

## Temon Farm Milk Barn



On the outskirts of Carlisle on the A69 you will find Temon Farm Milk Barn, a family run working farm fulfilling a host of diversification projects using their renowned pasteurised whole milk from their herd of jersey cross cows.

Ross and Elaine Pattinson, moved to Temon Farm back in 2011 and since then have gone from strength to strength with their herd of British Blue cattle, mixed commercial flock of sheep, milk production and latterly their diversification projects into the sale of pasteurised milk, milkshakes, ice creams and treat box.

We talked to Elaine Pattinson, who alongside her family, runs all aspects of this business, about the importance of having a stable online connection at all times.

Elaine told us “The fixed broadband service in our area isn’t great and we therefore had to search an alternative method to complement our home connection which would ensure we could maintain our online service for the running of our businesses”.

Elaine went on “the 4G connection in our area works well depending on your service provider, and through some trial and error we have now found one that gives us good coverage both inside and outside of the home. We look forward to any future improvements to our fixed line service but for now, what we have enables us to drive a host of tasks including online cattle movements, responding to enquiries, email management, social media monitoring and updating, ordering goods, running our card payment system, doing our internet banking and a raft of other behind the scenes administrative tasks”.

“As you can imagine, being a working farm, we are always on the go and being able to catch up with the aforementioned tasks on a range of devices inside and outside of the home is great for us; it means we can do what we need to in real time and at the touch of the button, leaving the more onerous administrative tasks until the outdoor working day is done.”



“I think nowadays when people make an enquiry to a business, they want to receive a response right away; technology has accentuated this desire and having the 4G connection means I get notifications of any enquiries whatever I am up to and can respond right away. I believe this is extremely important in meeting the expectations of our customers and I am sure helps in terms of bringing visitors to us.”

“Social media, I would say, is such an important tool for us in terms of advertising our businesses and our pages have grown a healthy following to support this. We try to keep our page as active as possible, with regular posts regarding what we are offering, our opening times, any events we may be at, events of charities we are supporting and throwing in an online competition from time to time. We encourage our customers to provide feedback about their experiences with us on our social media pages which, we believe is essential to encouraging other customers to come and visit us”.



“A positive review goes a long way and these are what we strive to, and successfully, achieve. Social media is available 24 hours a day, 7 days a week, 356 days a year – alongside word of mouth - we feel these are the most beneficial forms of marketing our milk produce business”.



“Our ‘treat box’ is the latest strand to the diversification at Temon Farm and we can often be found at events across the county providing sweet treats made from our fresh milk. Being out and about, having access to a 4G service is imperative to support our payment system and of course to be continuously connected to our customers.”

Elaine went on “our card payment device is run via 4G and we find it to be as popular a way of paying for goods as cash; especially where cash machines might be scarce. I think this further highlights the importance of having decent 4G coverage across Cumbria as it allows businesses like ours to take our products to our customers”.

“We have three children who are growing up in a world where access to online services is essential whether that be in support of their education, access to services, communication or entertainment. Our farming business also requires us to be online, whether that be for reporting online cattle movements via the British Cattle Movement Service, fulfilling online paperwork requirements, or even catching up on the latest auction and weather reports. Having our 4G service as back up to our fixed broadband service means we never have to worry that key online services become inaccessible. It gives us confidence and peace of mind.”

Elaine would urge anyone who is currently struggling with limited fixed line broadband speeds to look into the possibility of switching to an alternative service provision via a 4G contract. “4G has definitely brought benefits to both our business and home life, hopefully as the roll out of fixed line broadband progresses further in to the harder to reach areas of our county, there will be more options available to us but until then our 4G service is something which we wouldn’t want to be without”.

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

Cumbria County Council are committed to work with the UK Government Shared Rural Network mobile programme, which is seeking to deliver 95% outdoor 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 2022/23](#).

Cumbria has been confirmed as the regional pilot for [Project Gigabit](#) and work has already commenced to deliver gigabit capable broadband to up to 60,000 properties across the county that would not be reached through commercial programmes. There are also options for communities to develop their own voucher funded project to provide full fibre connectivity at an accelerated pace to areas who are experiencing problems with their current broadband service via the [Gigabit Broadband Voucher which is further supported by the Cumbria Voucher Top Up Scheme](#).