



Department  
for Culture  
Media & Sport

**SUPERFAST  
BRITAIN**

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# news release

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## **Superfast Broadband goes further and faster in the South West**

An extra £250m of Government money for superfast broadband will help business start-ups and job creation in some of the hardest to reach rural areas in the South West, Culture Secretary, Maria Miller, announced today. The nationwide rollout is a key part of the Government's long-term economic plan to secure Britain's future by providing better access to superfast broadband, and in allocating funding the Government has worked to ensure as many families and businesses as possible benefit.

Local projects in the South West will now receive additional funding from a £250m pot, with the hardest to reach locations amongst those who stand to benefit most. This funding is in addition to the £1.2bn already invested by central and local Government and will ensure 95% of UK homes and businesses have access to superfast broadband by 2017.

The current rural programme will deliver returns of £20 for every £1 invested, representing tremendous value for money. As well as improvements in the productivity of broadband-firms, faster broadband will create an additional 56,000 jobs in the UK by 2024, and the work involved in the current roll out is expected to provide a £1.5 billion boost to local economies, with approximately 35,000 job-years created or safeguarded over the period to 2016. By 2024, the Government's current investments in faster broadband will be boosting rural economies by £275m every month, or around £9m every day.

Over 10,000 homes and businesses are now gaining access each week, with this figure expected to reach 40,000 per week by summer this year. There are strong economic growth and efficiency reasons why local authorities should contribute towards to the cost of rolling out superfast broadband, and the additional £250m will be awarded on a match funding basis.

Indicative funding for local authorities in the South West are as follows:

Dorset, Bournemouth and Poole	£770,000
Wiltshire, South Gloucestershire, Swindon	£4.97 million
Devon, Somerset, Plymouth, Torbay, North Somerset, Bath & NE Somerset	£22.75 million
Cornwall	£2.96 million
<b>TOTAL</b>	<b>£31.45 million</b>

Superfast broadband allows families to use multiple devices simultaneously, so while parents are streaming a movie or their favourite television programme, the kids can be uploading photos and videos to social media sites whilst downloading the latest track from their favourite artist. Businesses also stand to benefit hugely from the roll out, which will facilitate video conferencing, boost processing power and increasing productivity.

#### CORNWALL

Chris Pomfret, chairman of the Cornwall and Isles of Scilly Local Enterprise Partnership, said:

“We are delighted with the extra funding from BDUK to continue to drive the fibre footprint into harder to reach areas. Cornwall and the Isles of Scilly is an absolutely ideal location to push the envelope because our fibre broadband rollout is already at 85% coverage. We have some of the highest take-up in the UK, indicating that the community and businesses are keen to take advantage of opportunities that superfast broadband offers. We are committed to bringing superfast speeds to all our communities no matter where people and businesses are located.”

#### DORSET

Ian Girling, President of Dorset Chamber of Commerce, said:

"We believe access to superfast broadband is absolutely essential if businesses are to benefit from digital technology. Many businesses need to be able to process and transmit large amounts of data over the web, use digital marketing, take orders and process sales. In this age, superfast broadband is essential if businesses are really able to use web-based technologies and the lack of superfast broadband is a serious problem for many businesses, particularly those in rural areas."

James Weld from Dorset Local Enterprise Partnership said:

"The DLEP is delighted that Dorset will have the funding to be able to reach the more isolated areas of the County with superfast broadband. Broadband is probably one of the most important factors in seeking growth and this additional money will permit smaller and more remote rural businesses to contribute to that."

#### GLOUCESTERSHIRE

David Owen, Chief Executive of Gloucestershire First Local Enterprise Partnership commented:

"This additional funding for broadband is a welcome announcement from the Government and is fundamental to help accelerate business growth, especially in rural areas. Implementing faster and more reliable broadband connections is already a high priority for Gloucestershire and in partnership with Herefordshire Council, the aim is to bring fibre broadband to 90% of homes and businesses across both counties by the end of 2016. The investment being made through broadband equates to a boost in the local economy that could be worth over £400m over ten years by enabling businesses to become more competitive and to encourage new start-ups."

#### DEVON AND SOMERSET

Rupert Cox, Chief Executive Officer of Somerset Chamber of Commerce, said:

"We are delighted that Government is continuing to invest in superfast broadband in Somerset. Our members are always telling us that they see effective and reliable superfast

broadband as one of the key utilities that they expect. No longer should superfast broadband be regarded as a luxury for business but a necessity.

“We now call on Connecting Devon & Somerset to work with BT to accelerate the roll-out of the programme to help those businesses on the Somerset Levels and further afield recover from the recent flooding disasters. These affected businesses will need to re-build their business activity and superfast broadband is one of the tools to support this.

“Furthermore, we see superfast broadband across the county as a benefit to attract new business investors in the county with Into Somerset promoting the county as not just being the natural choice for business, but as being “so well connected”

Chris Garcia, Chief Executive of the Heart of the South West Local Enterprise Partnership said :

“We welcome the announcement of additional funding across Devon and Somerset towards superfast broadband by the Department of Culture, Media and Sport. Superfast broadband is key to our economy; connectivity is the lifeblood of our peninsula. Whether virtual, road, rail, air or sea, business needs to be certain of reliable and fast links, helping to make our economy resilient. Competing on a global basis is an important element of our plans for growth, so unlocking these funds will be crucial to helping our businesses prosper, wherever they are based. “

## WILTSHIRE

Isobel Brown, Director for the Swindon and Wiltshire Local Enterprise Partnership, said:

“This investment in broadband will provide a massive boost to businesses in Swindon and Wiltshire.

‘High-speed, high-grade broadband is an essential ingredient in helping local business to increase their productivity, efficiency and growth, and to compete in an increasingly global marketplace.

‘This investment will also help the area to unlock its potential for growth in the digital sector, which will provide long term opportunities for the future.’

## NATIONAL

Culture Secretary Maria Miller said:

“Superfast Broadband will benefit everyone in the South West- whether they need it for work, to do homework or simply to download music or films. Thousands of homes and businesses now have access and it is helping people with their everyday tasks. We want to make sure that Britain is one of the best countries in the world for broadband, and the extra £250m we are investing will help ensure communities around the UK are not left behind in the digital slow lane.”

Communities Secretary Eric Pickles said:

“This government’s long-term economic plan is accelerating the roll-out of superfast broadband, to help narrow the digital divide and boost local growth. We are offering additional central government funding to councils who want to work with us to help increase internet speeds for their local residents and local firms.”

Cllr Flick Rea, Chair of the Culture, Tourism and Sport Board at the LGA said:

"Councils are committed to improving internet services for residents and business to help drive forward growth in their areas and this announcement of further funding is a positive step to build on the good work that has already been done locally to build better connected communities. We look forward to working with the Government on the roll-out of the schemes in the areas that are receiving funding.”

Government also recently committed £10m to look at ways to reach those areas in the “final 5 per cent”. Potential technologies that could be piloted under this fund include:

- Using 4G mobile signal to deliver ‘fixed wireless’ superfast broadband’.
- Using fibre direct to premises.
- Taking fibre from broadband cabinets to a distribution point further down the network, increasing speeds by reducing the reliance on copper.

- Satellite technology.

The fund will open on 17 March 2014 and we are asking local authorities to offer support to these pilot projects.

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## Notes to Editors

1. **Superfast Britain** is a Government programme of investment in broadband and communication infrastructure across the UK. Run by the Department of Culture, Media and Sport, this investment helps businesses to grow, creates jobs and will make Britain more competitive in the global race. The portfolio is comprised of three elements:
  - £790m to extend superfast broadband to 95% of the UK by 2017
  - £150m to provide high speed broadband to businesses in 22 cities
  - £150m to improve quality and coverage of mobile phone and basic data network services

Administered on behalf of Government by Broadband Delivery UK (BDUK), Superfast Britain is transforming Britain by promoting growth, enabling skills and learning, and improving quality of life. For further information: <https://www.gov.uk/broadband-delivery-uk>

## Additional information

- Map showing progress of local broadband projects: <http://bit.ly/HV5M1n>
- Graphics to highlight benefits of superfast broadband: <http://bit.ly/1eUnIMT>
- Sound clip of Culture Secretary, Maria Miller, talking about extra funding:

<https://audioboo.fm/boos/1947604-maria-miller>

## **EXAMPLES OF SUPERFAST BROADBAND USERS IN THE SOUTH WEST**

### **Holiday / Retirement Park in Cornwall**

A family-owned holiday and retirement park in Perranarworthal, Cornwall is now experiencing broadband speeds fifty times faster than their previous connection. Fibre has transformed the Wi-Fi service they can offer to campsite customers with visitors now receiving great speeds and a reliable service regardless of the number of users. It has transformed the back office too. Company accounts can now be emailed rather than being put on disk and driven to the accountants in Falmouth. Safety has been improved through CCTV cameras that operate efficiently over the fast, stable Wi-Fi connection avoiding the expensive, manpower intensive alternative of digging trenches to fit hardwired cameras

### **Surf business in Cornwall**

Superfast broadband has transformed Ann's Cottage surf shop. A new web camera means surfers can view the quality of surf from their home before they set out to the beach and this service has encouraged a growth in online sales of their surfing products

### **Holiday Company in Cornwall**

The Cornwall Camper Company based in St Austell hires out restored vintage VW campers for holidays, events and weddings, offering a high-end tourism experience to visitors in the region.

Managing Director Jess Ratty says:

“Access to superfast broadband has meant we’ve been able to create a beautiful and high-functioning website, a bespoke online shop window for the business.

“We make the most of our superfast connection in all aspects of running our business. We use superfast to respond efficiently and instantly to customers and to reach out to our database of 8000 people via email campaigns, and social media platforms. We can upload photos and videos in a flash and our communications are all as immediate and fresh as they can be”.

“Meetings with investors and judges for award entries have been held over Skype and participation in online webinars with the Guardian has been made possible too. We will shortly start using Skype to communicate face to face with our customers too.

“Customer service wise, we are able to take bank transactions online via izettle and we use pay pal for business transactions. We speak daily online with our suppliers, which means we can source parts and share knowledge with other VW enthusiasts via online forums.

“The same goes for our PR and Marketing campaigns, we regularly talk to national journalists online and use Dropbox to send high-res images to them for features.”

Jess says:

“Superfast means all these element of running the business can be carried out effectively in a fraction of the time and I can use my time more productively and focus it on growing the business. Being a small business starting out in a difficult financial climate meant we needed to stand out by our efficient customer service strategies.

As we grow, being digital is one of the most important aspects of our company. We hope to launch an app for our customers in the future to record their holidays and ensure our engagement with customers continues beyond the hire period. Superfast is the key for us going forward to expand our plans, our business and our aims to have a huge impact on the tourism offer in the county.”

### **Student house in Cornwall**

Cory Stager, a second-year student in 3D Design at Falmouth University is really benefitting after superfast broadband was installed in the townhouse he shares with five other students. It’s having a major impact on how they live, work and study.

Cory says:

“Superfast broadband has majorly improved my living. I used to have to sit in the living room, about five feet away from the hub to get any type of internet access and even then, the speed was so slow it meant waiting about five minutes per internet page. When superfast broadband was installed, it instantly became a vital utility for the household. They found that all six of them could be online doing research and the connection wouldn’t slow down at all, enabling deadlines to be met with much less difficulty or panic.

“It’s also really useful to go anywhere in the house and still have a good signal and fast internet speed.”

“One housemate is on the same course as me and sometimes we work on the same project. Having a good signal means we can work together with other members of a group in the same room, all on different laptops, and simultaneously search the web for what we need.”

Faster internet speeds have made a world of difference to Cory and his housemates, enabling them to study together, access all the online content they need and keep in touch with friends and family in an instant.

### **Home Worker in Cornwall- Graphic Designer**

Graphic designer, Tim Macknelly from Chacewater, has worked all over the world but now enjoys life at home in Cornwall, while still providing his skills for a web design agency with offices throughout the UK.

Tim says:

"Having superfast broadband in Cornwall has revolutionised the way I work. It is amazing, I'm now getting broadband speeds of 36Mbps for download and 7Mbps upload, crucial for my role as a web designer. These much quicker speeds allow me to be far more productive.

"I am also making use of webcasts and online conferences on design related issues, which allows me to stay up-to-date with the latest trends and developments in the global industry. Superfast broadband has also transformed my experience of Skype, now the quality is perfect – ideal for face-to-face video calls with colleagues and keeping in touch with relatives in far flung places. Despite being based in Cornwall, I can stay connected to the world – for work and with family and friends."

### **Home Worker in Cornwall- Solicitor**

Tim Goldburn is a Partner at Goldburn Solicitors in Falmouth. Tim often works from home and with a wife, son and daughter also wanting to go online, superfast broadband means the whole family can log-on without slowing down.

"Superfast broadband is fantastic," said Tim. "The whole family can be online at the same time without frustrating reductions in connection speeds. I can work from home, logging onto my practice's network, my wife can take care of electronic banking and my son and daughter can study (or, more likely use Facebook) without causing any loss of connection.

"I'm hoping to introduce superfast broadband to our offices in Falmouth, so we can use video-conferencing with colleagues and clients throughout the UK. It also opens up new and cheaper ways of increasing our firm's skills and expertise through webinars and remote training."

### **Home Worker in Cornwall- IT Worker**

Oliver Brand from St. Agnes is IBM's only Cornish home worker, relying heavily on the internet to connect with IBMers all over the UK and India. He said:

"A good connection speed really improves the quality of video conferencing and net meeting sessions, allowing me to spend less time and money travelling and more time with my family. It's amazing to think I can be in my rural home with superfast broadband and work as if in the middle of a bustling city office. Home working is a trend I can only see increasing as more businesses realise the benefits to both employer and employee"

"Beyond the day job, superfast broadband makes for a more harmonious household. With a higher bandwidth, my wife and I no longer have to fight over the internet. I can get stuck into Gran Turismo 5 while she watches TV programmes on the iPlayer – everyone's a winner!"

### **Family with three Home Workers in Cornwall**

Lesley Trotter lives in the Cornish village of St Day with her son Jamie and family friend, Nikki. Thanks to Cornwall's new superfast broadband, Lesley is benefitting from new ways of living and working. Lesley says:

"I'm no techie but I'm starting to use my computer in new ways thanks to the superfast broadband connection. As a freelance journalist I can now download and upload large files quickly and email files which I used to have to put on to a CD and post.

"I have a new grandson in Oxfordshire who I can now see regularly via Skype and I've also invested in an iPad to catch up on any TV I've missed. My son Jamie's an actor and has a website which features show reels that he can now upload in a fraction of the time it used to take.

"Superfast Broadband really is changing the way our family all work, live and play - I can't imagine how we managed without it!"

### **Retired Wiltshire woman with hearing impairment**

Roz is a 63 year old profoundly deaf woman from Warminster, Wiltshire. When she retired to Warminster she felt lonely and isolated in a new town with no friends or family nearby to support her. Roz says:

"Nobody prepares you for the loneliness of retirement, especially when you've been used to seeing and talking to people every day. It's so easy to get into a rut as you have nothing to get up for. That can age you."

Roz's hearing impairment means she faces additional challenges: she relies on lip reading to communicate so picking up the phone to make a doctor's appointment, pay an electricity bill or even say 'hello' to a friend is not an option. Roz was referred to Wiltshire Online by the council's Hearing and Vision team and they arranged for Roz to meet Esther Allberry, a Digital Champion based in Trowbridge, who helped Roz to go online and take advantage of the internet to reduce her isolation and increase her independence.

"Esther has been amazing." says Roz. "I've learnt a new set of skills but have also found a friend. I had never used a computer before but Esther has been patient, humorous and very thorough."

Roz firmly believes her new digital skills have improved her life in a number of ways. She can now take care of all her personal affairs via email, instead of having to rely on family and friends to make a phone call on her behalf. The ability to send an email to change an appointment herself or query a bill has transformed her daily life. Of equal importance is the positive effect it has had on her personal well-being and sense of isolation.

“I’ve been emailing cousins I haven’t spoken to in 30 years,’ enthuses Roz. ‘I also love to Google places and hotels – I get so excited looking at the pictures and maps. If I find a good site I save it in my Favourites. It’s just marvellous!”

What next for Roz? Well, it seems Skype is high up on her agenda:

“I screamed with laughter when Esther Skyped her son to show me how it works. ‘Seeing my friends and allowing me to lip read via the computer, WOW, I’m going to give that a go!”

**Please also see following case study from Cornwall:**

<http://www.superfastcornwall.org/business-user>

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