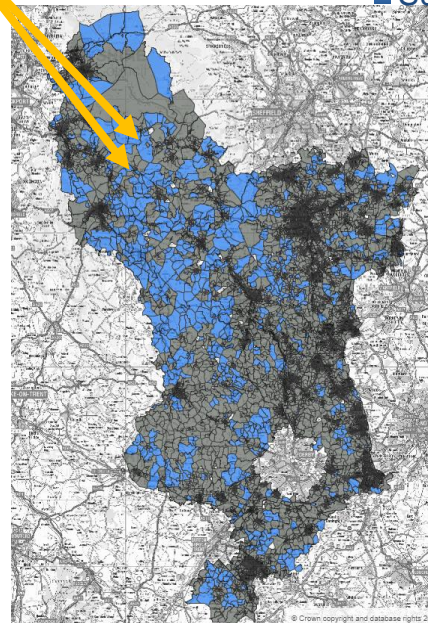
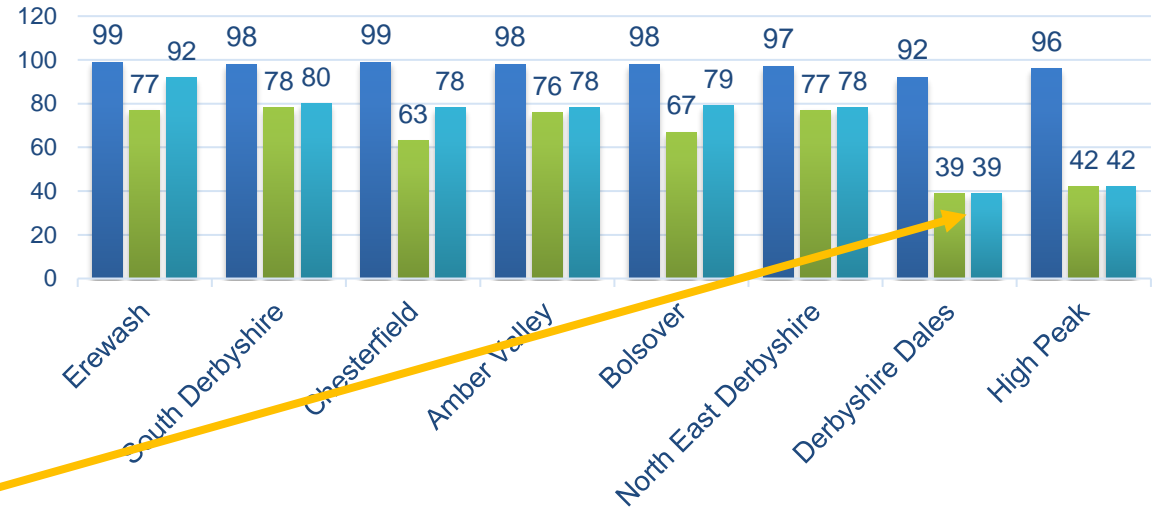
# Where Are We Now: Policy Context and Background



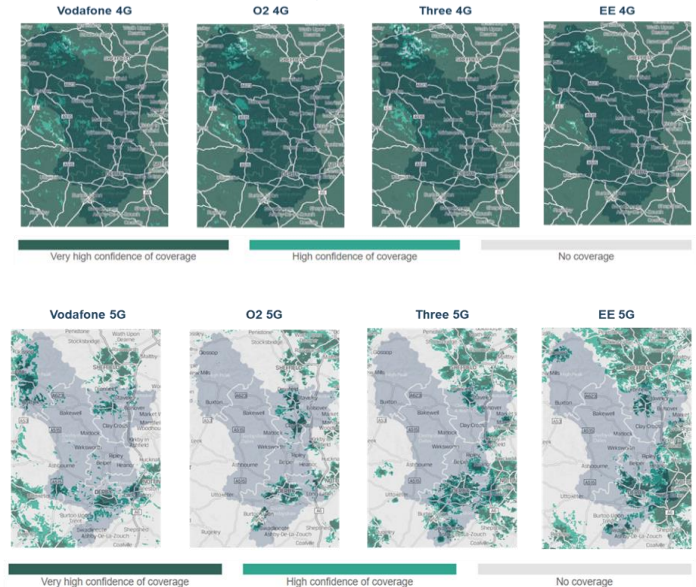
# Not-Spots

- Blue areas show at least one addresses within the postcode has less than 10mbps.
- Derbyshire Dales and High Peak have highest number of not-spots and lowest Full Fibre coverage.
- Very hard to reach and take longest to serve or resolve
- Islands of poor connectivity impacting communities, economy, travel, transport

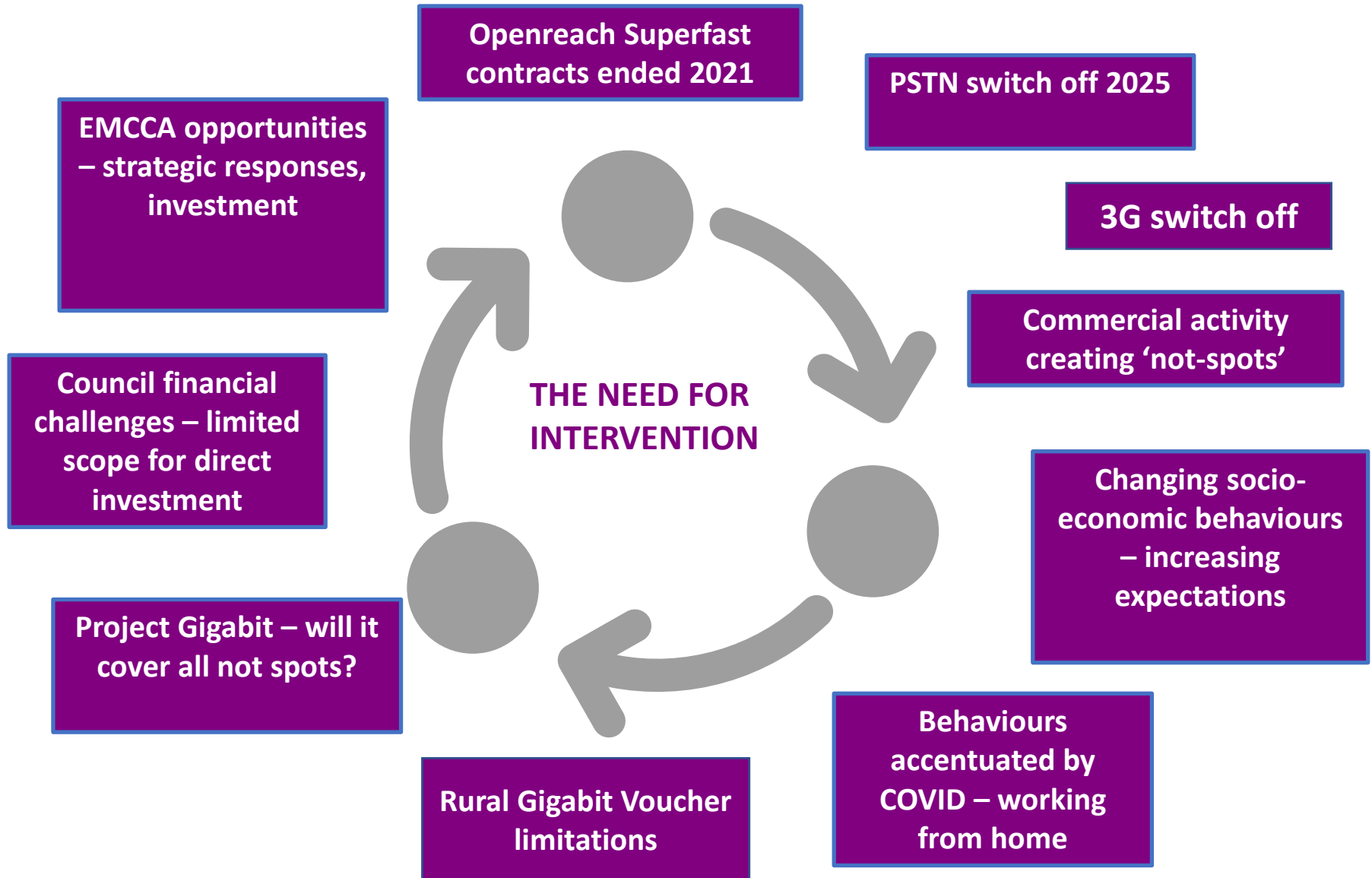
## Broadband Availability



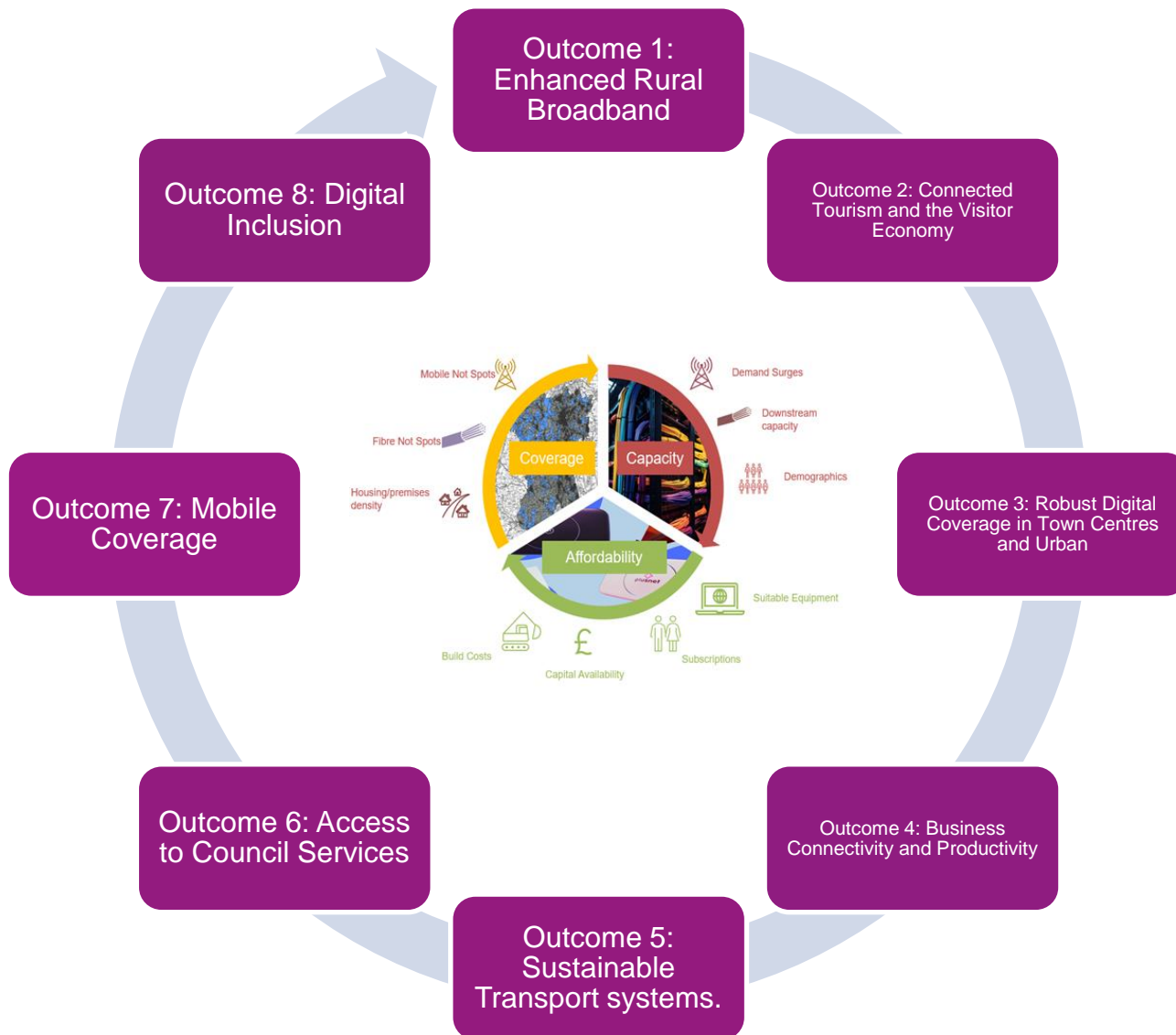
■ Superfast ■ Full Fibre ■ Gigabit



# Context



# Digital Connectivity Strategy Outcomes



## Rural Broadband Key Interventions

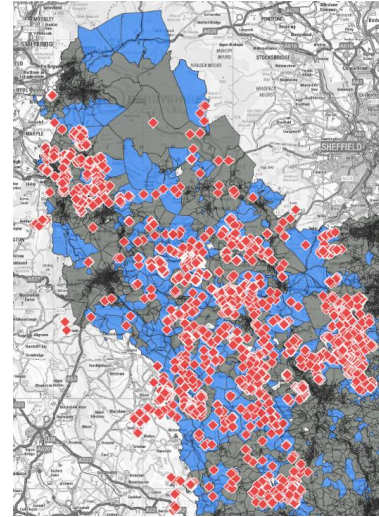
### Planned

Mobile Mapping  
Engaging with Telco/DSIT  
Demand  
Assessment/Mapping  
Government Subsidies  
Derbyshire Rural  
Community Grant  
Government Subsidy



### Future

Barrier Busting  
Digital Skills  
Digital Signage and  
Wayfinding  
Digital Events/Festivals  
Technology Pilots  
Public Wi-Fi



**Type A – Full Fibre Ltd – Local contract**  
**4,400 prems - £10.7m**

# Emerging and Future trends

- 1) 5G 6G 7G?
- 2) Artificial Intelligence
- 3) Quantum Computing
- 4) Virtual Reality
- 5) Augmented Reality
- 6) Cybersecurity
- 7) Sustainable Technology
- 8) Smart Cities/Regions
- 9) Remote Work
- 10) Electric Vehicles
- 11) Social Media
- 12) Digital Education



**Device Expansion:** The number of connected devices in homes is expected to increase exponentially. For example, if one person had 5 connected devices in 2024, they might have 10 or more by 2034.

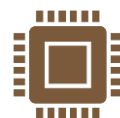


## IoT Expansion

Devices: From 15.1B to 29B+

Market Growth: 10.49% CAGR

Market Volume: \$1.56T



## Data Consumption

Data Creation: 180+ Zettabytes (e.g 540 Trillion ebooks)

Mobile Data Usage: 21GB to 56GB per smartphone



## Bandwidth Demand

Traffic Growth: 30% annual increase

Fixed Broadband: 257GB/month/subscription

**Bridging the urban-rural divide is crucial for Derbyshire's economic and social future.**

**The Digital Connectivity Strategy is a vital step in achieving this goal.**



Let's work together to ensure that digital connectivity benefits all communities, no matter how remote.