

Point Topic gave Durham County Council the data it needed to address broadband access for businesses

Delivering broadband services to businesses is a key concern for Durham County Council and as part of its research into this it looked to leading analyst firm Point Topic to supply much needed data on broadband availability in the region.

The information provided by Point Topic at the beginning of 2011 is now helping with the formulation of a five-year plan to improve service levels and business space provision, including broadband, for SMEs across the county's industrial estates. This work links heavily with other economic and infrastructure priorities in line with regeneration aims and objectives.

Jerry Mertz, Senior Development Officer in the Economic Development Business Services team at Durham County Council, said Point Topic's work has been key to their strategy planning.

"Point Topic's data has been really helpful as it has provided us with a clear and detailed picture of hot and cold spots for broadband across the county as well as where there are higher and lower broadband speeds," he remarked. "We were able to layout the data onto a map to give us a better appreciation and understanding of clusters in areas that are underserved or have good access, giving us the means to know where we need to intervene and improve broadband provision in the future."

When deciding upon Point Topic as the preferred analysts to approach for support, Jerry commented: "We felt comfortable with selecting them as we knew they would provide the information we needed to gain a clear overview."

Durham currently has mixed broadband availability, with some areas being better served than others.

"Whilst there are no significant gaps, we are looking improve the overall service to businesses in the future," concluded Mr Mertz..