




Developing Digital Skills in Rural Areas

Tom Rigg

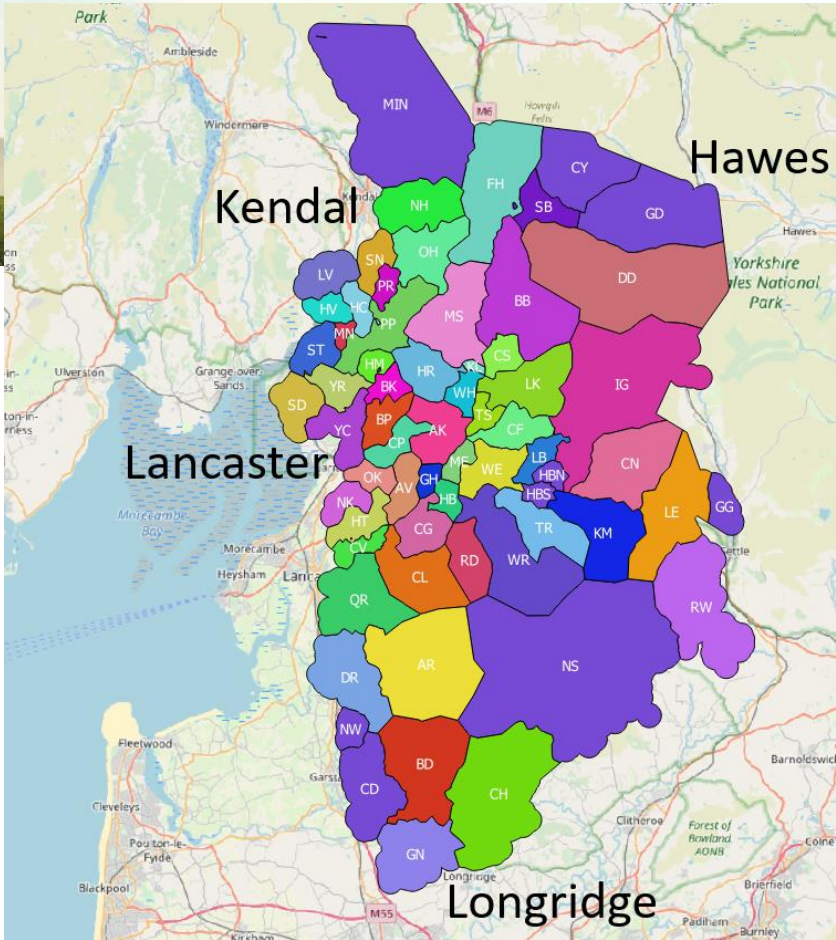
t.rigg@b4rn.org.uk

WWW.B4RN.ORG.UK

Summary of the B4RN model

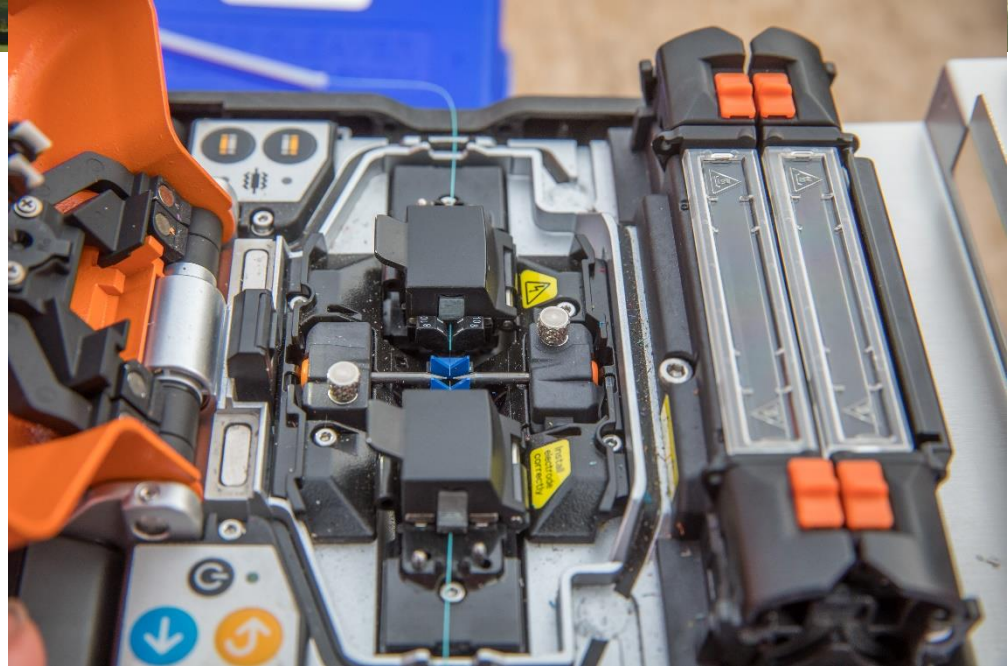
- 
- The background of the slide is a photograph of a rural landscape. It shows rolling green hills under a hazy, overcast sky. In the distance, there are some trees and what appears to be a small settlement or farm buildings. The overall tone is soft and natural.
- Not for profit community benefit society
 - Provide world class broadband in rural ~~North West~~... United Kingdom.
 - 1Gbps symmetrical FTTH using PtP technology
 - Working in partnership with communities and volunteers
 - Demand driven
 - Organic growth

Live network covers
~1800Km²



The Technology

- Why Fibre?
 - Physics!
 - Distance
 - Speed
 - Capacity
 - Reliability
 - Longevity
 - Maintenance
- UK Wide Skills shortage



Working with the community

- Great benefits come with operator and community cohesion
 - In depth planning processes
 - Deployment mechanics and coordination
 - Distributed self help for service installation and aftercare
 - Disaster response and organisation
- Closing the digital divide
 - Education and inclusion
 - Workshops
- Countless enthusiastic and dedicated volunteers driving the vision

Deployment Skills Challenges

- A community focused model
 - Creating and supporting a team of volunteers as project leads
 - Identifying and harnessing key skills within the community
 - Provide training for digital systems used in deployment
 - GIS Mapping suites
 - Website creation and management
 - Subscription requests and liaising
 - Explanation of the service provided
- Staff/Volunteer training and development
 - Local training centres
 - Technology specific accreditation

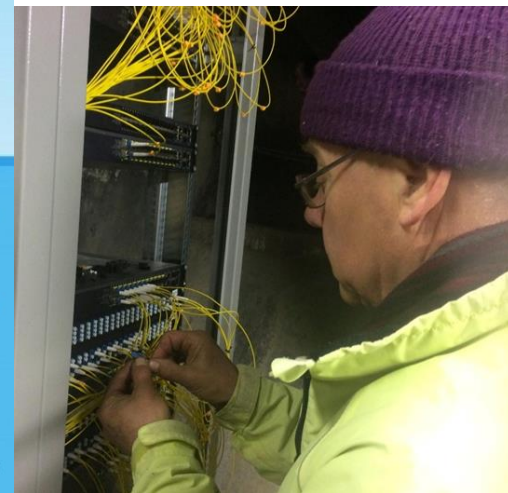
Aftercare Skills Challenges

- Volunteer run digital workshops
 - How do I work this phone/laptop/device?! What am I signing up for? And who gets me information?
 - Internet shopping – what is it and how do you do it?
 - Email – How to create an email account, how to send and receive
 - Website creation – Promote your hobby or local group/committee
 - Security cameras – How to they work, get the most out of them
 - Social media – What is it? What are the dangers? Protect yourself! How to keep in touch with family and friends
 - A social event used as a learning platform
- Drop in support at the home
 - Helping those who cannot travel
 - Addressing problems and issues with technology at the home, there and then
- Understanding the digital world we live in!

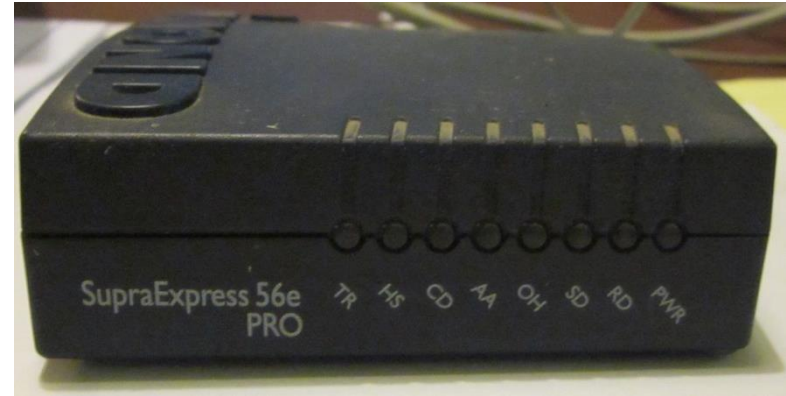
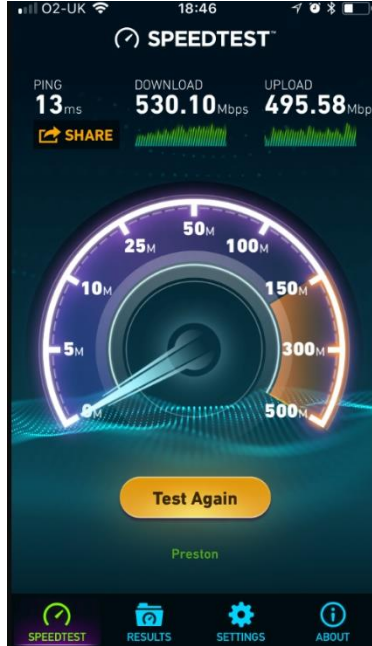
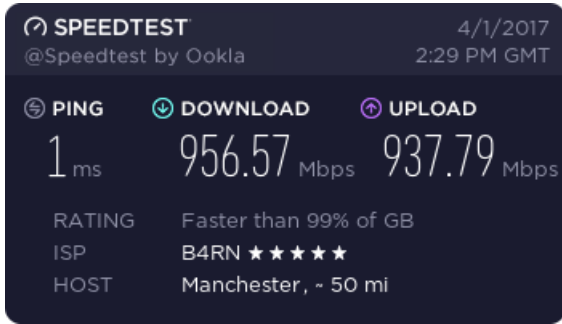
Attracting Businesses

- How do we bring business into rural areas?
 - Provide them with a fast and reliable internet connection!
 - Promote standard of living and areas of natural beauty
 - Locally skilled people
- Home working
 - Running a business from home
 - Working for a company at home
 - Cutting travel time and commute

Anecdotes



Anecdotes



Yes... We really did find this when installing a new connection!



How 118 call prices vary

20 November 2018

60-second call

118004 (Telecom2)	£15.98
118118 (TNUK)	£8.98
118212 (Maureen)	£8.98
118247 (Yell)	£5.50
118500 (BT)	£2.32
118180 (Virgin)*	£1.50
118402 (O2)	£0.75
118855 (Post Office)	£1.00



90-second call

118004 (Telecom2)	£19.98
118118 (TNUK)	£11.23
118212 (Maureen)	£11.23
118247 (Yell)	£6.88
118500 (BT)	£3.10
118180 (Virgin)*	£2.25
118402 (O2)	£1.13
118855 (Post Office)	£1.00

* Virgin provides 10 free DQ calls to its own customers daily. Onward connection restrictions apply



**36% of UK People Have Been
Called by Scammers Impersonating BT**
ISPReview



**There's no such thing as a free lunch
- but there is a FREE Tablet loan offer!**

Are you aged 55 plus with little or no experience of using a Tablet? Would you like the opportunity to:

- ◊ browse the internet
- ◊ contact family and friends
- ◊ try shopping on line
- ◊ read 'e' books and magazines
- ◊ and much more

Then why not take advantage of our Tablet Loan scheme?

Age UK South Lakeland are offering the Amazon Fire Tablet for 3 months absolutely **FREE** of charge, including **FREE** Wi-Fi connection!!

We also will provide some **FREE** basic tuition and **FREE** on-going support!



To take advantage of this **EXCITING** offer call now on **01539 728118** or email volunteering@ageuksouthlakeland.org.uk

OneDigital

Age UK South Lakeland Ltd is a registered charity. No 1342415

Anecdotes



Anecdotes





Questions?

Tom Rigg

t.rigg@b4rn.org.uk

WWW.B4RN.ORG.UK