

# April 2013 Newsletter

## Superfast Broadband for Nottinghamshire: Informing everyone of the benefits of Superfast Broadband

First of all we would like to take this opportunity to thank you for your interest and involvement in the Superfast Broadband for Nottinghamshire project which The NE Group and North Nottinghamshire College are delivering throughout 2013 on behalf of Nottinghamshire County Council and their funding partners (as shown at the foot of this page.)



Further to you taking part in our Stakeholder Survey just before Christmas, we were able to start planning how we would raise the demand for superfast broadband throughout the county in the guise of networking events, training sessions and by launching a website and social media channels to keep people engaged with project development and news.

## PROJECT LAUNCH SUCCESS:

Phase one Workshops were delivered in venues across the county between 1st - 14th March starting at Trent Bridge Cricket Ground in West Bridgford and ending at the Dakota Hotel in Annesley.

Thanks to the Presenters  
who were:

~

John Owens  
John Owens Associates  
CLOUD COMPUTING

~

Liam Lally  
Zaddle Internet Marketing  
SOCIAL MEDIA

~

Paul Fillingham  
Think Amigo  
MOBILE APPS

~

Thanks are also given to  
Rob Wilmot, one of the  
founders of internet sensation Freeserve,  
who gave a talk entitled  
**'MY LIFE IN THE CLOUDS'**  
at three of our nine events for phase one.

You can view and download the above  
mentioned Presentations on our website.

**Don't miss the fantastic opportunity to upgrade your knowledge  
for free - Register for our events today & you could win an I-Pad!**

# Superfast Broadband is coming to Nottinghamshire...

You Said:	We Did:
Timings should be varied to allow the most possible people to attend	During phase one activities, 3 sessions were held as breakfast events; 3 over lunchtime; 2 in the early evening and 1 until 8.30pm
Locations should be spread throughout the county to allow different business audiences to attend	<p>We used various venues including Hotels (the Dakota at Annesley); Business Centres (Edwinstowe House, Newark Beacon and Mansfield I-Centre) plus community centres (Tuxford Mine of Information).</p> <p>We held two events each within the Bassetlaw and Newark and Sherwood districts plus a further three events in Mansfield, Ashfield and Rushcliffe.</p>
Car parking should be provided	We made sure free parking was available at all events as well as using accessible venues
Workshop content should include Social Media, Mobile Technologies and Cloud Computing	We ran three sessions on each subject – once at each district

Feedback from phase one of the project has informed us that participants would like future workshops and events to be more interactive and 'hands on' which we will of course be making sure that we do.

We are pleased that JISC - a registered charity who work with higher and further education organisations to champion the use of digital technologies – attended several sessions during phase one to demonstrate equipment such as i-phones, i-pads and Kindles. Thank you to the staff who came along to support our work and we look forward to them being involved in project development and design with regard to providing kit for people to explore during events.



Phase two events in May will be more in-depth sessions building on the topics covered in phase one, as this is what attendees have fed back to us that they would like to see. For example, phase one saw us deliver a whistle stop 'Overview' of Social Media whereas phase two will include specific sessions on:

## ***'How to use Twitter / Facebook / LinkedIn to get more Business'***

As stated throughout this Newsletter, we really do value your opinions to help us shape the Superfast Broadband for Nottinghamshire project as it moves forward.

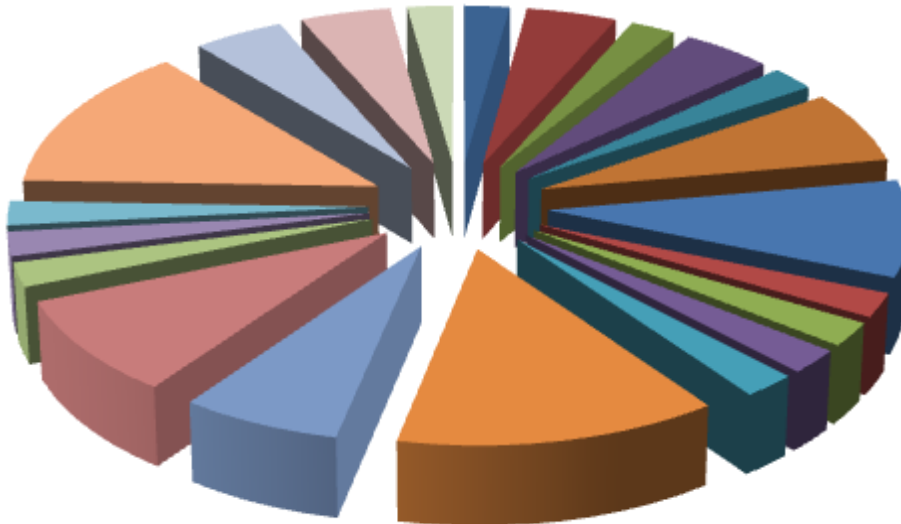
Please keep in touch with the project team in any of the ways listed on the reverse of this leaflet, to:

- \*\*\* Give us your suggestions for future events in terms of content and venues
- \*\*\* Let us know any burning questions you want answering
- \*\*\* Suggest ways we can market the project and increase awareness / attendance

To ensure we are reaching as many people as possible with invitations to attend our free events, please let us know if there are any networks you belong to which you would expect to receive information on the project from, but didn't in phase one. Likewise, if you are able to display promotional material for phases two and beyond of the project please contact us to arrange delivery of posters, pens, etc.

# Superfast Broadband

The diagram below demonstrates which Business Sectors phase one workshop delegates worked in. A further 10% of attendees were individuals representing their local community. We want to reflect the opinions of as many groups of people and types of business in Nottinghamshire as possible so please stay involved with the project by visiting our website or following us on Twitter.



- Accountancy
- Architecture
- Building
- Business Growth / Development
- Cleaning
- Communications
- Education
- Electrical
- Engineering
- Hospitality
- Insurance
- IT
- Manufacturing
- Media
- Photo Processing
- Printing
- Property
- Public Sector
- Publicity
- Security
- Training

## Phase One CASE STUDY: Social Media Workshop



As Managing Director of a local estate agency, Kate Ryan is always interested in technologies that will benefit her business; so when, through Facebook, she heard about the Superfast Broadband workshops that were being held locally she decided to pop along...

"I was interested to learn more about the benefits of superfast broadband and to see if it would be beneficial to my particular business. The presentation on social media was fantastic; easy to understand and informative. I think it gave all those who attended food for thought" commented Kate. "As I run my own business, I feel that superfast broadband would definitely benefit me at home as well as at work as we very much rely on speed with all the technology that is available to us, so it will be a great boost as soon as it is rolled out across the county."

The presentations outlined how businesses could utilise social media and what the increase in download speeds brought by superfast broadband would mean to both the business and home user.

Kate found it straightforward to attend as the workshop was only ten minutes away from her office and timed so she could attend in the morning prior to going into work.

"I'd definitely recommend people to attend the next phase of workshops that are being organised as there are people on hand to answer questions that you may otherwise struggle to find a straight forward answer to" added Kate. "As the timings are varied it makes it flexible to attend and being free is an added bonus! I'd definitely like to hear more from Rob Wilmot with regards to the IT available to businesses which is not overly publicised but which potentially could save businesses a lot of money."



**@superfastnotts**



**Rob Shore** @Safetycoaching

5 Mar

Thanks @superfastnotts, @robwilmot, @zaddlemarketing, for an insightful couple of hours this morning at Idle Valley, Retford #superfastnotts



**Paul Brook** @brooktop68

@ZaddleMarketing @superfastnotts Thanks for the presentation guys! #SocialMedia

Retweeted by Superfast Broadband

View conversation



**Superfast Broadband** @superfastnotts

22 Feb

To confirm our first FREE #superfastBroadband workshop @Trentbridge is now sold out superfastnotts1-eorg.eventbrite.co.uk but don't despair...

Collapse Reply Retweet Favorite More

**Register to attend our MAY & JULY Workshops online NOW:**

**BASSETLAW:**

**Idle Valley Nature Reserve ~ Wednesday 15th May ~ 8-10am  
East Markham Village Hall ~ Thursday 16th May ~ 4-7pm  
Idle Valley Nature Reserve ~ Tuesday 2nd July ~ 8-10am  
North Notts College, Worksop ~ Tuesday 2nd July ~ 12-2pm**

**NEWARK & SHERWOOD:**

**Edwinstowe House ~ Tuesday 14th May ~ 8-10am  
Fernwood Village Hall, Newark ~ Wednesday 15th May ~ 1-3pm  
Edwinstowe House ~ Wednesday 3rd July ~ 8-10am  
Lifespring Centre, Ollerton ~ Wednesday 3rd July ~ 12-2pm  
Newark Beacon, Thursday 4th July ~ 8-10am**

**ELSEWHERE IN NOTTINGHAMSHIRE:**

**Mansfield Town F.C ~ Wednesday 8th May ~ 8-10am  
Gresham Pavilion, West Bridgford ~ Thursday 9th May ~ 8-10am  
John Godber Community Centre ~ Tuesday 14th May ~ 12-2pm  
West Notts College, Mansfield ~ Friday 5th July ~ 8-10am  
Summit Centre, Kirkby ~ Wednesday 10th July ~ 8-10am  
Nottingham Uni, Jubilee Campus ~ Thursday 11th July ~ 8-10am**

**FREE Food, Refreshments & Parking will be provided**

**Everyone attending these sessions will be entered into a prize draw to win an I-Pad to put what they learn into practice.**

**GOOD LUCK!**

**WWW.SUPERFASTNOTTS.CO.UK**

We value *your* input so please keep in touch with us, in order to have a voice regarding future training and networking events, their content, venues etc.

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