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## Flood-hit Glenridding back open for business with Connecting Cumbria

**Holidaymakers in the Lake District** can now take advantage of high-speed fibre broadband to show everyone back home the beauty of the area.

The picturesque village of Glenridding was one of the communities worst hit by Storm Desmond in December 2015, resulting in floods which isolated the village for days.

The Connecting Cumbria partnership between Cumbria County Council and BT has given a much needed boost to the local tourist industry and residents alike by making fibre broadband available to more than 200 Glenridding homes and businesses, as well as to 150 properties in other nearby villages.

Engineers have overcome challenges brought about by the floods – such as flooding to ducts that house the fibre – to run 18km of fibre cable underground to serve the new green fibre cabinet in the village.

As a captain of cruise company Ullswater Steamers, local businessman and resident Graeme Connacher sees the arrival of high-speed fibre broadband in the community as essential to local tourism.

**“You can’t run a holiday let or hotel these days without a good, fast broadband connection. People want a home from home where,**

Case study:  
**Cumbria**

yes they can spend all day outdoors, but in the evening they want to be able to post the photos they took online or put their feet up after downloading a film or catch up TV on their tablet.

“I truly believe that high-speed fibre broadband arriving in the lakes is as essential to the tourism business as a water supply.”

Graeme plans to use the fast internet connection to improve the content on his website, such as live webcams, interactive content and downloadable commentaries. His customers will also be able to take advantage of faster wifi speeds whilst they wait to board the steamers.

David Southward, Cumbria County Council’s Cabinet member responsible for economic development, said: “Tourism is the life blood of the Lake District and it is vital that we do everything we can to show the world that Cumbria is open for business as well as provide our visitors with the best possible experience.

“High-speed fibre broadband being available in our key iconic locations shows that not only are we open for business, despite the floods and our rural location, but we are using the technology to enhance what we offer. In 2014 Cumbria and the Lake District received just over 41.5 million visitors. These visitors brought in £2.44 billion to the region’s economy and provided employment for 33,920 full time equivalent posts.”

The Connecting Cumbria Programme’s ambition will, by a combination of commercial investment and gap funding, enable access to Next Generation Access (NGA) broadband to 93 per cent of Cumbrian homes and businesses when added to the private sector’s commercial rollout. Two thirds of its rollout with speeds of more than 50 mbps.

Since October 2013, the Connecting Cumbria project has enabled over 500 fibre broadband cabinets, and more are switched on every day. More than 118,000 households and businesses now have access to fibre as a result of the project.

For more information visit  
[www.connectingcumbria.org.uk](http://www.connectingcumbria.org.uk)