I believe the speeds are not ambitious

Normal speeds are now considered to be 25mbs

By 2020 they will be significantly higher

Upload speeds will be very important for bizniz I can't suggest a figure

Cost? The rural broadband roll out simply hasn't penetrated the areas intended (essex) with large swathes being dropped at the last minute.

I understand significant progress is being made to deliver by copper wire

An obstacle to progress is the cost of changing supplier, if I wanted to switch to say wireless or satellite, capital cost is reasonable/affordable. The problem is I am unable to port my internet email address which is @bt.com. BT are now charging a significantly monthly charge for all time, to retain an email address if you change supplier.

I like BT, but would want to move if I had to use another supplier to obtain proper broadband

Openreach/BT need to look into their hearts to see if they have delivered the recent programme to rural areas . I think they failed , ie hugely expensive at £25million, with little penetration . However a great /excellent 'backbone' from which they can profit and prosper in future.