

We're Connecting Cheshire

www.connectingcheshire.org.uk

October 2014

Superfast Paralympian welcomes superfast broadband

Britain's most decorated female Paralympian, Dame Sarah Storey, helped celebrate the arrival of superfast broadband in two Cheshire East communities as Disley and Poynton became the latest areas to join Connecting Cheshire's fibre-optic fast lane.

More than 1,500 premises in Disley and 4,800 in Poynton are now able to access faster internet speeds.

Disley resident Dame Sarah Storey said: "Fibre broadband will make a huge difference to us – we will be able to view and upload race and training videos much quicker, video conference our coaching clients without buffering and manage our women's cycling team Pearl Izumi Sports Tours International more efficiently."

[Read more](#)



Welcome to the fibre fast lane...

Disley, Frodsham, Knutsford, Poynton, Sandymoor and Utkinton.

Back to School

For many people, September was all about going back to school and here at Connecting Cheshire it's been no different. We focussed on the benefits of using fibre to "Learn More" across social media and with our latest Fibre Guys [Back to School video](#).

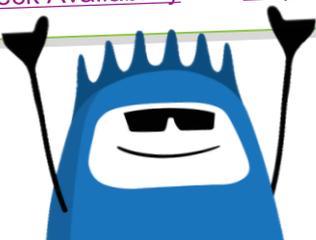


We also enlisted the help of teachers and students from Knutsford Academy to celebrate the arrival of superfast fibre broadband for over 700 additional premises in Knutsford.



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helping you do more



David's Story

David Flavell, of Congleton, is the Station Manager at Silk 106.9 the commercial radio station serving Cheshire East. Although a relative newcomer to fibre broadband, having previously not used a land-line at home, his recent switch has made a big impact since getting his telephone line upgraded to provide fibre broadband.

"I can now work seamlessly from home using Silk's Office 365 system and access files and emails via our cloud network. This makes better use of my time as I'm out of the office a lot visiting our advertisers so I can keep in touch with work whenever I'm at home; it's been a revelation – going from only using my mobile to having fibre at home for work and play!"

[Read more](#)



Connect

Our Superfast Extension Programme is due to start next year and aims to reach 99% of premises across Cheshire, Halton and Warrington with faster broadband by the end of 2017, more details available soon.

Sell

How strong is your online reputation? A recent study conducted by BrightLocal, showed that 90% of us use online reviews to determine whether or not a business is a good one. Furthermore, a whopping 39% use online reviews to determine the quality of a business on a regular basis.

Play

43% of tablet owners spend more time with their tablets than their TVs or PCs, and 84% spend most of their time playing games on them.

Shop

In 2000 British shoppers spent £800million online. Last year the total was £91billion and this year it's predicted to increase to £107 billion.

Watch

In the 59% of UK households that own a digital television recorder, only 83.6% of TV is watched live. Enjoy faster on demand and catch-up TV with fibre.

Do you run your own business?

Find out more about our free Superfast Business support programme at www.ccbusiness.co.uk and read some [business user case studies](#) from Cheshire too. Some upcoming events:

- [Creating an E-Marketing Campaign](#): 23 October 2014 at Vale Royal Abbey, Whitegate
- [Promoting you and your business with LinkedIn](#): 6 November 2014 at Cottons Hotel, Knutsford
- [Demystifying SEO](#): 13 November 2014 at Crewe Hall, near Crewe

Watch this space for more information on a separate business support programme for women led businesses. Coming soon!



Check out our latest video from the Fibre Guys that shows you [how to upgrade to fibre broadband](#)

