



## The Den at Four Acre

Between the Lake District National Park and the Solway Coast AONB, on the edge of Kirkbride near Wigton, lies a hidden gem of The Den at Four Acre. Available for exclusive hire, between April and September this stunning new rustic tipi venue is available over an agreed number of days per booking giving enough time for clients to tailor this beautiful venue to their taste and hold their event.

We talked to Sarah Carruthers who owns and runs this exciting new business about the importance of having access to a 4G service available on site.

Sarah said “Our new business venture is placed on land where there is no available fixed line broadband service. It is now expected at event venues that online services are available and luckily for us, the site has good 4G signal. This enables our clients to access any online services they desire using their handheld devices or tablets and their 4G service. It also enables guests to access services in the same way whether that be for a means of communication, accessing online information or updating their social media accounts. I feel it is really important that we are able to advise our clients of the availability of this service at their first point of enquiry and I am sure it is an important consideration for many prior to them confirming their bookings”.

Sarah went on “Our home, farm, and furniture uplifting businesses is located in close proximity to The Den at Four Acre. Here the fixed line broadband service is not great, and I would say that our 4G service acts as a ‘top up’ to this with me using it to support a raft of administrative tasks such as responding to enquiries, maintaining our social media account, online banking and receiving any commissions for furniture uplifts via my Etsy shop [shawhouseinteriors](#). Being able to do this saves some of the ‘pull’ on our fixed line service with me using 4G to run my handheld devices. The more devices which are assigned to our broadband Wi-Fi service, the weaker the service it provides. We have also experienced periods of time when our landline service has been faulty or not available at all which can happen particularly in the winter time when storms bring power cuts and therefore having the confidence of the 4G to fall back on when our landline service struggles is definitely something which I have become reliant on”.

Cumbria County Council are committed to work with the UK Government Shared Rural Network mobile programme, which is seeking to deliver 95% geographical 4G coverage in the UK from at least one Mobile Network Operator by 2025, to maximise investment in Cumbria. To find out more about how this piece of work is developing, please visit the [Digital Infrastructure Strategy Update Document 2021/22](#).

Sarah would urge any businesses who are currently struggling with limited fixed line broadband speeds to look into the 4G service availability in their area. “The ability to get ‘online’ is now an expectation and with limited landline options, the availability of a 4G service really comes in to its own and makes fulfilling this online expectation possible”.

To check the mobile service availability in your area, please visit [View mobile availability - Ofcom Checker](#)