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RURAL BROADBAND

Help bring broadband
to your community

defra 

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Information technology is transforming our world. It is as crucial to our economy, prosperity and life chances as steam was to the first Industrial Revolution.

Broadband is now a vital part of the next stage of this remarkable revolution. By speeding up communication and removing physical barriers to knowledge, it is opening up immense new opportunities in almost every area of our lives.

Despite real progress in recent years, however, too many people and communities remain excluded from the full opportunities of the new information age. Rural communities, in particular, can find themselves on the wrong side of the digital divide which is damaging to the health and prosperity of our society.

The Government is determined to play its full role in putting this right. Through our £1 billion investment to connect up schools, hospitals and other public institutions and services, we are encouraging the provision of broadband to rural areas across the country.

But it is the involvement of local communities themselves, working with both the private and public sector, which is the most effective way of extending broadband. This toolkit is designed to help them meet these challenges and ensure in the next few years that the opportunities it provides can be enjoyed by the many and not just the few.

A handwritten signature in black ink that reads "Tony Blair". The signature is written in a cursive style and is underlined with a single horizontal line.

TONY BLAIR
PRIME MINISTER

What is broadband?

Simply put, broadband gives you exceptionally fast access to the internet. Your computer is constantly connected, so you can conduct business or access information and entertainment instantly.

The change is more dramatic than it sounds. It's like replacing an unsurfaced, single-track road with a dual carriageway.

Basic broadband packages can be up to ten times faster than a standard connection, which means you can download large files in a matter of seconds. Unlike normal modem connections, with broadband you can use your phone at the same time as the internet. And, because you pay a flat fee, you don't have to worry about running up a big internet bill.

This speed and convenience alters the way people use the internet and opens up a host of new possibilities.

It dramatically levels the playing field for rural businesses, giving them access to a huge range of new services and allowing them to cut costs, improve efficiency and offer a better service to customers.

For families, the frustration of a dial up connection will finally be replaced by the internet as it should be – fast, interactive and unmetered. And that means everyone can work or access education, entertainment and shopping at home without blocking up their telephone.

Above all though, broadband can be a powerful engine of regeneration. It can help bring the benefits of the internet to everyone while preserving all that's best about rural Britain.

Can you get broadband? Check now!

Use the *UK online for business* broadband checker to see what services are available in your area.

www.ukonlineforbusiness.gov.uk/broadband

The state of play

There are three common **misconceptions** about broadband:

- It is only available in urban areas.
- If BT doesn't offer it, you can't get it.
- It's prohibitively expensive.

AVAILABILITY

BT announced in November that it plans to provide broadband access to **ALL** communities by 2005. Eighty per cent of households can already get it. The challenge is greatest for those in rural areas.

SERVICE PROVIDERS

When people think of broadband, they tend to think of ADSL. This is the service that BT and others provide where telephone exchanges are upgraded to offer broadband through existing telephone lines. To get ADSL, you need to live within 6km of a broadband-enabled exchange.

However, there are lots of broadband companies and numerous methods of getting broadband. This means that even if you can't get ADSL, you aren't stuck – you just need to explore alternatives like satellite or wireless broadband or discuss partnership possibilities with your RDA (Regional Development Agency) that could bring ADSL to your area. (You can read more about the different types of broadband on p16.)

COST

Getting and using broadband isn't necessarily expensive. While some types of broadband require investment in new equipment, in many cases the cost of getting access is modest; it simply requires the time and effort it takes to demonstrate that there is a demand.

As for ongoing costs, broadband is often only marginally more expensive than using a standard modem. For heavy internet users it can even be cheaper than modem access. The 'Could broadband save you money?' section on page 12 will help you compare the costs.

Read on to find out the benefits that broadband could bring to your business, family and community.

“Broadband has a great deal to offer to all rural communities across the UK. It is helping fulfil the promise of the internet to improve the way we live, work, learn, and enjoy ourselves. I am committed to seeing that every community in the UK is given the opportunity to enjoy the advantages that new technology can bring. I hope that this toolkit will give rural communities the confidence and information they need to pursue the opportunities that broadband has to offer.”

Stephen Timms,
Minister of State for Energy, e-Commerce and
Postal Services, Department of Trade & Industry



What it could mean... for business

There are sound business reasons for getting broadband. The simplest is this: a 1Mb file that would take three minutes to download with a modem takes less than 20 seconds with broadband at 512 Kbps. This improved speed, combined with the constant connection, means you can use a whole range of online technologies that aren't available to those using a standard modem.

Of course, the actual results will depend on how you use broadband and on the other systems you put in place. In general though, companies have used broadband to produce:

COST SAVINGS

Broadband's flat fee structure can cut internet costs for companies who spend just a few hours online each day. It can also cut telephone bills by moving much of your communication from phone and letter to e-mail.

By being able to exchange more information, collaborate online and use technology like videoconferencing, you could spend less on couriering documents or travelling to meetings. Doing more business online could also help reduce the paperwork, as many tasks like handling transactions and ordering stocks can be automated.

GREATER EFFICIENCY AND COMPETITIVENESS

Being online permanently has the potential to streamline your business processes. Information could be passed automatically from your website to back office systems, speeding up response and processing time.

IMPROVED SERVICE

With a constant internet connection, you could foster closer relationships with customers and business partners. You could offer new services like round-the-clock access to account information; clients could review and approve work online; and you could let business partners use your data to improve their planning and offer a more responsive service. Broadband also lets you use your phone while being online, which means, for example, if a customer phones up and asks for a document or presentation, you can send it by e-mail and talk them through it. Likewise, if someone has a question about your website, you can guide them through it click by click.



Assess your needs: for more on what broadband could mean for your business, use the self-assessment tool on **www.scottish-enterprise.com**. Answer some questions about your technology use and it will show where your business will benefit.

IMPROVED FLEXIBILITY

A broadband connection can help you access a wide range of outsourced services over the internet, like accounting or distance learning. You could give mobile or home working staff remote access to your network, reducing the need for office space and letting you offer more flexible working arrangements. The result of this is a reduced emphasis on location: businesses can grow and stay in rural communities. It is even possible that companies could relocate to rural areas – which means unused farm buildings could be converted for office use, bringing new sources of income.



What it could mean... for households

Broadband can offer families the best of both worlds: you can be in touch without being in town. The possibilities are huge. They include:

BETTER LIFESTYLE

Depending on your job, you might be able to work from home more frequently. This could mean less commuting and less dependence on transport links. And, when you're not working, online shopping, entertainment and education give you access to everything on the high street without having to head into town.

SUPPORT FOR FAMILIES

Families with young children might find that a broadband connection lets them work more flexibly – allowing them to work from home and arrange their hours to fit with school times. And, when children are home, broadband can give access to a huge range of educational material – supporting schooling and making learning a more interesting experience. Increasingly too, adult education resources are becoming available online.

With improved job and entertainment opportunities, broadband might also encourage young people to stay in local communities, instead of moving to towns and cities. Likewise, young families or the elderly needn't feel cut off – as well as

instant access to e-mail, broadband users can send photo, audio and video messages quickly and easily.

Finally, broadband frees up the phone. You can use the internet and the telephone at the same time, meaning you're always contactable when you or others in your household are online.

LEISURE OPPORTUNITIES

All the latest films, music and games are available online if you have broadband.

UP-TO-DATE SOFTWARE

With an always-on connection, software like virus checkers and music players can automatically download the latest updates and improvements. This means you have greater protection against viruses and more reliable software with the latest features.

REDUCED PHONE BILLS

As well as being a lot faster, broadband can be cheaper – especially if you use the internet for more than an hour or two a day. You may find for example, that you no longer need a second telephone line or an ISDN line.



SUCCESS

ADSL BUSINESS-COMMUNITY PARTNERSHIPS

ACTNOW is a partnership between the South West RDA, BT, Cornwall Council and a host of other local organisations that was formed to bring ADSL to Cornwall. Thanks to Cornwall's Objective One status as an economically underdeveloped area of the EU, **ACTNOW** has been able to keep prices low: business packages start from £19.99 – about £10 cheaper than commercial packages – and the cost of installation is refunded. In less than a year it already had 9000 users including 3000 business users. One of the subscribers, Creative Edge design, said: "We don't ISDN things any more – we just use e-mail – and instead of spending 20 minutes on a website accessing and downloading information, we can now do it in a fraction of the time." **ACTNOW** Project Director, Nigel Ashcroft, says: "It's not just about the speed; you need to communicate the potential uses and benefits of it." This example shows the power of partnership, which is taking root in other counties around the UK. www.actnowcornwall.co.uk



What it could mean... for communities

Broadband could help bring a new lease of life to rural communities. It could mean:

BUSINESS OPPORTUNITIES

By making companies less dependent on location and increasing possibilities for home working, it could help new business grow and create alternative job opportunities.

TOURISM

Tourism is one of the big success stories of the internet. Broadband gives communities the means to set up and maintain a website promoting their area. A simple description of an area, along with a bit about its history and contact details for local amenities can be a tremendously effective way of encouraging visitors. It could also promote local businesses to community members.

BETTER SERVICES

Schools and doctors' surgeries with broadband can access resources and expertise to deliver better, more efficient services and a richer education. Increasingly, banking facilities and official forms are available online. This can be a lifeline for rural areas that have lost bank and post office branches. It also offers an easier way for councils to involve people in local democracy, by making information available online.

SECURITY

Broadband makes it possible to run a CCTV system. With security and fear of crime a major worry for many communities, broadband can play a valuable role in making local streets safer.

MINIMAL DISRUPTION

Many broadband solutions don't require cable to be laid or masts put up. Broadband can be delivered in many ways, often using existing infrastructure to minimise the impact on the landscape. Other solutions, like wireless, can be run using dishes no bigger than a cricket ball – creating an almost invisible network.

SUPPORT FOR COMMUNITY LIFE

As well as benefiting businesses and families, broadband makes it easier for people to become involved with local groups – it's like having a local directory of activities and societies always open.

In fact, a broadband campaign could be the first step to rebuilding a sense of community civic pride.



SUCCESS

WIRELESS BUSINESS-COMMUNITY PARTNERSHIP

The Cambridge Ring North East project (**Carnet**) was set up by residents of several Cambridgeshire villages when it became clear that they were too remote for ADSL or cable to be viable in the near future. The project is an innovative partnership with a local company that was persuaded that there was a business case for leasing and running a wireless infrastructure on behalf of the village.

The project has residential and business subscribers with prices ranging from £30 upwards. Laurie van Someren, one of Carnet's founders, says: "Our approach appeals to people because this originates in the community rather than being imposed from outside."

www.carnet.uk.net

"More than any recent development, broadband has the potential to revitalise rural communities. By reducing dependence on population centres, it should increase investment, employment and choice without undermining the unique character of rural Britain. The DTI and DEFRA are committed to making affordable access to broadband a reality for every community."

Alun Michael,
Minister of State for Rural Affairs and
Local Environmental Quality, DEFRA

Could broadband save you money?

The benefits of broadband are real and measurable. In many cases, business and families can make clear savings on phone and internet bills. On top of this, there are a host of less quantifiable benefits such as greater efficiency, better service and flexible working.

WHAT YOU SPEND

People often dismiss broadband as too expensive without considering the full cost of their current set-up.

COMPLETE THE TABLE BELOW TO SHOW HOW MUCH YOU SPEND EACH YEAR ON DIFFERENT FORMS OF COMMUNICATIONS.

	Business	Household
Standing charge		
Voice calls		
Faxes		
Internet use		
ISDN		
Couriers		
Travel*		
TOTAL		

*to meetings (include lost productivity and travel costs)



WHAT YOU COULD SAVE

With a broadband connection, many businesses will have no need for a fax and ISDN line, and courier costs will be dramatically reduced. Other savings include:

Waiting time – research suggests that using a dial-up modem costs a business 125 hours per employee per year in waiting time.[†] Even if productivity is only £20 an hour, that's £2,500 per staff member a year.

Call costs – companies with broadband tend to make fewer calls and send e-mail instead. The unit cost of an e-mail using broadband is almost zero, compared with about 40p per outgoing telephone call. Even a 10% switch from calls to e-mail amounts to a substantial saving for most businesses.

Travelling – for businesses with only a few employees, the lost productivity from travel can be substantial. With broadband you can share information and collaborate online, reducing the need for meetings. Imagine you spend £20 travelling to each meeting and it is an hour each way. If you value your time at £20 an hour, a reduction of only one meeting a week would save about £1,000 in travelling costs and £2,000 in lost productivity over a year. Finally,

there is one other cost to consider, **the cost of not getting connected**. What might seem like a luxury today will be essential tomorrow. Broadband is the future; it offers a chance to help rural communities grow and prosper. It's too good an opportunity to miss.

SUCCESS

EARLY ADSL ADOPTERS

In September 2002, the village of **Todmorden** in West Yorkshire was the first in the UK to register enough people to pass their trigger level. In only ten weeks, 200 people registered their interest in ADSL. One of the key drivers in uptake was a concerted community campaign built around a website. Bruce Stanford of BT commented: "There is no doubt that local campaigns have helped drive demand." www.todtalk.com/adsl.htm

[†]Source: Datamonitor, 2002



◀ **BUSINESS EYE**
www.busesseye.org.uk
 Managed by the Welsh Development Agency, the Business Eye website provides an entry point for all business support enquiries for Welsh companies – offering information, signposting and telephone support.

▶ **UK ONLINE FOR BUSINESS**
www.ukonlineforbusiness.gov.uk
 Provides impartial practical advice on all aspects of business and technology. The site includes a section on the benefits of broadband and a 'broadband checker' telling you what services are available in your area.



▶ **SEEOFFLINE**
www.seeonline.net/broadband/communityselfhelp/
 Provided by the South East England Development Agency, SEEOffline offers a toolkit focused on helping communities get wireless broadband.



Broadband options

A standard modem has a connection speed of up to 56 kilobits per second (Kbps), which is a measure of how fast information is transmitted. Broadband is a generic term for any way of connecting to the internet at faster than 256Kbps.

ADSL (Asymmetric Digital Subscriber Line), as offered by BT and other providers, is by far the most common form of broadband. However, there are a wide range of options depending on your location, needs and budget. The table on the next page sets out the most commonly available options and gives some indicative prices.

SUCCESS

RESIDENTIAL ADSL

Over a year ago, before BT had even announced trigger levels for the local exchange, Chris Meirick started a campaign to bring ADSL to the residents of **Stanstead Abbott** in Hertfordshire. Part of the village had access to cable but for those that didn't, ADSL looked to be the cheapest option. Chris spread the word with a website, leaflets and by getting in touch with local and national press, his MP and with BT. In April 2003, the trigger level was set at 250 and then reduced to 200 in June. With a one-man campaign, getting people to register took time, but the trigger level was reached in September 2003. Chris is looking forward to getting broadband in January 2004. "People have to take action to get broadband," he says. "If you just sit back, nothing is going to happen." In November 2003, BT announced trigger levels for a further 2300 exchanges. In 32 areas, broadband campaigns mean that these targets have already been reached and they will get ADSL straight away – proving the power of community action groups like Chris's. www.pleasebt.co.uk













SUCCESS

NOT-FOR-PROFIT BROADBAND

Wedmore is an isolated village – too far from its nearest exchange to get ADSL. In response, civic and business leaders formed a not-for-profit company, '**Wireless Wedmore**', to buy and run a wireless broadband connection for the village. With advice and help from RABBIT (the Remote Access Broadband Inclusion Trail), wireless broadband was available inside 90 days at an annual cost of just £260 – much less than a leased line option. Director Angela Vivian says: "Broad-based community support is vital, but it's just as important to have a driving force – a small group who will put in the hours it takes to make it happen.

www.wirelesswedmore.org

The technologies below are listed in no particular order, as all have advantages and disadvantages. The Government is technology-neutral and believes that all technologies have a role to play.

Dial-up	ISDN	ADSL	Cable modem
			
<p>Description</p> <p>Standard modem and phone line set-up</p>	<p>Description</p> <p>You plug an ISDN adaptor into a standard phone line</p>	<p>Description</p> <p>The most common form of broadband, it uses existing telephone lines</p>	<p>Description</p> <p>Like cable TV, it is delivered through coaxial copper cables</p>
<p>Max download speed</p> <p>56Kbps</p> 	<p>Max download speed</p> <p>128Kbps</p> 	<p>Max download speed</p> <p>2Mbps</p> 	<p>Max download speed</p> <p>2Mbps</p> 
<p>Max upload speed</p> <p>32Kbps</p> 	<p>Max upload speed</p> <p>128Kbps</p> 	<p>Max upload speed</p> <p>256Kbps</p> 	<p>Max upload speed</p> <p>512Kbps</p> 
<p>Typical installation cost</p> <p>£40</p>	<p>Typical installation cost</p> <p>£75</p>	<p>Typical installation cost</p> <p>£50</p>	<p>Typical installation cost</p> <p>£30</p>
<p>Typical monthly cost</p> <p>£25 (for line and calls) for 56Kbps download speed</p>	<p>Typical monthly cost</p> <p>£25 for 128Kbps download speed</p>	<p>Typical monthly cost</p> <p>£20-£30 for 512Kbps download speed From £35 for 1Mbps+ download speed</p>	<p>Typical monthly cost</p> <p>£25 for 512Kbps download speed £40 for 1Mbps download speed</p>
<p>Advantages</p> <ul style="list-style-type: none"> - Tariff options can give predictable costs 	<p>Advantages</p> <ul style="list-style-type: none"> - Available to 97% of the UK 	<p>Advantages</p> <ul style="list-style-type: none"> - Most widely available form of broadband - Relatively cheap - Different packages available for home or business use 	<p>Advantages</p> <ul style="list-style-type: none"> - Relatively cheap
<p>Disadvantages</p> <ul style="list-style-type: none"> - Unreliable - Extremely slow - Not 'always on' 	<p>Disadvantages</p> <ul style="list-style-type: none"> - Technically only 'mid-band', ie, faster than a modem but much slower than broadband - Not 'always on' - Expensive, considering its speed 	<p>Disadvantages</p> <ul style="list-style-type: none"> - Only available within 6km of local exchanges that have been upgraded 	<p>Disadvantages</p> <ul style="list-style-type: none"> - Need to live in a cable TV area

Because most people download more information than they send, many types of broadband are 'asymmetric' – that is, they have different speeds for downloading and uploading information. The speeds quoted are maximum speeds per second; the actual speed will depend on the number of people with whom you are sharing your connection – the so-called 'contention ratio'.

Satellite (1 way)



Description

Uses a satellite to receive information and a telephone line or ISDN for uploading data

Max download speed

2Mbps



Max upload speed

128Kbps



Typical installation cost

£400

Typical monthly cost

£50 for 512Kbps download speed
£60-£300 for 1Mbps download speed

Advantages

- Wide availability
- Good for home use

Disadvantages

- Slow upload speed may be unsuitable for business use
- Transmission delays – 'latency' – can disrupt interactive services
- Weather can affect reception
- Ties up a telephone line

Satellite (2 way)



Description

Uses a dedicated satellite dish to send and receive information

Max download speed

2Mbps



Max upload speed

512Kbps



Typical installation cost

£900

Typical monthly cost

£60 for 512Kbps download speed
£60-£300 for 1Mbps download speed

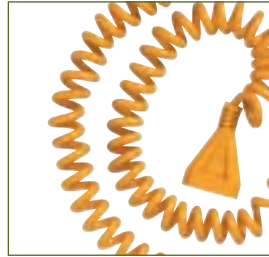
Advantages

- Wide availability, even in rural areas

Disadvantages

- Latency
- Variable reception due to weather

Leased line



Description

A private telephone line reserved solely for an individual business

Max download speed

2Mbps



Max upload speed

2Mbps



Typical installation cost

£500

Typical monthly cost

£250 for 2Mbps download speed

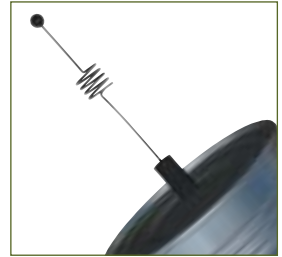
Advantages

- Exceptionally fast and reliable
- Excellent quality of service

Disadvantages

- Very costly
- Geographic restrictions

Wireless



Description

A collection of technologies that use radio signals to link computers

Max download speed

2Mbps



Max upload speed

2Mbps



Typical installation cost

£200-£400

Typical monthly cost

£30 for 2Mbps download speed

Advantages

- High bandwidth
- Mobile web access
- High media profile makes advice easy to come by

Disadvantages

- Technology is still in its infancy, so availability is limited
- Setting up a network takes substantial technical knowledge

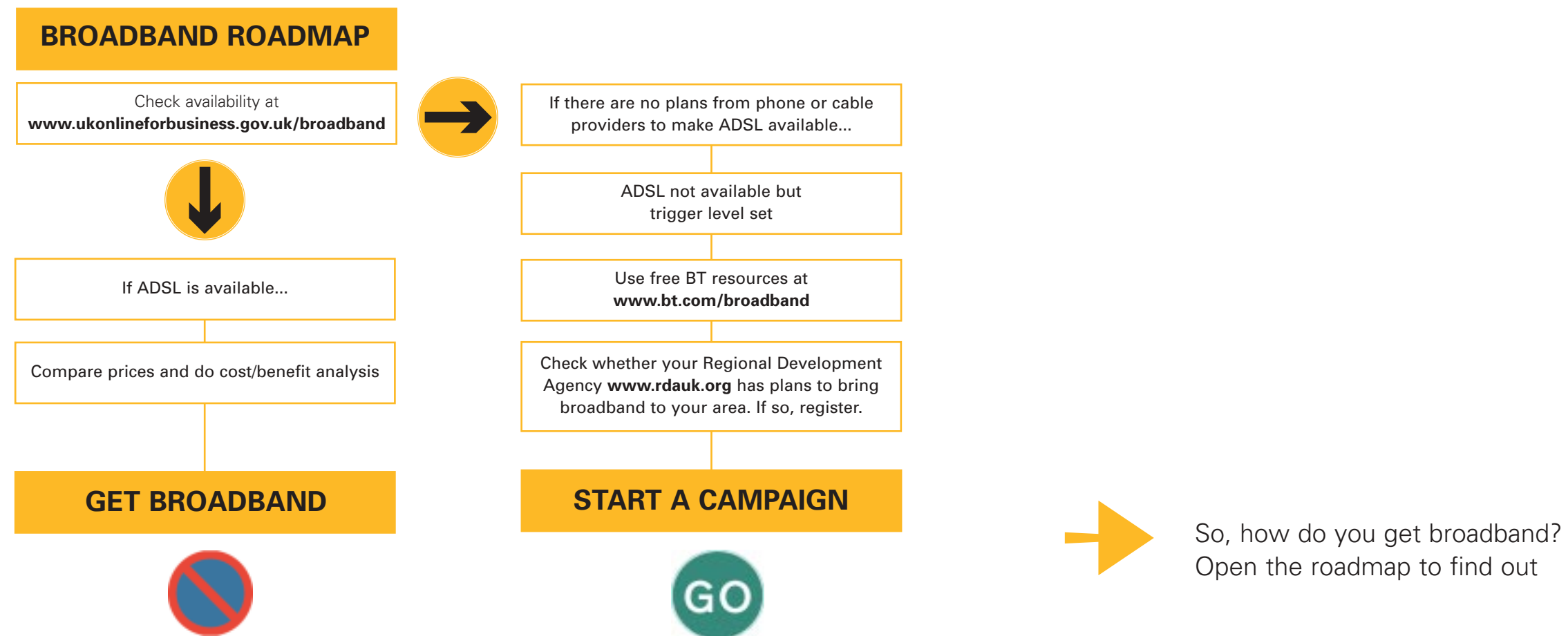
Getting broadband

Broadband is already available in large parts of the UK – which means for many people, it's just a question of assessing the different options. However, if no one is offering broadband in your area, you'll need to convince a provider that there is sufficient demand to make it worth their while.

Unfortunately, this isn't as simple or as straightforward as everyone would like. It can take a lot of time, effort and planning. Most of all, it requires everyone – local families, organisations and businesses – to pull together in a concerted community campaign. Sometimes the solution lies in partnership across several communities and being prepared to exploit satellite or wireless technology.

This roadmap is designed to help you plan and build a campaign. It's based on the experience of other successful communities, many of whom will be prepared to help and advise you.

Be prepared for setbacks and delays, but remember: the long-term benefits will make it worthwhile. Good luck!



LAY THE GROUNDWORK

RESEARCH

- Broadband at www.ukonlineforbusiness.gov.uk/broadband
- How other rural communities have benefited

CONSULT

- Providers to check how many people need to sign up

PLAN

- Identify which groups in your community might join your campaign



LAUNCH YOUR CAMPAIGN

ACT

- Form a broad-based campaign – involve business, councillors, school governors, young people etc
- Agree leaflet and poster messages and distribute them
- Start a website
- Hold a public meeting – there are presentations and speakers notes on our website to help



GET HELP

RESEARCH

- Define and profile your community and the ways they use telecommunications
- Look at security – with broadband you are always online so you need to take measures to prevent hacking, like having a firewall
- Identify the gaps in existing technology and IT skills; contact your local Business Link adviser if you need help

PLAN

- Find out how your community uses telecommunications

IDENTIFY NEEDS



ACT

- Lobby the local council, MP, business leaders and community groups
- Speak to local media
- Door drop leaflets and letters

SPREAD THE WORD



CONTACT

- A UK online for business adviser
- Local & county authorities or your RDA for advice or financial assistance
- Organisations like the Community Action Network and the Foundation for Social Entrepreneurs
- Other broadband communities and learn from their experiences

CHOOSE A SOLUTION

PLAN

- Consider things like geography, cost (upfront and ongoing), current bandwidth needs, and scalability
- Select the technology that best meets your community's needs
- Consider ways to attract telecom providers



APPROACH A PROVIDER

ACT

- Show them your community profile
- Explain the demand that exists in your community



KEEP UP THE MOMENTUM

PLAN

- It takes time – prepare for setbacks and persevere

CONSULT

- Report back to the community regularly
- Update your website

RESEARCH

- Stay up to date on new technologies, applications and legislation

CONSULT

- Continue to network with other communities to share ideas and lessons learned
- Share findings and lessons learned with local stakeholders

ACT

- Offer advice and training to latecomers



DON'T STOP NOW

You're on the right track



Congratulations

Further information

■ GENERAL ADVICE

- Your local Regional Development Agency – www.rdauk.org
- *UK online for business*, a DTI sponsored website with a broadband section – www.ukonlineforbusiness.gov.uk/broadband or call 0845 715 2000 to get details of your local *UK online for business* adviser
- Business Link, the national business advice service – www.businesslink.org
- Scottish Enterprise, Scotland's economic development agency – www.scottish-enterprise.com
- Highlands and Islands Enterprise Network promotes economic development in rural Scotland – www.hie.co.uk
- Business Connect Wales is an alliance of agencies providing business support – www.businessconnect.org.uk
- Invest Northern Ireland, the Northern Irish equivalent of Business Link – www.investni.com
- Find your local Chamber of Commerce – www.britishchambers.org.uk
- SEEDA's toolkit focused on wireless community broadband – www.seeonline.net/broadband/communityselfhelp/
- Broadband Wales, the Welsh Assembly's broadband plan, can be found at – www.broadband.wales.gov.uk
- OFCOM – Government Telecommunications Regulator www.ofcom.org.uk

■ BROADBAND GROUPS

- The latest broadband news – www.adslguide.org.uk
- The Access to Broadband Campaign promotes broadband internet access – www.abcampaign.org.uk
- BT runs a broadband campaign area – www.bt.com/broadband BT's Broadband Partnership website – www.btplc.com/broadband-partnerships/
- RABBIT, a joint project by RDAs to bring broadband to rural areas – www.rabbit-broadband.org.uk
- www.easynet.net/exchange-enable has a demand aggregation scheme for the public sector

■ SOCIAL ACTION GROUPS

- UnLtd helps people start up and run projects that deliver social benefit to their community – www.unltd.org.uk/home.php
- The Community Action Network is a relationship and IT-based mutual learning and support network – www.can-online.org.uk
- The London Social Enterprise Network sells a guide to legal structures for those considering setting up co-ops or other not-for-profit organisations – www.sel.org.uk/publications/publications_order_form.asp
- The Community Broadband Network – www.broadband-uk.coop will help to link together and provide coherent, reliable advice from a range of social enterprise and community broadband projects.
- Ruralnet – www.ruralnet.org.uk provides expert internet and ICT help and advice for rural communities.
- The Phone Co-op – www.thephone.coop aims to make cheaper telecommunications services available by purchasing collectively.

■ COMMUNITY GROUPS

- Communities Online focuses on the use of new communications technologies in communities and neighbourhoods – www.communities.org.uk
- 'Making The Net Work' aims to help get organisations or neighbourhoods online. The site includes a collection of tools – www.makingthenetwork.org
- ACTNOW in Cornwall – www.actnowcornwall.co.uk (Supported by European Funds – Objective 1)

■ CAMPAIGN LINKS

- EdenFaster, wireless networks in Cumbria – www.digitaldales.co.uk/edenfaster/index.htm
- Buckfastleigh broadband campaign – www.buckfastleigh.net/
- The Wireless Wedmore project – www.wirelesswedmore.org
- The Cambridge Ring NorthEast wireless network – www.carnet.uk.net/
- Connected Cheshire – www.cheshire.gov.uk/connectedcheshire/home.htm
- The Standstead Abbott campaign – www.pleasebt.co.uk

THE DTI AND DEFRA WOULD LIKE TO THANK THE FOLLOWING ORGANISATIONS FOR THEIR HELP IN DEVELOPING THIS TOOLKIT:

British Chambers of Commerce
Business Link Northants
Countryside Agency
Cooptel.net
DTI Social Enterprise Unit
East Riding of Yorkshire Council
East of England Development Agency
Federation of Small Businesses
Government Office East Midlands
Government Office Yorkshire & Humberside
Glasgow City Council
Local Government Association
Medway Council
North East Regional Development Agency
Northamptonshire Partnership
Ruralnet
Scottish Executive
South East England Development Agency
South West Regional Development Agency
UK online for business
Welsh Assembly

