

In rural communities broadband plays a hugely significant role for many types and age groups of people. Their reasons and usage of broadband may vary from social pleasure (facebook, amazon, ebay, streaming videos, or simply surfing) to businesses' ranging from large companies to the small rural pub and or bed and breakfast establishment running websites, banking, buying and merchandising and emailing clients....

Loneliness especially in old age and rural isolation can be overcome to a degree by good broadband technology being in place; so as the social and economic population changes the network needs to be ready

Any broadband system implemented must be large enough to cover the rapid growth requirements predicted and be resilient to usage, weather and attack. A fair price can be charged for using such networks but within reason so value for money is achieved and possibly a Government bill passed to cap costs and ensure a percent of income is used solely to support and improve the network.

More and more social entertainment is being sourced via the net and all too often rural areas become the poor relation...