



HAS  
**SUPERFAST  
BROADBAND**  
REACHED YOU?



## What is superfast broadband?

Superfast broadband is the next generation of broadband, providing a faster and more reliable service than ever before. There is no official definition of when a download or upload speed becomes 'superfast,' however, most define superfast as any speed above 30Mbps.

### What is the Up to Speed campaign about?

Up to Speed is a national campaign led by the Local Government Association (LGA), the membership organisation of local government, to raise awareness of those residents and businesses still without adequate broadband speeds. It aims to provide councillors and council officers with a set of resources including a speed test, case studies and a toolkit, to become more informed as to how they can help their residents improve their speeds.

## | Up to Speed FAQs

## How will the campaign achieve this?

The campaign provides a range of resources to support this work at its microsite [www.lguptospeed.co.uk](http://www.lguptospeed.co.uk)

- **Speed test**

Microsite users are encouraged to take the speed test to measure their broadband speed. The test tells them their speed and provides a map of average broadband speeds across their local area, authority and country. Examples of which services can be used with their current broadband speed (eg telehealth or media streaming) are given and mapped against those services that are unavailable at the user's current speed.

- **Success stories**

A series of case studies highlight examples of where councils, businesses and communities have found innovative solutions to extending superfast broadband to the hardest to reach homes and businesses.

- **Spread the word**

We have produced a toolkit with a range of information and guidance to help councils communicate the benefits of upgrading to faster broadband, and in particular, target those residents who might be in harder-to-reach groups. Tools include template posters, tweets and a press release that can be edited for your authority.

## How can I get involved in the campaign?

Take the speed test and encourage your residents to do so too. Tweet your results or post them on Facebook. You can also use the toolkit to advertise the campaign more widely to your residents.

## Why is extending the provision of superfast broadband important to local authorities?

Rolling out superfast broadband can help achieve a range of benefits for stakeholders in local areas:

- **Residents**

Improved broadband speeds enable residents to receive more and more public services online: from setting up a direct debit to pay for council taxes, to booking a GP appointment, to accessing their tax account – which the Government has promised to facilitate by 2020. Many companies are embracing greater working flexibility, and with higher speeds of broadband residents can access their office computer and telephone facilities and work from home. It also means people can benefit from entertainment packages like Netflix, videocall family and friends across the globe for free with Skype and shop online at prices that are often discounted from the high street.

- **Businesses**

For the country's small and medium size enterprises, superfast broadband is a great enabler. With faster speeds, people can run their own business from home, saving on overheads. It can also enable businesses to create and fully use websites to sell goods online and compete on a much more even playing field with larger competitors.

- **Councils and the wider public sector**

With better connected residents, councils can use digital tools and techniques and exploit digital platforms to improve their communications and online transactional services, so that residents and businesses can find information or interact with their local authority in ways that are convenient to them and also save public money.

## Who are thinkbroadband?

The LGA have teamed up with thinkbroadband to provide residents, businesses and councils with an accurate speed test and mapping tool. Thinkbroadband are an independent website providing information and news on broadband related matters. They pioneered broadband speed testing, collate information on broadband speeds across the country, and provide a range of tools to help diagnose, troubleshoot and fix any broadband problems.

## Why do average broadband speeds differ between local authorities?

There are many reasons why broadband speeds differ across all councils. All areas are unique and variable factors such as topography, the infrastructure already present in an area, and the sparsity of residents can affect the average speeds present across council boundaries. This campaign highlights the specific challenge many councils, especially in rural areas, face in providing faster speeds to as many of their residents as possible.

## Where does the Up to Speed website source its speed data from?

The data shown on this website is provided by the website [www.thinkbroadband.com](http://www.thinkbroadband.com)

## What's the difference between our data and Ofcom's?

The data provided by Ofcom and thinkbroadband is collated via different methods and over different time periods.

The latest coverage data provided by Ofcom in its Connected Nations Report was collected directly from digital infrastructure providers as a snapshot in May 2015.

Thinkbroadband's data is gathered by an analysis of the speed tests carried out by the public using the speed tests on the Up to Speed website and on [www.thinkbroadband.com/speedtest](http://www.thinkbroadband.com/speedtest) Every month these are analysed to postcode, local authority and nationwide level to provide an up to date picture of the country's broadband speed landscape.