

## Communication: European Representation

September 2015

The issue of representation for the data centre sector at European level has been a frequent topic of discussion at industry events over recent months and it is evident that the sector needs a coherent voice to represent its interests to European policy makers.

At a meeting on 15<sup>th</sup> September 2015, the UK Council of Data Centre Operators considered the best way to ensure that the sector is adequately and appropriately represented at EU level and came to the following conclusions:

- The UK Council of Data Centre Operators takes the view that multiple voices supporting a common industry position at European level are more effective than a single voice. The Council therefore supports a collegiate approach to industry representation. Successful examples of this model already exist.
- The Council believes that good communication is the priority: this will be critical to ensure that voices are aligned on policy issues relating to data centres.
- The Council therefore encourages close cooperation with EUDCA and looks forward to working together on matters of common interest.
- The Council believes that the sector can benefit from the advantages presented by the coexistence of both specialised and broad based representative bodies.
- The Council does not believe that a single organisation should seek to position itself as the sole voice for the sector in view of the existence of a number of other representative bodies with relevant interests, many of whom already have direct access to the European Institutions and have built up a “trusted advisor” role.
- The Council currently enjoys excellent access to the European Institutions via DIGITALEUROPE and DIGITALEUROPE will therefore remain the preferred route to Brussels based policy makers for the Council for the time being. Reasons include:
  - A track record of effective representation at European level
  - Access to relevant decision makers within the European Institutions
  - A broad based membership that enables policy positions extending beyond the data centre sector to be aligned with other sub-sectors.
  - Access to a network of over 30 national trade associations in member states

For further information on the Council, membership and achievements, please see overleaf or visit: <http://www.techuk.org/focus/programmes/data-centres/groups/data-centres-council>

## About the UK Council of Data Centre Operators

techUK's Data Centre Council comprises twenty individual members who represent the full spectrum of business interests and business models across the data centre sector. Members include wholesale and retail colocation providers, cloud and hosting operators and enterprise providers and range from multinationals to SMEs. Some members specialise in the provision of professional services to data centres such as lawyers, surveyors, investors and advisors, some manufacture the IT and communications hardware that occupy these facilities and others represent the data centre supply chain. The Council is a decision-making body providing strategic direction for all techUK's activity relating to data centres. Formal Terms of Reference provide governance for the group.

The Council was established in 2009 in conjunction with the British Computer Society (BCS). Its primary objective was to provide a representative voice for the sector in policy matters, particularly those relating to energy and carbon taxation. Over the last five years the Council has been responsible for delivering a number of significant outcomes for the UK data centre sector. These include negotiating a Climate Change Agreement for Data Centres, limiting the impact of the Carbon Reduction Commitment, building a qualification framework to recognise professionalism in the sector, demonstrating the economic value of the sector to Treasury and BIS and demystifying data centres to policy makers across government. The UK has the largest data centre market in Europe by a significant margin and as a result the Council also takes a close interest in EU policy developments impacting the sector.

Comprising senior decision makers, the Council is the single most influential body representing data centres in the UK.

### Current members are:

Andrew Jay (Chairman)	CBRE
Rob Coupland (Vice Chairman)	TelecityGroup
Ian Bitterlin (Chair of Technical Committee)	Critical Facilities
Derek Allen	Global Switch
Tony Allen (alternate: Billy McHallum)	Equinix
Mark Bailey	Charles Russell Speechlys
Jack Bedell-Pearce	4D-DC
Allan Bosley (alternate: Pip Squire)	Ark
Robin Brown	Colt
Paul Cranfield (alternate: Patrick Coogan)	Digital Realty
Peter Gibson	Intel
Nicola Hayes	Andrasta
Matt Lovell	Pulsant
Gavin Murray	Rackspace
John Oliver	Barclays
Dave Smith	DataCentred
Steve Strutt	IBM
Mark Trevor	Deloitte
Chris Williams	NGD
Mark Yearwood	CenturyLink

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### About techUK

techUK represents the companies and technologies that are defining today the world that we will live in tomorrow. More than 850 companies are members of techUK. Collectively they employ approximately 700,000 people, about half of all tech sector jobs in the UK. They range from leading FTSE 100 companies to new innovative start-ups. The majority of our members are small and medium-sized businesses.

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