

- Scaled and located to avoid adverse off-site impacts;
- Located close to the demand source or adjacent to existing transport corridors;
- Minimisation of pollution, such as noise, emissions and odours;
- Minimisation of any adverse impact on amenity and existing residential developments.

**Policy SDC 9: Broadband and Mobile Internet**

Developers of new developments (residential, employment and commercial) will be expected to facilitate and contribute towards the provision of broadband infrastructure suitable to enable the delivery of broadband services across Rugby Borough to ensure that the appropriate service is available to those who need it.

Other forms of infrastructure, such as facilities supporting mobile broadband and Wi-Fi, should be included, wherever possible and viable.

10.58. The Government is committed to securing a world-class communication system. The importance of facilitating this through the Local Plans is identified within the NPPF 2012 (para 43) as well as the Digital Communications Infrastructure Strategy and the Digital Agenda for Europe. At the time of writing, one of the main barriers to this is the availability of super-fast and ultrafast broadband, especially in more rural areas and within new developments, in particular those on previously undeveloped land. The NPPF 2012 recognises the role of advanced, high quality communications infrastructure in creating sustainable economic growth. The development of high speed broadband technology and other communications networks will also play a vital role in enhancing the provision of local community facilities and services and employment.

10.59. Key to this Local Plan is ensuring that new developments deliver broadband services that meet the ambition of the governments Digital Communications Infrastructure Strategy and the European Digital Agenda for European. The stated ambition is that ultrafast broadband of at least 100Mbps should become available to nearly all UK premises.

10.60. The Digital Agenda for Europe promises availability of download rates of 30 Mbps for all of its citizens and at least 50% of European households subscribing to internet connections download rates above 100 Mbps by 2020.

10.61. Specific regard should be given to the delivery of new infrastructure to support mobile internet within Conservation Areas or on/adjacent to heritage assets. Such infrastructure should not be intrusive and should not have a negative impact on the character, integrity or setting of such assets and/or areas.

10.62. In terms of actual connections and intended providers, applicants should engage with network providers from the outset to ensure the needs of the service (including new ducting) can be introduced alongside other on-site infrastructure works as part of new developments to ensure the most efficient and viable approach is taken to securing connectivity.

10.63. This approach should be clearly identified within the Planning Statement that supports a relevant planning application. Every opportunity to future proof broadband provision and infrastructure should also be taken. This should ensure that ducting can be utilised to support ever increasing broadband speeds and cabling with minimum disruption to the highway network.