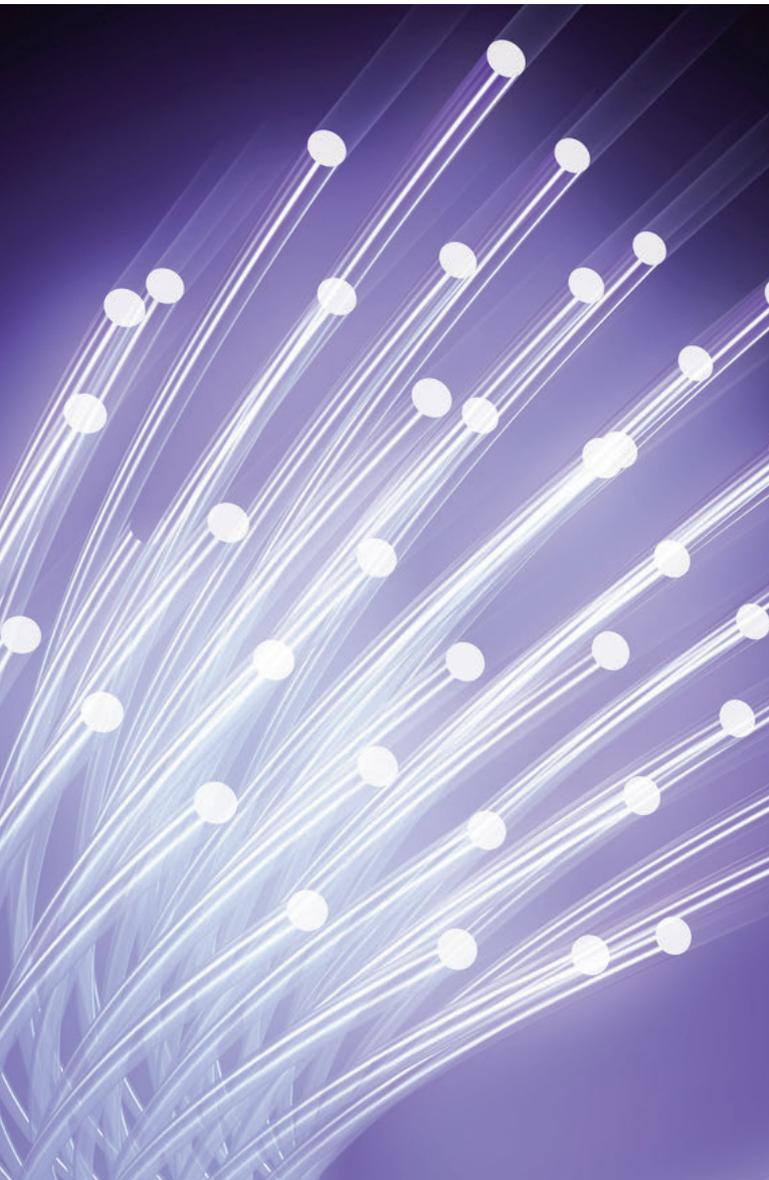




Jelly-maker set for superfast broadband success



There's more to jelly than just sugar, colour and boiling water. With a range of traditional savoury North Yorkshire jellies, **Just Jelly** is already stimulating palates across Yorkshire.

www.justjelly.co.uk



Ryan Tindall, who runs his culinary venture from the family home, describes the joy of jelly and how superfast broadband is helping his business break the mould.

"I got into jelly-making thanks to my gran. She used to make a special mint jelly, and as a child I loved it and had it with most of my meals, especially Yorkshire puddings. Once I started to take an interest in food and cooking, I decided to have a go at making it. I took my first batch to my gran who said it was better than hers, and I suddenly realised there was a gap in the food market where jellies should be.

I experimented with different flavours to give my jellies a modern twist, and people loved the results. We now sell our Just Jelly range to local delicatessens and artisan food suppliers, and to restaurants and gastropubs across the county.

I would like, eventually, to attract interest from big supermarket chains and beyond - thanks to fibre broadband, we can sell to the whole world! These days if you want to set up on your own you have to be online, because that is increasingly how people first find you and buy things from you."

"We need the power of superfast broadband to support the systems that make it all possible."

Making the right connection with fibre broadband

"Living in a rural village, we are a bit out in the sticks. The best way to reach out to and communicate with our customers is online. Before getting fibre, the broadband was really slow, and it just wasn't possible for me to support the business working from home. It's so frustrating when you're trying to do things like process orders or change and upload things quickly on the website."

Ryan's village – High Hawkser near Robin Hood's Bay on the Yorkshire coast – was connected to fibre in early 2014, and he became the 50,000th customer to join the county's superfast broadband revolution.

Working in partnership with superfast broadband

To help Just Jelly harness the potential of fibre broadband, Ryan took advantage of a Superfast North Yorkshire programme that offered free business support and advice.

"I have had great help and support. The advisors sorted out a problem with my website and email that was potentially losing me sales and leads. I'm also learning how to make the most out of social media like LinkedIn and Twitter, to generate more sales and drive interest to my website."



The huge improvement in my broadband speeds - up from around 1.3Mbps to a massive 60Mbps - means I can make my website really attractive and responsive, showing high resolution photos of my products to entice new customers."

"Superfast broadband has made all the difference to Just Jelly. I can sell my very local products to the world easily and effectively, bringing a real taste of Yorkshire to anyone, anywhere."

"It's easy for me to communicate with existing customers and simple for potential customers to get in touch for information or new orders."



It makes life better for the rest of the family too, as I can now run Just Jelly from home without disrupting their internet access and activities. With superfast broadband, we can all be online, doing whatever we need to, at the same time."

"The great thing about the internet is that it brings the world right to your doorstep – it would be great to be able to share a real taste of Yorkshire."

Key Contact

Trevor Higgins, Regional Partnership Director

Email: trevor.2.higgins@bt.com

www.bt.com/btregions



Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2015. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No: 1800000. Designed by Strata.