

Maximise your business returns with free workshops on superfast broadband



Nottinghamshire County Council

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Rural businesses looking to get to grips with the benefits of superfast broadband will be able to find out more through a series of hands-on, countywide workshops and activities. The workshops aim to equip businesses with a clear understanding of the opportunities super fast broadband offers, like e-commerce and digital trading, when new cabling and infrastructure is in place in just two years' time.

A total of £8.5million from Nottinghamshire County Council, its partners and the Government is set to be invested by 2015 on the expansion of a new digital infrastructure in areas where it is known that the telecommunications market will not be able to fund without assistance.

The 'Demand Stimulation for Broadband' project is being delivered by North Nottinghamshire College and The NE Group under a contract let by the County Council. The project is being jointly funded by the County Council and the local LEADER programme. Experience Nottinghamshire, the local destination management organisation for Nottinghamshire, is also helping to shape the tourism parts of the project.

Councillor Keith Girling, Chairman of the Economic Development Committee says : "We are in a digital era. It is absolutely vital that all businesses are aware of the fantastic opportunities that doing business online can offer to them and their customers. "Whilst many Nottinghamshire firms are already harnessing the opportunities that the internet and good connectivity can provide, there are others who are missing out, putting themselves at a disadvantage. We hope the demand stimulation programme will help Nottinghamshire firms develop their online activity, which in turn will create jobs and promote economic growth."

The NE Group's Matt Bust is heading up the delivery of the demand stimulation programme; "We're delighted to have won this contract with our partners. This is a fabulous opportunity for people to find out more about Superfast Broadband and the benefits it brings to businesses and individuals alike."

Mike Kilraine, Director of Employer Engagement at North Nottinghamshire College in Worksop added: "The objective of this programme is to raise awareness of the potential benefits and opportunities for enterprises through the delivery of superfast broadband in this area and to answer the question 'tell me how faster broadband speeds will help my business?'

"We look forward to meeting up with a wide range of businesses through a series of free training and awareness raising sessions held over the course of the year to discuss the opportunities for company growth through the widespread availability of superfast broadband."

If you would like to find out more about the programme or how you could get involved, please contact Matt Bust at mbust@negroup.co.uk or call The NE Group now on 01623 827 900.