

WHAT'S IN IT FOR ME? WHY SHOULD I GET INVOLVED IN THE BROADBAND PROJECT?

Continuing our series of articles about the campaign to bring superfast broadband to the rural areas of Warwickshire, one question gets asked very frequently: **What's in it for me? / Why should I engage with the project or complete a survey?**

Not everybody uses a computer (often because they can't get a decent Internet speed!) or perhaps they are happy with what they have. Here are 3 simple reasons why everybody should complete their broadband surveys and spread the word:

1. As previously mentioned, suppliers will prioritise areas where there is a high level of demand – 100% response from a village with 100 houses is better than a 10% response from a village with 1000 houses. Also, we will be competing to get the best tender at a time when the whole of the UK is also looking for contractors. Therefore we HAVE to show a high level of demand in order to be able to show that it is commercially viable for the contractor to invest in our area –and to get the maximum possible coverage from them
2. You may not use broadband now, but what about in the future? With more services moving online, and with rural transport becoming less reliable (and more expensive) you might need Internet banking and the ability to do your weekly shop online and have it delivered in the future
3. Even if you do not need broadband now and don't expect to want it in the future, what will happen when you come to sell your house? We are already seeing evidence of house purchasers making decisions based on broadband availability and speeds – and that can only increase in the future! Homes without broadband availability may lose value compared to those that are fully enabled.

To find out more about the CSW Superfast Broadband Project: <http://www.cswbroadband.org.uk/>

A couple of minutes could make all the difference to our village getting superfast broadband!