

Blencogo Farm



TV presenter Kim Inglis-Jeffries and her husband David Jeffries have found the high-speed technology has been a huge boost for their work and personal lives at Blencogo Farm.

Kim said, "Life before fibre - the internet was so slow here and for the farm we rely on using the internet and social media. We send and use lots of photographs and I could waste half a day trying to send email with photographs on it whereas now it sends just like that! It's made the world of difference." Kim explained how having a fast fibre connection has resulted in them becoming a great deal more productive.

She said, "It's really important obviously that we can do things on the website - keeping people up to date when we have babies born and when we're doing activities like shearing. And now we can do it at a touch of a button." Not only has it enabled them to become more productive, it's also meant they can attract more visitors to the farm. "What we've found with fibre broadband is, we can react much quicker, we can also reach more people and we have started to have people who have come from Manchester and further afield who have seen something on social media and decided they would like a hands-on-experience."

David Jeffries also runs a business from the farm, Ministry of Doing, which is a company that provides digital services from consultancy through to building websites, with clients all over the world. Having superfast fibre broadband has enabled him to communicate with them much better than before.

Kim is also a TV presenter and journalist so she's very often out 'on the road' working, including recording voice overs. She can now send the voice overs from her home on the farm. But it's not just about boosting their business. Now they are able to stream media, such as BBC iPlayer and Spotify, and use FaceTime to communicate with family.

To view the video of this case study click:
<http://www.youtube.com/watch?v=w0ntFH0JOW8>