



Fighting The Downturn



Herefordshire Business Matters

Fast Broadband Pilot for Herefordshire

The Chancellor, George Osborne, announced on 20th October that Herefordshire (with Forest Dean and some border areas of Wales) would be included as one of 4 rural pilot areas for fast broadband. The full details of the scheme will be established over the coming months, as many of the details will depend on a competitive procurement process. However, the focus is on a fast broadband service of more than 20Mb download and similarly fast upload delivered at people's homes and business premises, and this will require a fibre optic cable infrastructure as a basis, even if fibre is not used in the final link.

The area in Herefordshire being considered for the pilot is shown above, but the actual pilot area will depend on a lot of factors, including the amount of money that is actually invested (by the Government and the service provider), the numbers



of homes and premises that can be given a faster service, the technologies used to deliver the broadband service, the speed of service to be provided, the operational cost and lifetime of the infrastructure and the cost and range of service choice for the end user. These factors will all be taken into account in the EU tendering exercise to be undertaken next year. It is therefore

impossible to say exactly how big the initial pilot area will be. However, the Council's intention is that the pilot will only be the first phase of providing a fast service to the whole county within

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Please forward any good news stories or details of opportunities for inclusion in future editions to Economic Development Herefordshire Council, Email: economicinvestment@herefordshire.gov.uk



Further Broadband Updates for the County

Fast Broadband Pilot continued...

the next few years, and the ease and speed with which providers can do this will also form part of the evaluation of tender bids.

Early indications are that the pilot could have a community element. Providers may be asked to install fibre optic connections to centres in the pilot area and local network providers and community organisations then given the opportunity to undertake the local distribution of the broadband connection by wireless, fibre or other means to homes in their community. To assist in this it would be helpful if every village and town conducted its own survey to get a measure of the likely residential and business demand. If you would like to do a survey either contact your Herefordshire Councillor or visit www.fastbroadband4herefordshire.org.uk. FB4H will provide a questionnaire personalised to your community and will analyse the data you collect. Where the project team can point to a strong demand for a fast service this could influence the business case for providers and may help the area concerned to be included at an early stage - so it is useful to identify and generate demand in your local area.

BT Race to Infinity

You may already be aware that BT are running a campaign called Race to Infinity that is enabling individuals to register their area as being interested in better broadband cover. Over the next five years BT is rolling out superfast fibre optic broadband across the UK and five areas with the largest percentage of votes by December 31st 2010 will win the chance to bring superfast broadband to their area. BT will also donate £5,000 of computer equipment to a local community project. The interesting thing here is that it is "percentage of votes" that means even those areas with small exchanges are in for a chance.

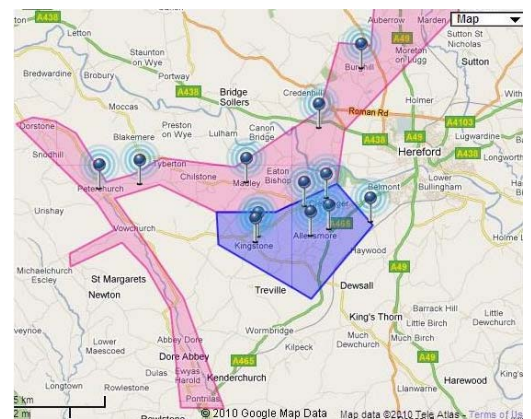
The website is very straight forward and apart from some no / yes questions all that is needed is a postcode. This can be done from any computer and can enter multitudes of postcodes.

As many residents as possible are encouraged to register, especially as there is an overall take up rate for the county. This of course will add more weight to our evidence for better Broadband coverage and increased speed in the county.

Voting is via the website www.racetoinfinity.bt.com.

Wireless Broadband Services in Herefordshire

In the north of the county Airband Community Internet is providing a wireless broadband service with up to 16Mb speeds in the Ludlow, Leominster, Tenbury Wells triangle, funded through the RRZ using EU money. The first connection was St Michaels College in Tenbury Wells, at the end of October, and the main transmitters are all now in place.

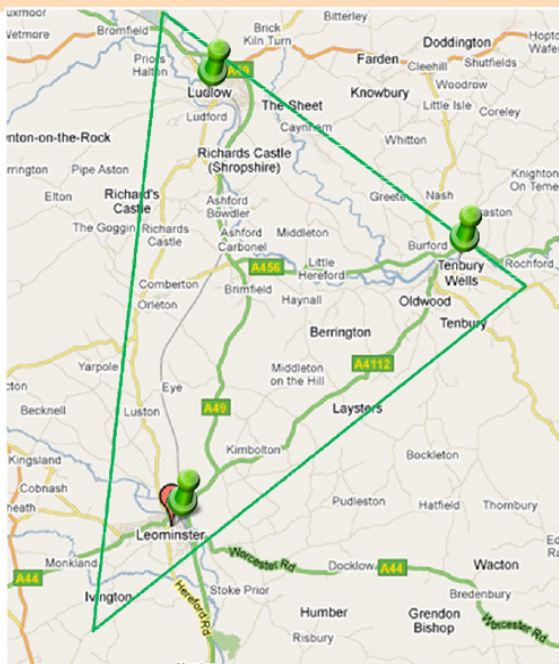


The service will be capable of being extended beyond the initial triangle once Allpay Broadband is in the process of extending its wireless broadband service across the county, making use of transmitters in church towers. Allpay currently provides wireless broadband in Kingstone and Allensmore, and is extending its reach into the Golden Valley and round to the west and north of Hereford, from Peterchurch across to Marden, before

Christmas. There will be further expansion into other areas over the next 6 months. Their website is <http://www.allpaybroadband.com/> and Allpay can also be contacted on 0844 557 8322.

BT is still the main broadband provider in Herefordshire, but apart from Allpay and Airband, other wireless broadband providers in the county are Lingen Community Broadband (lingenbroadband.blogspot.com), Loop Scorpio around Ledbury (www.loopsorpio.net) and Firstmile in the rural areas around Kington (www.firstmile.co.uk). The other alternative is satellite broadband and a number of companies can offer this.

For more information contact Alan Ronald, Senior Economic Development Officer, 01432 260177



New loyalty card “Truffle Herefordshire” launched

Following on from an idea from local business people Heather Gorrige, of Wiggly Wiggles Herefordshire, Luke Conod, of FIT Hereford, and James Smith, of Stagecoach Restaurant, Hereford, a new loyalty card for independent Herefordshire businesses has been launched.

It is the first scheme of its kind in the UK and will offer its cardholders exclusive treats and offers, along with invitations to new product launches as well as exclusive Truffle Cardholder events. Within 1 Week of launch we will have signed up over 1000 people which is 1% of the population of the county that is a faster sign up rate than when Tesco Club Card was launched!

A Sign up competition is being run where anyone who signs up for a Truffle Card before January 31st 2011 will be entered into a draw with the chance to win £5000 worth of Treats from Herefordshire Businesses! Customers will be able to sign up for the scheme at any of the 180 and growing fast! Shops, restaurants, bars, pubs, nightclubs



across the county.

Customers will also be able to sign up on line at www.truffleherefordshire.co.uk and their card will be sent to them in the post. They will also be able to fill in the application form in the comfort of their own home and post it to Truffle Herefordshire’s Free Post address; it really could not be easier

A weekly email of offers from the participating businesses which will be collated by Truffle Herefordshire, and sent to cardholders, this will be backed up by a website and viral marketing using Twitter and Facebook. Council and Hereford City partnership.

FIGHTING THE DOWNTURN



Truffle Herefordshire continued...

Businesses will have shared access to the truffle card holders to promote their business to them, and they will be part of a scheme that just aims to redress the balance from huge corporates to smaller local businesses. Business sign up is available before December 31st 2010

Truffle Herefordshire is a social enterprise that has been driven forward by the Private Sector and has been made possible with support and funding from Herefordshire

Herefordshire Young Enterprise

On Saturday 11th December, 6 Young Enterprise companies took part in the annual Christmas Trade Fair at Maylord Shopping Centre Hereford. Majiq from Herefordshire College of Technology won 1st prize with



their unique shirt roller. In joint second was Kit Nation from Kingstone High School selling bespoke printed T shirts and Scenic Snaps from Hereford Sixth Form College selling a range of products illustrating the beauty of rural Herefordshire.

The Young Enterprise charity aims to encourage youngsters to develop the skills and attitudes required for enterprise with the help of volunteers from their area. Their variety of programmes are aimed at young people aged 4 to 25 years. Young Enterprise is currently working with 8 schools and colleges throughout Herefordshire and with your help would like to expand this further.

As a Business Adviser you will receive full training on our programmes and will take part in fun and inspirational activities. If you are interested in becoming involved with Young Enterprise by providing financial support or volunteering as a Business Adviser please get in touch with Julie Pond on 07960060436 or e-mail: julie.pond@yewm.org.uk

Quarterly Economic Bulletin

The Herefordshire Council Research Team produces on a quarterly basis an Economic Report. This report summarises a variety of economic information relevant to the County.

The bulletin for November 2010 includes sections on:

- Labour market statistics
- Unemployment
- Private and public employee numbers
- Home based businesses
- Property prices

This information can be viewed here:

<http://www.herefordshire.gov.uk/factsandfigures/QER.aspx>

This E-newsletter has been put together by the Economic Development Team, Herefordshire Council, PO Box 4, Hereford, HR4 0XH
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