



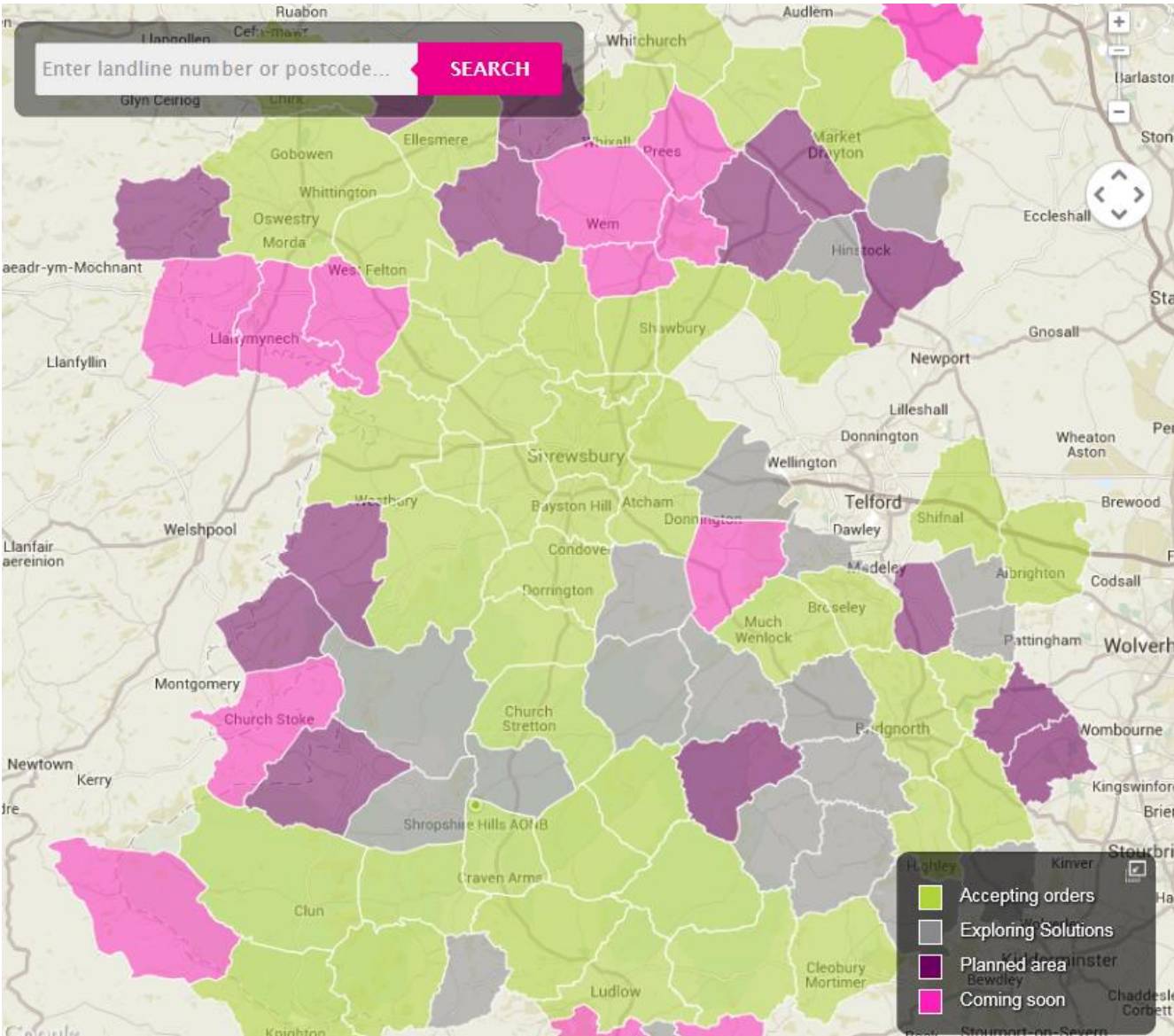
As of 7 May 2015...
33,428
 homes and businesses
 have been fibre
 enabled thanks to
 Connecting Shropshire.

Make the Switch!
 To discover what fibre can do for you, you must opt-in by contacting your ISP

Bi-monthly Update

A roundup of what's been going on in the programme during March/April

44 exchange areas are now 'accepting orders' with one or more cabinets providing fibre broadband



Our online map and checker makes it easier for you to find out about the availability of fibre broadband in your area, and at an individual premises level. See: <http://connectingshropshire.co.uk/when-and-where/>

Some premises in these 44 exchanges have access to fibre broadband from Connecting Shropshire:

- Albrighton
- Bayston Hill
- Bomere Heath
- Bridgnorth
- Bromfield
- Broseley
- Bucknell
- Calverhall
- Chirk
- Church Stretton
- Clee Hill
- Cleobury Mortimer
- Clun
- Craven Arms
- Cross Houses
- Dorrington
- Ellesmere
- Great Bolas
- Hadnall
- Halfway House
- Hanwood
- Harlescott
- Highley
- Leebotwood
- Little Brampton
- Ludlow
- Market Drayton
- Montford Bridge
- Much Wenlock
- Munslow
- Nesscliffe
- Oswestry
- Pontesbury
- Quatt
- Queens Head
- Seifton
- Shawbury
- Shifnal
- Shrewsbury
- Stoke St Milborough
- Upton Magna
- Whixall
- Worfield
- Yockleton

If you are still unclear about your own projection please email the team at connecting.shropshire@shropshire.gov.uk

Fibre in Focus

A local resident in Astley has just upgraded to a fibre broadband package and is now able to connect multiple devices



including internet-enabled TV to the internet at the same time all thanks to upgrading from copper to fibre.

They immediately noticed a big difference in the quality of the programmes on their TV, their iPad is much faster, and uploading photos to Flickr is now instant.

But did it cost a lot more? No! This happy customer was able to upgrade to a package with their internet service provider that includes phone line, most calls and superfast fibre broadband for marginally less than they were paying previously!

St. Mary's Church in Astley with the new fibre-enabled cabinet in the foreground

Use a comparison website to check out the latest deals, for example: <https://www.cable.co.uk/connectingshropshire/>

FAQs

Here are some frequently asked questions (and answers) that we often get asked about the nitty-gritty of the programme:

- What happens if I live a long way away from my cabinet – how will it affect my speeds?

We are looking to include those premises that get speeds of less than 15mbps in our procurement specification as part of Phase 2. This assumes that there are no commercial providers offering superfast speeds serving these areas. The further away from the cabinet you live the slower the speed of your broadband will be, because the final leg of the journey is over the existing copper network. If your premises are within 3kms of copper line length from the cabinet, you should still be able to get faster download speeds. For more information click [here](#).

- Why are you doing the areas that already have a good speed of broadband before the more remote areas? The fibre optic network must be built from points where it is already present outwards – to lay fibre initially in the very remote areas would be counter-productive because to benefit from faster speeds, the fibre needs to connect up to the network. This means starting in the towns and building outwards. Whilst it is sometimes possible for premises with reasonable speeds to upgrade early on, it is not always the case and these premises have not been prioritised as such. Often cabinets stood in suburban or semi-rural areas have allowed businesses and residents on very low speeds to upgrade.

- What happens if I don't get superfast broadband?

All premises in the programme area should benefit, either by having access to fibre based broadband, or from the availability of improved broadband speeds over alternative broadband technologies. All premises in the Connecting Shropshire programme area will be given access to a basic level of broadband (a minimum of 2Mbps) by the end of the programme.



Fibre broadband is now available to homes and businesses in Stoke St Milborough

- What's the difference between Phases 1, 2 and 3?

Phase 1 refers to the current contract with BT to deliver faster fibre broadband to over 63,000 premises in the Shropshire Council area by the end of 2016. The Government's commitment is to provide 90% of the UK with superfast broadband by the end of Phase 1. All premises in the intervention area are guaranteed a 2Mbps solution by the end of Phase 1.

Phase 2 builds off the Phase 1 network delivery with an aim to provide faster fibre-based broadband to even more homes and businesses in Shropshire. Shropshire Council is currently undertaking a tender process. We anticipate, should the process conclude successfully, that a Phase 2 contract will be signed by the summer, although any work on the ground is unlikely to start until we have finished Phase 1 in winter 2016. The Government's commitment is to provide 95% of the UK with superfast broadband by the end of Phase 2.

Phase 3 refers to the final 5% of the UK. BDUK are currently running a number of [market trials](#) to test the best way to deploy technologies and finance these hardest to reach communities.

- I live in Shropshire on the border but my exchange is not in Shropshire, will I miss out?

No. If you are in the programme area you are included in the Connecting Shropshire programme irrespective of the location of your service infrastructure (exchange, cabinet etc.) If you'd like to find out more about similar broadband programmes in the bordering counties, there are links to this information on the related links page [here](#).

These FAQs and more are on our website, see: <http://connectingshropshire.co.uk/faqs/>

Optimising Business Broadband (OBB)

The Optimising Business Broadband (OBB) project is nearing its end and only has 3 more events:

- [How to make your IT project succeed](#) (Change Management) Thursday, 14th May from 13:00 to 17:00 at Business Solutions Centre, Wolverhampton Science Park, WV10 9RT
- [#Socshrop Getting Social in Shropshire](#) (Digital Technology) Wednesday, 20th May from 18:00 to 20:00 at [St Nicholas Cafe](#), Shrewsbury
- [Email Marketing and SEO for your SME](#) (Intermediate – Advanced) Thursday, 21st May from 8.30 to 15:15 at [RAF Cosford Museum](#)

Are you looking for free opportunities and advice to promote your business? Are you interested in taking advantage of fibre based broadband? Would you like to boost productivity, reduce costs and start to use new technologies? OBB is still offering free 1:1 consultancies to eligible SMEs so if you are interested, give us a call... Time is running out!

FREE downloads, YouTube videos on The Cloud and more on our website: www.optimisingbusinessbroadband.co.uk

Telephone: 01785 827600

Twitter [@obbshropstaffs](#)

LinkedIn: [optimisingbusinessbroadband](#)

Business feature - Hobsons Brewery

Hobsons Brewery in Cleobury Mortimer recently upgraded to fibre broadband and we met up with their Commercial



Reuben Crouch outside Hobsons Brewery

Director, Reuben Crouch, to find out how they had found the switch in the early days. “The biggest difference was the speed of uploading data,” Reuben explained shortly after meeting. “We’re seeing speeds pushing 40 mbps now on the downloads, but the upload speed has been really dramatic – it’s gone up from 0.5 to about 8 mbps, which has been a revelation. The issues weren’t stopping us working – but what they were doing was really slowing us down.”

“Ultimately what it’s allowed us to do is free up time, and our staff have become more efficient as a result [of the faster speeds] because they can finish the job quicker and move onto something else. The more efficient the workforce is, the more you can deliver without increasing your business costs, and as a result you can be a lot more ambitious and achieve a lot more in your time.”

For the full story, go to: <http://connectingshropshire.co.uk/2015/04/fibre-in-focus-hobsons-brewery/>

Women and Broadband project

Women in Rural Enterprise (WiRE) ran the hugely successful Women and Broadband project on behalf of Connecting Shropshire. The project ended in March, but we’re in the process of applying for funding to continue to develop this theme. The £75,000 cost of the project came from the Government Equalities Office and Broadband Delivery UK and enabled WiRE to deliver 18 events to support and train female entrepreneurs in a range of ICT subjects, from Website in a Day to Video for Business. The project was well-received by local business women, with 190 benefiting from the project. More information about the project is available on <http://www.wirechallenge.org/>

Contact Details



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