



Next Generation Rural Development

Community broadband initiatives as a model for
neo-endogenous development

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“Places of Possibility? Rural Societies in a Neoliberal World”



Why community broadband initiatives?

- > Topical issue in academia and policy
- > Digital economy in rural areas
 - Broadband has become a necessity...
 - ...yet it is not available
- > Research questions:
 - How do communities try to overcome their 'broadband gap'?
 - Why do some initiatives succeed, while others don't?
 - Under what conditions do these initiatives succeed or fail?



...first half of the year.
The Kent-based builder
said pre-tax profits were
£53.8million, up three per
cent on the first six months
of 2014. Its typical selling
price for a home was up ten
per cent to £264,200.

Easy access savings boost
INTEREST rates for easy access savings
accounts are rising, research shows. The
average rate for the top ten accounts in the
UK is up from 1.39 to 1.48 per cent in a year,
finance website Moneyfacts found.

TOURIST RATES

Australia [A\$]	2.01
Canada [C\$]	1.96
Euro [€]	1.35
New Zealand [N\$]	2.23
Poland [zloty]	5.19
Singapore [S\$]	2.06
South Africa [rand]	18.88
US [D\$]	1.50

Farmer builds 4G internet fast mast

by **DOMINIC YEATMAN**

A FARMER who spent years battling with 'unbearably' slow internet speeds solved the problem by creating his own signal mast.

Richard Guy (pictured) now enjoys superfast broadband at his farmhouse in Salisbury, Wiltshire, and has started a company called Agri-Broad-

band, which aims to help others in secluded locations.

'It's a big problem in rural areas,' he said. 'The world assumes that everyone is online but the five per cent who can't connect are just dismissed.'

'I decided to take matters into

my own hands.' Realising he had a strong 4G mobile phone signal Mr Guy fitted a battery-powered modem to a mast and connected it to his computer using fibre optic cables.

The 60-year-old, who has worked in IT for more than 20 years, said people have been 'amazed' with his service.





CLLD and NED

- › Community-led local development as a response 'the rural penalty'

Market: under these conditions, we won't do it

Government: we can't pay for it all

Communities: we have to do it ourselves

- › Neo-endogenous framework?
 - Interplay between local and external actors and networks
 - Values and solutions lie within the interplay between the endogenous and the exogenous



Method – Database of Dutch initiatives (1)

- > Building on project work for provinces
 - Focus group discussions
 - Network
 - Supplemented with internet searches

- > Online call
 - First overview published online (n=43)
 - Announced on website, Facebook, Twitter, LinkedIn, newsletters
 - Request for 'snowballing'

The initiative should target rural areas



Method – Database of Dutch initiatives (2)

- > Current status
 - **86 initiatives**
 - 133 municipalities, all 12 provinces
 - ‘The dust has settled’
- > Profiles of the initiatives
- > Statements, document analysis, news archive
 - Location, scale and ambition
 - Technology
 - Key actors and their network relations
 - Arguments for the campaign
 - Organization
 - **Current status and how they got there**



Eight-stage model of community broadband

1. Incentive

2. Introductory and learning

3. Demand inventory

4. Campaign

5. Demand bundling

6. Tender and contract

7. Building

8. Management and maintenance

Business Case

Business Model

Focus of discussion

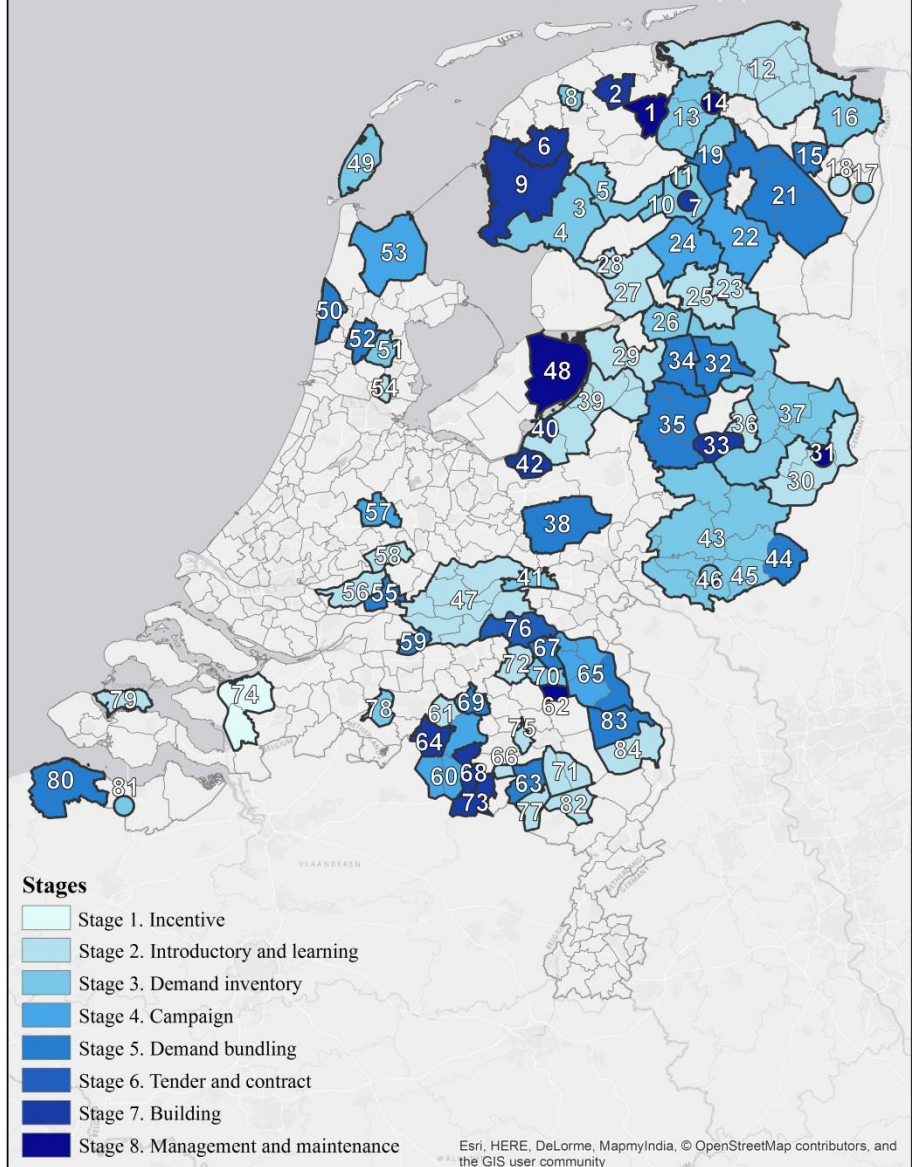
(Salemink and Strijker, 2015)



Landscape of Dutch rural broadband

- > Diverse landscape
- > Blend of top-down and bottom-up
- > Blank spots?

Rural Broadband Initiatives in the Netherlands
(June 2015)





First glance

1. Incentive
 2. Introductory and learning
 - 3. Demand inventory**
 4. Campaign
 - 5. Demand bundling**
 6. Tender and contract
 7. Building
 8. Management and maintenance
- } Business Case
Business Model

Bold = Decisive stages



Local and regional differences

- > Role of local and regional cable companies
 - Government-owned companies
 - Utility?
 - Other: **National cable company** strikes back!

- > Role of policies
 - No national policy
 - Spatial lottery
 - **"Demanding policies"**

- > Blend of top-down and bottom-up
 - Role of key drivers



How to succeed?

- > Which 'work' the best?
- > Bottom-up
 - Slowly through stages 1 – 3
 - Local knowledge and network seems vital in stage 4 – 5
- > Top-down
 - Quickly through stages 1 - 3
 - Lacks local knowledge and network in stage 4 – 5
- > Success stories

Interplay between local community, local government, market and regulation



Discussion

Neo-endogenous elements

- › Endogenous and exogenous need to work together
 - Know-how, power and local action
- › Exogenous resources and power seem vital
 - Telco's and governments hold the key to success
 - Government policies and business strategies
 - European and global decisions, local outcomes



Concluding questions

- > How much can bottom-up initiatives take?
- > How much community-led local development do (local) governments really want?
 - In context of broadband, but also in general



Questions or comments?

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