



European Rural Networks' Assembly

Ludgate Hub, Skibbereen Ireland's First 1GB Rural Town

Gráinne Dwyer, CEO

3rd Meeting

Brussels – 1 December 2016

#RNAAssembly2016

LUDGATE HUB

MAKING THE IMPOSSIBLE, POSSIBLE
- THE STORY OF IRELAND'S FIRST #1GHTOWN.

@LUDGATEIRELAND

WWW.LUDGATE.IE

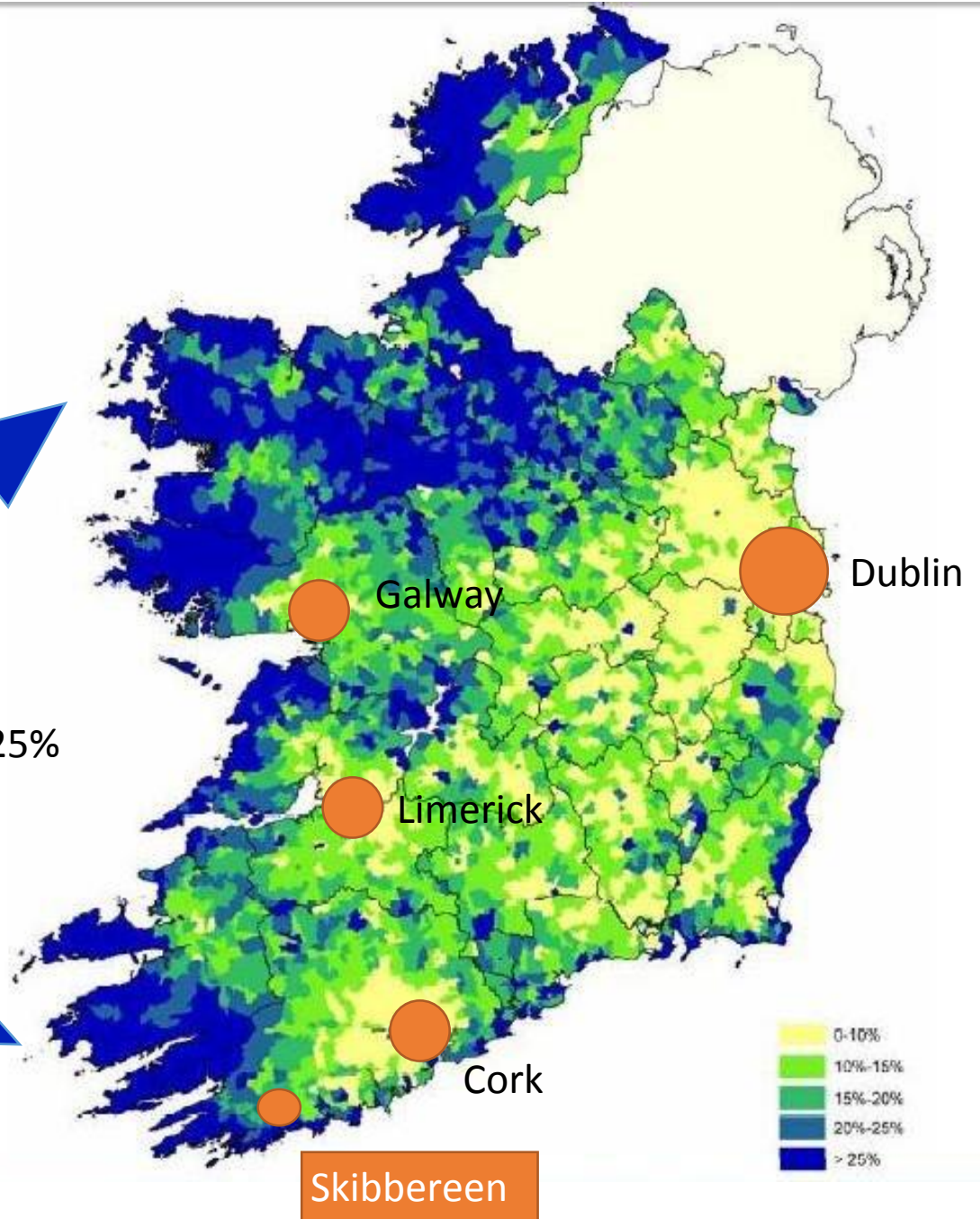


#RNAssembly2016

<https://www.youtube.com/watch?v=1NgWJZhboyM>

The Ludgate Hub, Skibbereen

Blue: Vacant Housing >25%





Ireland's Digital Divide

Rural Ireland has twice
(3m) the population of the
5 main Irish cities (1.6m)

...But fast internet only
available in cities

Two thirds (1.3m) of homes
have fixed
broadband connections

60% (750k) > 30mbps

...But 30% (400k) < 10Mbps

Limited Cable
Footprint

Slow upgrade from
Copper to Fibre

Fast broadband is like
railways and canals of
21st Century



Case study : SIRO

State-of-the art, fibre to the home broadband to
homes and businesses right across Ireland

The greatest regional infrastructure challenge /
opportunity since rural electrification

FTTH delivered over Ireland's electrical network



GOOGLE KANSAS: CASE STUDY

KANSAS CITY, (US)

Population 123,400

Date of inception 2012

Connection speeds 1000MB/Second

Broadband Penetration Rate

(National Average) 73%

Projects & New Start Ups associated with the 1GB connection:

- Developing a proof-of-concept lab where entrepreneurs could test new designs and concepts without major capital expenditures.
- Digital Sandbox KC was launched as a result. In a 30-month time span, the program
- funded 55 projects, connected entrepreneurs to about \$18 million in funding
- helped create 200 jobs
- Separately 121 new businesses have launched or relocated to the 1GB fiber area

initiatives born out of the playbook include Launch KC, the Kansas City Startup

SKIBBEREEN, CO. CORK (IRL)

Population 2,370 (rural hinterland 15,000 people)

Date of inception 2015

Connection speeds 1000MB/Second

Broadband Penetration Rate

(National Average) 67% (76% EU Average)

Projects & New Start Ups associated with the 1GB connection:

- Pilot projects: digital inclusion & literacy via iPad courses, educational after school programme, assisting retailers and service providers to trade online
- Organiser of National Digital Week - bringing 2000+ attendees
- Developed Ireland's first rural digital hub
- Space for up to 75 desks and incubation space
- €300,000 seed fund attracting international start ups
- Already expressions of interest from 45 companies and individuals
- Plan to create 500 digitally enabled jobs by 2020
- Included in Ireland's South West Action Plan for Jobs 2015-2017 and is the only case study listed



FORBES
(2015)

In Kansas City, Missouri, for example, 121 businesses have launched or relocated to the Google Fiber area (1GB), according to the city manager's office. A combination including start-up accelerator groups and entrepreneur programs has also helped the start-ups adjust to the region.

Google

Google Fiber for Communities

Kansas City, KS



Think big with a gig.



CREATING THE IGB SOCIETY



HOW DID LUDGATE ACHIEVE ITS GOALS?

1. THE LUDGATE HUB - ATTRACTING
INTERNATIONAL START-UPS AND FOSTERING
EMPLOYMENT

2. FACILITATE DIGITAL LITERACY - ALL MEMBERS
OF OUR COMMUNITY

3. E-STREET - CREATING THE GLOBAL SHOP
WINDOW

4. RE-BRANDING RURAL IRELAND - DIGITAL WEEK



The future for rural Europe?



The future for rural Europe?



CAN LUDGATE BE A BLUEPRINT FOR OTHER RURAL COMMUNITIES?





" As a Gigabit town, Skibbereen's young people have the potential to create the next Google or Facebook right here rather than having to move to urban areas to fulfil their ambition."

Sean Atkinson

CEO, SIRO

