

Superfast Northamptonshire:

Demand Registration Survey

Northamptonshire has a vision to be at the leading edge of the global digital economy. The Superfast Northamptonshire project is helping us to achieve this vision.

The internet is transforming the way that we live, work and play. It is driving business innovation and growth and ensuring that people can access services.

Unfortunately not all businesses and communities are able to take advantage of these opportunities. Whilst some areas are able to access superfast broadband and a range of digital services, others have a very poor broadband service and struggle with the most basic of internet functions.

Northamptonshire County Council is leading the Superfast Northamptonshire Project to help roll out access to superfast broadband for all businesses and homes by 2017.

The County Council would like to hear from local businesses in Northamptonshire to understand your needs for superfast broadband, the quality of current access, and to help raise awareness about how superfast broadband can help to transform business models and access to customers.



How to complete the Business Survey

The survey will take about 5 minutes to complete and is available on line at www.surveymonkey.com/s/nccbusinessbroadbandsurvey

Alternatively, a hard copy can be requested from:
bigidea@northamptonshire.gov.uk

THE DEADLINE FOR THE COMPLETION OF THIS SURVEY IS 30 SEPTEMBER 2013.

For more information about the Superfast Northamptonshire Project please visit:
www.superfastnorthamptonshire.net

The County Council is encouraging all businesses in Northamptonshire, large or small, to complete our broadband survey. This will help us to compile essential evidence of demand for the take up of superfast broadband services, including identifying demand 'hot spots'.



Evidence of demand for the take up of Superfast broadband can be a key driver to support the commercial case for investment in network deployment. The County Council will compile the survey results and make these available to the telecoms market in the Autumn as part of the Northamptonshire Next Generation Strategy approach.



Benefits of Superfast Broadband for Businesses

Superfast fibre broadband will have a massive impact on the way we work – whether in an office, remotely or at home. It has the ability to enable business to transform their business processes, secure efficiencies, access new customer bases and markets and to drive innovation.

It will change the way we live.

Superfast broadband is essential for regeneration and making Northamptonshire the destination of choice for businesses in the future.



Social Media

Social media accounts such as LinkedIn and Facebook are used for everything from organising events to product promotion. It also has the ability to connect people and brands across the world, creating a huge global network of people. Businesses can use the network to connect with new and established customers and add value – using competitions, 'how to' videos and review sites.

'Cloud' based services

Providing a host of benefits including increased capacity, server storage, saving costs, and enabling business to interact more efficiently with customers.

Online file sharing

Get instant access to shared online workspaces and take collaborative working to a whole new level.

Media-heavy files

You won't have to wait ages to download large, media-heavy files.

Increase efficiencies - Including reducing the need to travel through tele or video conferencing.

Increase innovation – Through applied technology.

Access new domestic and global markets – through website and internet enabled marketing promotion and data transfer.



Superfast Business Initiative

The County Council will be launching its Superfast Business initiative later in 2013. This will provide help to enable business to better understand how the take up of superfast broadband can improve business performance, including workshops, mentoring and the availability of small grants.

If you would like to be notified when the initiative is launched please provide your email address when completing the broadband demand survey.