Borders Broadband

Join the campaign to bring high-speed broadband to rural Gloucestershire www.gfirst.co.uk/broadband

Fast broadband could transform the way you and your family live, work, learn and play.

Parts of rural Gloucestershire have some of the slowest internet speeds in the UK. Borders Broadband is a partnership of local councils, communities and businesses working to persuade commercial broadband suppliers to invest in bringing high-speed broadband services to our rural areas.



We have to prove that there is real demand for high-speed broadband from people living, learning and working in our rural communities. This is where you can help! Please take five minutes to complete our surveys:

Household: www.gfirst.co.uk/broadband

Business: http://bit.ly/betterbroadband

Printed questionnaires may be delivered to your home by local broadband champions or available at your library. The questionnaire is intended to be accessible to all. If you need assistance, please contact Chris Cowcher at Gloucestershire Rural Community Council on **01452 528491**

Why we need high-speed broadband...

No. 1

SHOPPING & SAVINGS

- Access to high-speed broadband in rural areas will help families and elderly people research the best shopping deals and cut household bills. Hundreds of pounds can be saved by paying energy and other bills online
- Living in a rural area with limited bus services no longer limits where you shop – order online and the world is your shopping mall
- Estate agents say more home buyers are looking for high-speed home internet connection for pleasure, learning and business, when looking for a new home



"It's a real opportunity for people to join forces and have their say. Let's see what we can do to make it happen!" Broadband Champion Hylary Kingham

JOBS & WORK

- Web technologies and reliable high-speed broadband mean rural businesses can compete on a level playing field nationally and internationally, cutting business running costs and finding new customers and business partners around the globe
- High-speed broadband can create new ways of working, helping people to run businesses from home, selling online, cutting commuting costs and increasing flexible working
- Searching for work, products or services, researching markets, checking regulations and keeping up to date with business news is increasingly reliant on a high-speed broadband connection – as is paying VAT, taxes and complying with government regulations



"It's a tough marketplace out there. To compete, we have to have the same access to fast broadband as people in London or Birmingham." Chris Kenny, GKA Ltd

Working together to bring high-speed broadband providers to Gloucestershire and Herefordshire www.gfirst.co.uk/broadband bordersbroadband@herefordshire.gov.uk



Gloucestershire





WHY WE NEED HIGH-SPEED BROADBAND...

HEALTH & WELLBEING

- Specialist medical services are becoming concentrated in large urban hospitals. High definition video via high-speed broadband can link consultant, local GP and patient, cutting waiting time and patient travel from rural areas
- At risk' patients can have their vital signs monitored remotely via the internet, giving them 24-hour access to specialist care, while staying in their own homes
- Staying in touch with friends, loved ones and health care services online can help people to live at home longer, saving expensive hospital or residential care
- Medical help and advice is available year round 24/7 online during the swine flu epidemic 2.7m people used the NHS Direct online symptom checker

FAMILY, FRIENDS & FUN

- With high-speed internet access, you can download movies, music and games of your choice, quickly and when you want them
- Keeping in regular touch with friends and family wherever they are – will be increasingly possible without leaving your home, using video links best viewed with high-speed broadband
- Organising your social life, researching and booking travel, accommodation, films, restaurants, exhibitions, concerts and so on is increasingly frustrating without fast web access
- Social networking, sharing videos, photos and music, playing online games – even looking up the name of that strange insect you saw in the garden – is much more accessible with highspeed broadband

EDUCATION



"The main reason I'm doing this is for my three-year-old daughter, because when she goes to school, she won't be able to get the most out of it unless she has access to faster internet." Broadcaster and writer, Broadband Champion Toby Murcott

- Schools and colleges increasingly expect homework and coursework to be submitted online – and access to the internet is essential for research at home for all students. Reference books are being replaced more often with online multi-media resources for home study, or downloadable onto 'e-readers'
- Schools increasingly communicate with students and parents via the internet, and high-speed broadband can help them link to other schools locally, nationally and internationally, sharing resources

The world's leading university and colleges are offering more online courses and qualifications

TRAVEL & PUBLIC SERVICES

- Rising fuel costs will increase the pressure to travel only when absolutely necessary; broadband-based video conferencing can replace many journeys to meetings, whether in the next town or across the globe
- With both national and local government squeezed financially, the public sector is turning to the internet to make delivering a range of services more sustainable
- Whether interacting with Whitehall or your local Town Hall, the internet will play an increasing role in our democratic processes

What broadband speeds mean

Broadband speed is the rate at which data is sent (uploaded) or received (downloaded) through your connection. It is measured in kilobits per second (Kbps) or megabits per second (Mbps). The best way to understand all this is to look at what different speeds allow you to do on the Internet.

At 512Kbps you can:

- load a typical web page in 1.6 secs
- download a 5-minute song in 1 min 30 secs
- stream* low quality video

At 2Mbps you can:

- load a web page in 0.4 secs
- download a song in 20 secs
- stream medium quality video

At 8Mbps you can:

- load a web page virtually instantaneously
- download a song in 2.5 secs
- stream TV guality video

Source: www.broadband.co.uk

* Streaming means your computer can play music or video while it downloads.

There are several websites you can use to find out your current broadband connection speed. The BBC has one at http://bbc.in/broadbandtest