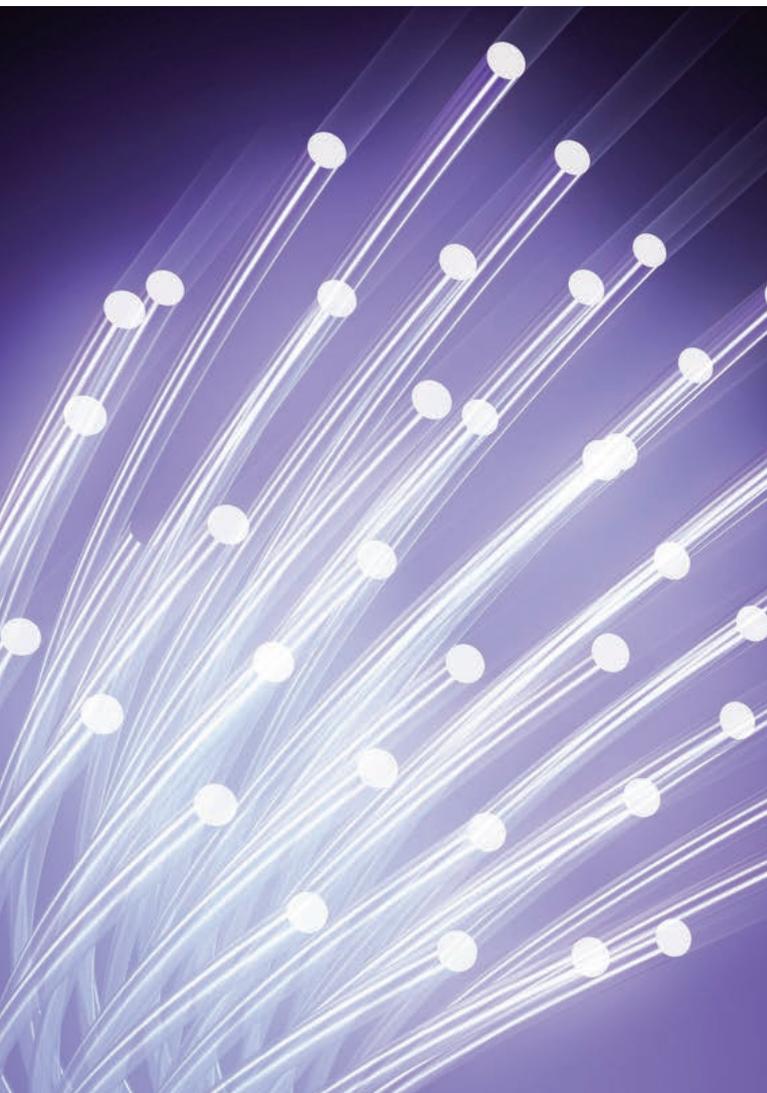




# Superfast broadband – attracting and encouraging business



Rural communities and remote country residents are not the only people to benefit from the opportunities of self-funding fibre broadband. More than 60 businesses, old and new, are now reaping the rewards of investment in fibre at **Lancaster Way Business Park** in Ely, Cambridgeshire.

[www.grovemere.com](http://www.grovemere.com)

Lancaster Way Business Park sits in a 175-acre estate on the outskirts of Ely, with good road and rail connections to Cambridge and London. Its proximity to Cambridge means that the area now has an impressive and growing cluster of knowledge-based businesses to complement long established agricultural, manufacturing and distribution companies.



*Lancaster Way Business Park*

The business park was created in the 1980s and its owners, Grovemere Property have learned from experience that high quality, high speed connections attract new and growing business customers. Lancaster Way has now become the first business park in the UK to fund its own fibre broadband cabinet.

## **Taking the superfast path**

Lancaster Way is flourishing and the owners now want to provide flexible high quality employment space for future growth by expanding the park. They have recognised it is essential to have superfast broadband services in-built to provide a further boost for both large and small-scale businesses.

Harvey Bibby, Grovemere Property's Marketing and Development Director explains: "We know that the best connections attract the best new companies, and our existing tenants were already eager for superfast broadband services. When we found out that our business park wasn't included in the Cambridgeshire rollout programme, we decided we had to make it happen for ourselves."



### Working in partnership

Grovemere gathered views and information on demand from Lancaster Way's resident businesses and met with Annette Thorpe, BT's Regional Partnership Director for the East of England.

Together, they agreed that if Lancaster Way wanted superfast broadband quickly but was not part of the national programme, the solution would be for Grovemere to privately-fund a cabinet for the park's residents. Grovemere did consider other possibilities but after working closely with BT, identified fibre as the best way forward.

The information gathered from business park residents helped to identify where best to locate the cabinet so everyone on the estate gets the highest speeds.

"It was a very good team work approach from both the BT organisation and the Grovemere team on the ground, with the support of businesses who wanted it to happen", said Annette.

### Making the superfast difference

Lancaster Way Business Park tenants can now get download speeds of just under 60 Mbps and upload speeds of around 20 Mbps. The new service is dramatically different to before and the tenants are delighted.

Lloyd Townsend, MD of ISON Distribution Ltd commented, "Having access to high speed broadband is becoming more and more important to us as we send high quality images and video back and forwards around the world".

Mark Mitzman, Operations Director of fashion retailer The Stock Shop agrees. "We create our own product range in house so obviously, the move to a faster broadband connection is perfect for us".

Grovemere Property's Harvey Bibby is very happy with the outcome. "We have 90 acres of development land and we can design and build bespoke facilities that are superfast broadband-enabled. Businesses on the park are already operating more effectively and more productively, so it is a win-win having brought fibre optic onto the estate."



BT works in partnership with local and regional authorities, companies and other interested parties to bring superfast broadband to locations that are not currently part of the national rollout programme. Contact your BT Regional Partnership Director to discuss how we can agree an approach that will suit your community or business needs.

### Key Contact

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