

Contents

	Page
1. Report and Recommendations Summary	
1.1. Report Summary	2
1.2. Conclusions and Recommendations Summary	3
2. About the author	4
3. Main Report	
3.1. Background to this report	5
3.2. Methodology	6
3.3. About Hebden Bridge	7
3.4. Digital Profile – Key Factors	8
3.5. Digital Profile – Key Outputs	9
3.6. Other Information	10
4. Conclusions, Recommendations and Next Steps	
4.1. Conclusions	11
4.2. Recommendations and Next Steps	12
Appendix A: Profile Response Data Graphs	
1. Current Internet Access	14
2. Improvements to digital life of Hebden Bridge	15
3. Profile responses v ADSL exchange registrations	16
4. Profile Breakdown by business/homeworker/individual respondents	17
5. Business turnover range (by number of respondents)	18
6. Business turnover range (by %age of respondents)	19
7. Number of employees (by number of respondents)	20
8. Number of employees (by %age of respondents)	21
9. How would improved Internet services add to what you have to offer?	22
Appendix B: Profile Responses, Business User Open Questions	
Responses 1 - Nature of your business/ creative activities:	23
Responses 2 – How do you currently use digital technology/the internet as part of your work?	25
Appendix C: Profile Questionnaire	27

1. Report and Recommendations Summary

1.1. Report Summary

This report was created for the community website, the Hebden Bridge Web, with support from the Simula project, Bradford, to provide a digital profile of the area - originally to assist the campaign for broadband for the town. The impetus and activity caused by the profiling work resulted in BT dropping the trigger level for the exchange and enablement of the exchange for ADSL was announced as the report was being compiled. Although the original aim was achieved by the process, the profiling work done is highly valuable for establishing potential channels to encourage the 'digital growth' of the area.

Work on the profile questionnaire began in late March 2003 and the results collated by early May.

The report itself consists of:

- A brief description of the background to the profile and the methodology for the process.
- A description of the area providing insight into the outputs of the report. This offers largely qualitative and observed material.
- Key factors and outputs relating to, and resulting from, the questionnaire data and its analysis.

A summary of the conclusions and recommendations from the report follows on the next page. These reflect the revised target for the report.

The appendices give

- graphical views of the data for easy interpretation
- written feedback received to open questions put to business/work users
- a reference copy of the questionnaire, marked up to illustrate variants that were distributed/published on the web

A spreadsheet containing all responses to the profile questionnaire is held by The Hebden Bridge Web, Simula, The javalounge and by Mark Harrison of MHA IS Ltd as author.

1.2 Conclusions and Recommendations Summary

Conclusions:

The digital profiling exercise suggested

- a strong desire within the community to engage with the process of broadband delivery for individual and community benefit.
- a real requirement for additional education and support on digital issues.
- a deep underlying trend of homeworking and micro-business activity in the area
- that there are at least 400 to 500 micro-businesses and homeworkers active in the Hebden Bridge area
- a need for education in the business potential of digital services and applications.
- that the more visible and established businesses in the area would benefit from support in engaging with developments in digital services and applications for business.

Recommendations:

- That a vehicle is created to provide a channel for funding for educational and business growth support in digital services and applications and for the development of these
- That this vehicle is community based and led, and is a not-for-profit NGO
- That the organisation should be established as a co-operative or membership company limited by guarantee
- That the organisation should offer services as a community VISIP for local loop broadband
- That the organisation should provide an aggregative community portal and forum, enhancing and supporting existing community projects, services and businesses – and should not extend its remit to compete with existing locally based digital services
- That the organisation should campaign for, and facilitate, extension of broadband availability to neighbouring areas that are currently without broadband service

Next Steps:

- ✓ Formation of a steering group for development of the community ISP concept (meeting of initial steering group will be held on 12 May 2003)
- ✓ Holding of a public meeting to gauge interest in, and support, for the concept (will be held on Tuesday 20th May at Hebden Bridge Tourist Information Centre).
- Formation of formal organisation and investigation of grant aid for seed funding from appropriate funding bodies.

2. About the author

Mark Harrison – Profile

Mark is Managing Director of MHA IS Ltd, a company specialising in high-level consultancy on information technology strategy and implementation (www.mhais.com).

Mark holds a 1st Class Honours Degree in Electronic Imaging and Media Communication, has completed the Open University Online Teaching, Learning and Collaboration course TLO3 and has a PGC in Managing Organisational Change. He is currently undertaking a post-graduate Diploma in Law online with the University of Huddersfield.

He has broad experience of collaborative network environments, both physical and virtual. He was responsible for the creation of a collaborative network for Bradford New Media businesses culminating in the formation of bmedi@ (<http://www.bmedia.org.uk>), commissioned by the City of Bradford.

Mark was engaged as the Programme Director for *Angelfire*, an initiative to re-design and re-engineer the Freeserve offering in order to shift public perception of Freeserve (<http://www.freeserve.com>) from ISP to Portal.

The implementation of this re-design involved guiding the portal through a number of stages of technology platform shift, and the design and development of sophisticated content and product management software.

Mark managed workstreams from a number of suppliers (including Sun, Compaq, Oracle, Planet Online, Allaire and Inktomi), ensuring delivery of the appropriate infrastructures and supporting applications, on time and within the multi-million pound budget he managed.

He has also acted as collaborative learning consultant to City of London insurers Bowring, as a consultant in Telematics to the former Heart of England TEC and has been an associate lecturer with Bradford College for post-graduate level business courses. He was recently eBusiness consultant to the National Museum of Photography, Film and Television for a major museum-led project bid.

Mark is currently working with the government-backed international electronic learning platform and community UKeU (<http://www.ukeu.com>), and with a consortium of major companies to establish an online community of practice for the identification of high potential managers.

His multimedia work has included the retail CD Rom for the BBC programme Changing Rooms, internal marketing materials for Boots Opticians and the BIMA award winning 'Design Wizard' for the former Do It All home improvement chain (now Focus DIY).

3. Main Report

3.1. Background to this report

The report was originally commissioned to support the Hebden Bridge Web's campaign for broadband internet services for the area, with a secondary agenda of the formation of a platform from which a local digital cluster could develop.

At the time of commissioning BT had stated that setting a trigger level for the local exchange was 'commercially unviable at this time'. During the 4 weeks of the development of this report, sustained pressure from the campaign, and high visibility from the process of producing this report, resulted first in the setting of a trigger level of 500 (unrealistic as an initial target) and then a reduction of that trigger level to 300 on 2 May 2003.

This final reduction meant that the trigger level was automatically achieved as the Hebden Bridge exchange had received 326 registrations of interest.

As the report was originally intended to provide both a digital profile of the area and an analysis of broadband alternatives to BT it was felt appropriate that, as BT delivery of broadband was now achieved, it should be edited/rewritten to focus on the requirements of the community from broadband and suggest a process for achieving these goals.

3.2. Methodology

The profile was constructed from a combination of paper and web-based questionnaires, personal meetings and local knowledge. The questionnaire outputs, subject to certain caveats, provide a quantitative basis on which to make some reasonable assumptions and extrapolations.

The questionnaire was distributed in 3 versions dependent on timing and method of delivery. An initial paper questionnaire had already been released by the Javalounge, the local internet cafe (and MCSE training provider) which was little more than a collection of names, addresses and comments. Around 50 responses from the total came from this initial source. This was replaced by a more substantial set of questions and redistributed, with some of those early respondents also completing this or the online version. Where multiple versions have been submitted by a single respondent the results have been amalgamated.

The online questionnaire was delivered by the Hebden Bridge community website and so had a slightly different format as it was delivered by a not for profit organisation. However, the vast bulk of this and the second version of the paper questionnaire corresponded exactly.

There are also, in the profiling of Hebden Bridge as a town, qualitative assumptions made about generally held views of the area. These are local 'acknowledged truths' but cannot be formally substantiated

3.3. About Hebden Bridge

‘one of the north's highest concentration[s] of political activists’ (The Guardian)¹

Hebden Bridge is a small town of some 10,000 people in the upper valley, rural area of Calderdale, West Yorkshire - an MBC whose main town is Halifax. The town is acknowledged to be situated in an area of outstanding natural beauty and the close proximity of Hardcastle Crags, Haworth and the Pennine Way have made it a local focus for tourism for over a century.

The town suffered a significant depression during the late 1960s and 1970s, following textile mill and other business closures. Residential property prices in the area became incredibly competitive. The town then saw an influx of new residents keen to experiment with different approaches to living and working in a rural setting. These were often highly qualified people who set up as freelancers and homeworkers in a whole range of creative and commercial sectors. There is a local belief (unquantifiable, but probably true) that the town has one of the highest proportions of university degrees per head of population in the country.

For a small town it certainly has an impressive creative and community output. The town hosts a major classical music festival each Spring, a well respected and well attended broad-spectrum arts festival each summer, and an annual popular and world music free festival amongst others. It has a cinema (the only council run cinema in the UK) that acts as a satellite for the Bradford film festival. The Hebden Bridge Little Theatre was built as an independent community venture. There are numerous galleries displaying and selling everything from ethnic craft to original fine art.

The town also houses the nationally recognised Alternative Technology Centre, which organises a locally supported ‘Green Week’ in the town each year. There is widespread evidence of significant community effort including the Holme Street Arts Centre, the Ground Floor community centre and the Childrens centre created by NAG (Nursery Action Group) to list but a few.

The Javalounge is effectively a commercially subsidised subsidiary of theskillsgap, a major supplier of MCSE training to the MOD retraining programme.

Links to, and further information about, many of the above are available through the Hebden Bridge Web (www.hebdenbridge.co.uk), acknowledged as one of the first (if not the first) local community websites in the UK.

¹ Martin Wainwright, Friday March 7, 2003, [The Guardian](#).

3.4. Digital Profile – Key Factors

The digital profile questionnaire was published as a web form on the Hebden Bridge Web, and distributed in paper version by the Javalounge. In addition to direct distribution at the internet cafe, copies were available at some 20 retail and cafe sites within the town. About 400 copies of the paper questionnaire (in both its versions) were distributed. Awareness was generated by articles in the local newspaper, the Hebden Bridge Web, by display at retail outlets and by word of mouth.

The questionnaire generated 180 replies in less than 3 weeks. Not all questions were available or answered on the different versions

The local business association was addressed at a committee meeting by Ami Hallgarth of the Javalounge, and a commitment was made to supply a list of members. However, this list has yet to be delivered. Consequently, many visible 'above the line' businesses are not represented in the feedback. The potential for penetration of digital services into these, mainly retail and service, businesses has yet to be gauged, but it would be reasonable to assume that some, at least, will benefit from broadband and other technologies.

Similarly there are, proportionally, a much greater number of local groups and associations than are represented in the feedback. A significant number of known homeworkers and digital/creative artists/workers are not represented.

This suggests that a substantial amount of educational and awareness work still needs to be done in communicating the benefits of digital networks and technologies. However, it does also mean that the results that were obtained reflect only a small proportion of the potential for digital enablement and that ultimate uptake of these technologies may be higher still than any immediate extrapolation of the results.

Example: Hebden Bridge ICT Companies listed at/found through

www.ictdirectory.org.uk/yh

Company	Responded to questionnaire
Arvon Foundation	No
Calrec Audio Ltd	No
Electrack Solutions Ltd.	No
Leedham Information Services	No
Lycos Limited	Yes
Pennet	Yes
Peter Conacher Company Limited (Mytholmroyd)	No
Rawholme Computing	No
The Software Edge Ltd	No
Thinking Computers?	No
Visual Images	Yes

3.5. Digital Profile – Key Outputs

Internet using businesses/organisations highlighted by the profiling process (59)

Business/Organisation	Contact Name
Zion Housing Co-Operative	Colm Osiris
YREN	Barnaby Fryer
Visual Images	Gail Allaby
vespertine&son records	richard o'brien
Various, incl self-employed & potential (aspiring) remote worker for larger organisation	Chris Yates
UV Power UK Ltd	Mark Lord
University of Manchester	Mark O'Leary
university of bradford	richard woodcock
thespacebar.co.uk	Jeff & Catherine Anderson
The Halifax High School	Maureen Wagner
The Book Case	Peter Tillotson
The Architecture Bookshop	E Dobson
Terrain Geotechnical Consultants Ltd.	stuart bradshaw
Steve Morgan Photographer	Steve Morgan
Skillreply	Samantha Parker
Ryburne Brokers	Simon Waring
RHJ Business Services	Richard Jones
Procom Technical Services Ltd	Nick Osborne
Press Gang	Chris Blagg
pottery & porcelain restoration company	john heywood
Pharmacia	Andy Dyson
Pennine Pens	Chris Ratcliffe
Pennet	Diane Colover
Pecket Design & Print; Alice Publications	Richard Hull
Off the Rails Original Retro	Sonia J Maguire
Octus Ltd	Tom Cosens
Now-IC	Richard Creedy
Not directly, though involved with several vol orgs	Catherine Putz
Nigel Hillier Photography	Nigel Hillier
Newsletter Interactive	Richard Draper
Motivation	Dave Callaghan
MHA IS Ltd	Mark Harrison
Making Youth Count	Mari Piper
Lycos Limited	Maryann Hillbeck
Losource	Rob Blake
Looking glass Prints	Elizabeth Merrell
owonio productions	john siddique
Insisys	A Miskin
indigo office	Catherine Sweeney
http://www.mytholmroyd.net	Frances Robinson
Holme Street Art Centre	David Skelton
HEADS	Company Secretary
Growth Through Awareness/BridgeBirth	Annie Conboy
Forest Information Consultant	Anne Handley
Focus Unlimited	Mandi Johnson
Focus Computer Solutions	Oliver Moor
Fairbanks Consultancy	Elsie Fairbanks
Eternal Beauty Studio and Spa Ltd	Sean Connell
Equifax	Anne Hebburn
CTTC	Ian Vickridge
Consulting Engineer	Peter Lodge
Calderdale Tourism	Ed Westbrook
Calder Internet Enterprises	Michael Dicks
Business in the Community	Stephen Farrell
Burr Design Associates	Dennis Burr
Burns Collett Associates	Marc Collett
Bridge Export Services	Chris Hill
Bob Heaton	Bob Heaton
Atland Ltd	Robert Currey

Other homeworkers or individuals using digital technologies to do significant work at home – 45

Other respondents – 76

Profile Outputs Summary

Current Internet Access

No internet access	4
Modem	119
ISDN	17
Aramiska Satellite	3

Improvements to digital life of Hebden Bridge

Better/Faster Internet services	131
IT Training Services	20
Advice to businesses/orgs about using IT and the Internet	29
Help for individuals in using IT and the Internet	30

How would improved internet services add to what you have to offer?

Increased turnover	30
Better margins	19
Improved productivity	64
Greater opportunity for innovation and creativity	55
Wider audience	41
Better research	66

Business turnover range

Below 100k	46
Below 250k	3
Below 500k	4
Over 500k	2

Number of employees

1 to 5	46
5 to 10	3
11 to 25	1
Over 25	1

Broadband Registered Interest (from BT barometer)

	Broadband Registered	Profile Responded	%age
Hebden Bridge	326	158	48.46626
Calder Valley	249	17	6.827309
Other/unknown		5	

3.6 Other Information

There are 3 Aramiska satellite connections in Hebden Bridge, funded with grant support from Yorkshire Forward, at the Trades Club, the Javalounge and at Calrec Audio. An early option that was considered was the use of communit mesh wireless to open these connections out to the community. Although this proposal has been superseded by the announcement of BT local loop broadband there is an active wireless movement pursuing a community wireless network for local delivery of local content. Further information can be found on the Hebden Bridge Web (www.hebdenbridge.co.uk).

Although the exchange is to be ADSL enabled in Hebden Bridge, this is not the case for the Calder Valley (Mytholmroyd) exchange, which is still awaiting a trigger level. Profiling was originally targeted at Hebden Bridge, but a small proportion of the profile responses came from Mytholmroyd as the remit extended to consider the enablement of the exchange there. Penetration of Hebden Bridge responses into ADSL registrations of interest is estimated at nearly 50%, whereas that for Mytholmroyd is less than 10%.

This indicates that there is potential for much greater outreach into the Mytholmroyd community, and this will be supported by the 'next steps' for the project. In total 88% of all responses were from the area covered by the Hebden Bridge exchange. It is expected that the establishment of the local digital community will achieve similar results for Mytholmroyd.

5 other responses came from outside the area or gave no geographical location, although some of those were expressing an intention to move into the area.

There appears to be some confusion as to the actual membership level for Hebden Bridge's Business Association, but estimates suggest up to 70 businesses may be members or recent members. Without an up to date membership list it is impossible to say whether any respondents to the questionnaire are members of the Association. As members tend to be highly visible businesses it is likely that the responses include very few, if any, Association members (see 3.4 above).

Also, as mentioned previously, there was variation between questionnaire formats (shown in Appendix C) and not all questions were answered by every respondent, even if they were applicable to that respondent.

4. Conclusions, Recommendations and Next Steps

4.1. Conclusions

- a) Potential broadband users in the Hebden Bridge area were observably extremely interested in the possibility of providing a community broadband service prior to the BT reduction of the exchange trigger level. Some highly informed discussion about this took place on the Hebden Bridge Web broadband discussion forum (see www.hebdenbridge.co.uk). **This suggests a strong desire within the community to engage with the process of broadband delivery for individual and community benefit.**
- b) Over 20% of profile respondents also saw a need for educational and/or business support services and technologies, **suggesting a real requirement for additional education and support on digital issues.**
- c) The response to the questionnaire **shows a deep underlying trend of homeworking and micro-business activity in the area**, activity that would not normally be surfaced through conventional business information channels. Nearly 60% of respondents were in this category.
- d) It is reasonable to estimate, first by comparing profile responses against broadband registrations and then by gauging numbers registered for broadband against the broader population, that **there are at least 400 to 500 micro-businesses and homeworkers active in the Hebden Bridge area** (probably a very conservative estimate) who would benefit from enhanced use of digital technologies. This is born out by the large number of individuals in these categories personally known to those involved in compiling the profile data who did not actually respond to the profile itself.
- e) It is also significant that, for those in the homeworking and micro-business category, broadband was seen more strongly as a mechanism to enhance productivity, creativity and innovation, audience reach and research. Amongst the options, increased turnover and improved margins scored poorly in comparison. **This suggests a need for education in the business potential of digital services and applications.**
- f) Very few 'above the line' businesses responded to the questionnaire, although it was widely distributed within the centre of the town. **This suggests that the more visible and established businesses in the area would benefit from support in engaging with developments in digital services and applications for business.**

4.2. Recommendations and Next Steps

Recommendations:

- That a vehicle is created to provide a channel for funding for educational and business growth support in digital services and applications and for the development of these
- That this vehicle is community based and led, and is a not-for-profit NGO
- That the organisation should be established as a co-operative or membership company limited by guarantee
- That the organisation should offer services as a community VISP for local loop broadband
- That the organisation should provide an aggregative community portal and forum, enhancing and supporting existing community projects, services and businesses – and should not extend its remit to compete with existing locally based digital services
- That the organisation should campaign for, and facilitate, extension of broadband availability to neighbouring areas that are currently without broadband service

Rationale:

- ✓ Obvious local need for support in developing use of digital services and technologies
- ✓ Local strength in delivering sustained community projects and co-operative enterprises
- ✓ Window of opportunity to market the benefits of a community VISP prior to exchange enablement for broadband
- ✓ Opportunity to integrate additional benefits, such as wireless access points in public spaces, for community subscribers
- ✓ Opportunity for provision of educational services and peer group network support
- ✓ Example of Eden Valley in Cumbria, where a significant community portal is evolving from the community project to bring wireless broadband to the area^{2/3}
- ✓ Example of Poptel as a co-operative ISP business^{4/5}

Next Steps:

- ✓ Formation of a steering group for development of the community ISP concept (meeting of initial steering group will be held on 12 May 2003)
- ✓ Holding of a public meeting to gauge interest in, and support, for the concept (will be held on Tuesday 20th May at Hebden Bridge Tourist Information Centre).
- Formation of formal organisation and investigation of grant aid for seed funding from appropriate funding bodies.

² <http://www.digitaldales.co.uk/edenfaster/>

³ Ben Hammersley Guardian Article, Thursday October 3, 2002 [The Guardian](http://www.guardian.co.uk)

⁴ <http://www.poptel.coop>

⁵

Appendices

Appendix A - Profile Response Data Graphs

1. Current Internet Access
2. Improvements to digital life of Hebden Bridge
3. Profile responses v ADSL exchange registrations
4. Profile Breakdown by business/homeworker/individual respondents
5. Business turnover range by number of respondents
6. Business turnover range by %age of respondents
7. Number of employees (by number of respondents)
8. Number of employees (by %age of respondents)
9. How would improved Internet services add to what you have to offer?

Appendix B: Profile Responses, Business User Open Questions

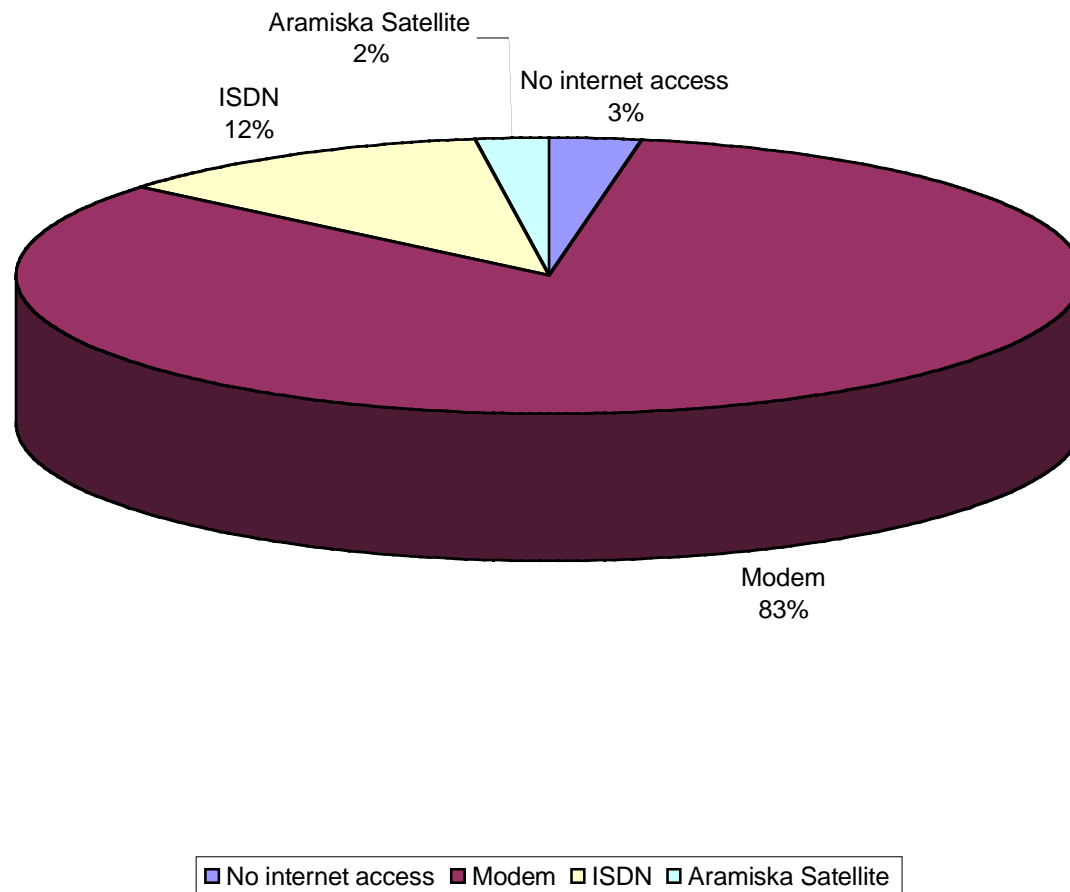
Responses 1 - Nature of your business/ creative activities:

Responses 2 – How do you currently use digital technology/the internet as part of your work?

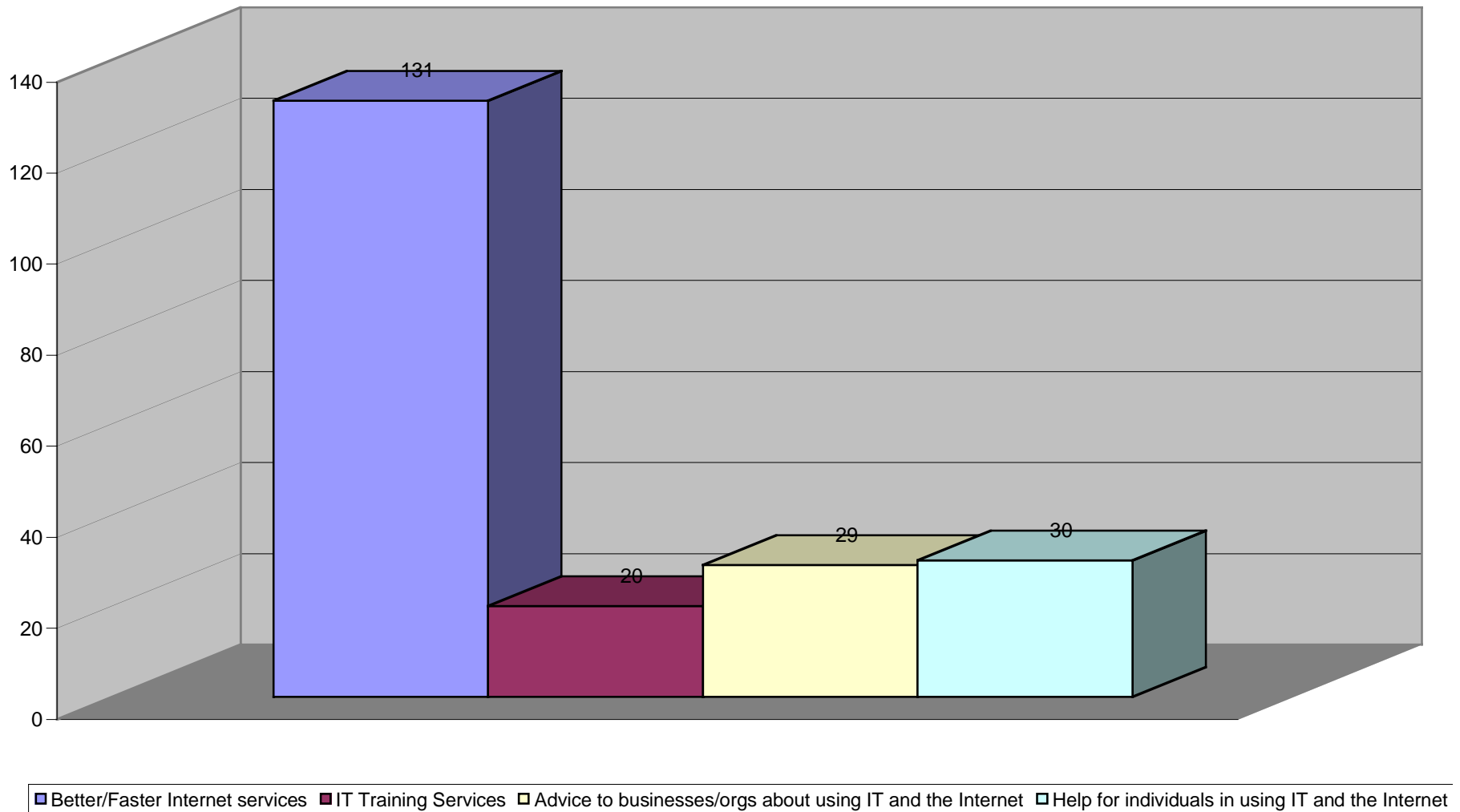
Appendix C: Profile Questionnaire

Note: the key provided outlines the areas that formed the basis of the original Javalounge questionnaire and the areas that were excluded from the online form. An additional question, on the future integration of digital technologies into work practices, was included on the online form.

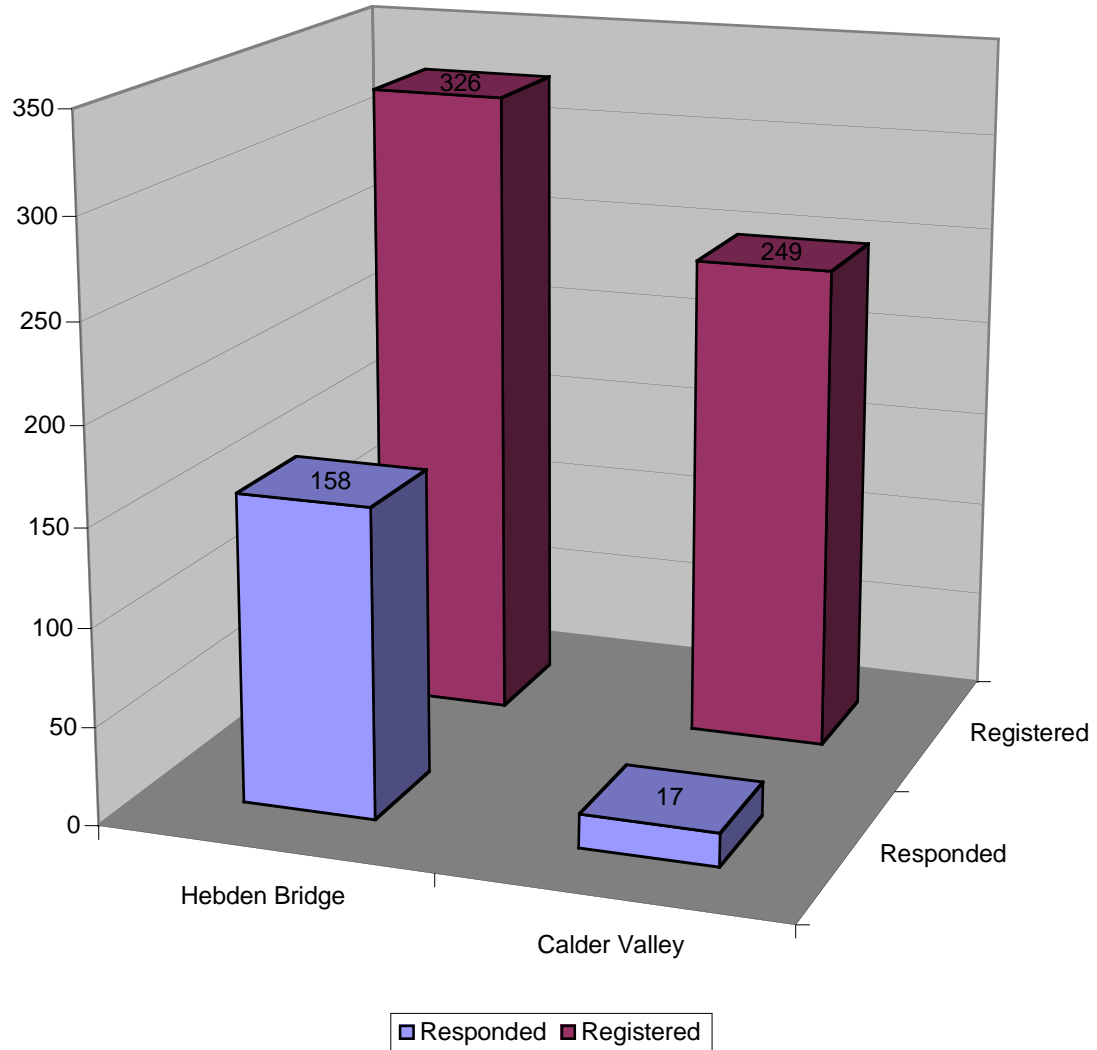
1. Current Internet Access



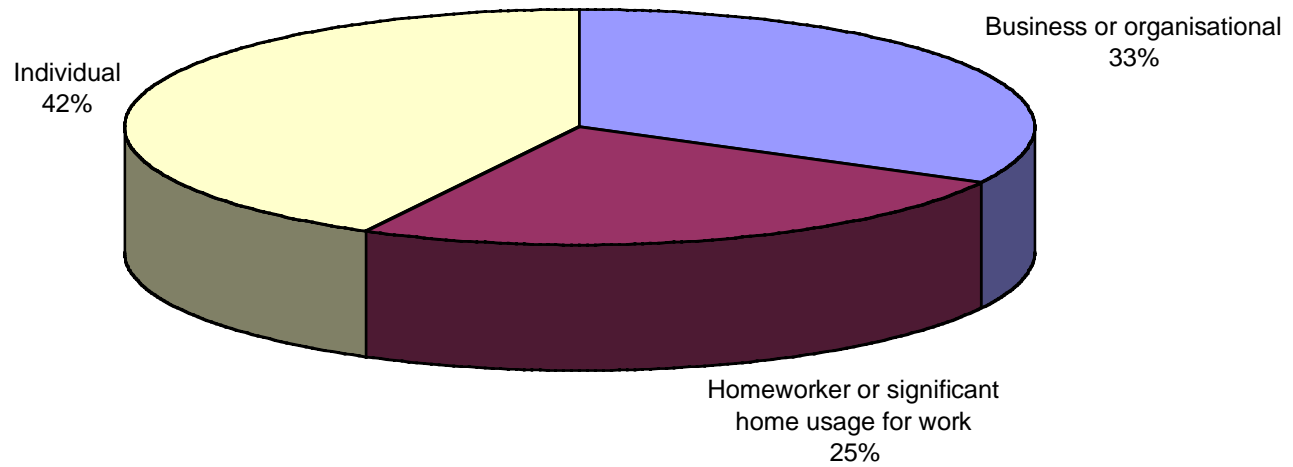
2. Improvements to digital life of Hebden Bridge



3. Profile responses v ADSL exchange registrations

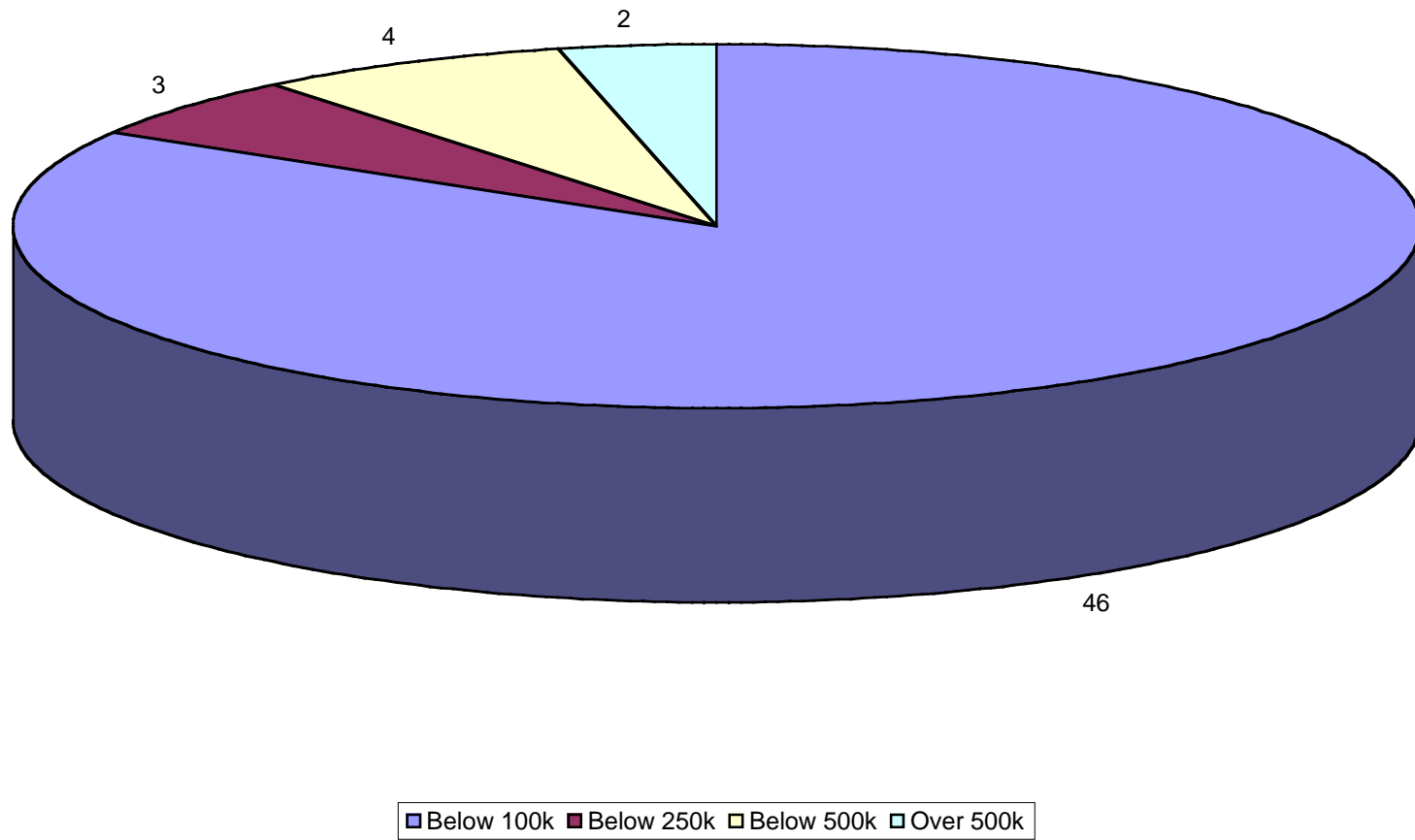


4. Profile Breakdown by business/homeworker/individual respondents

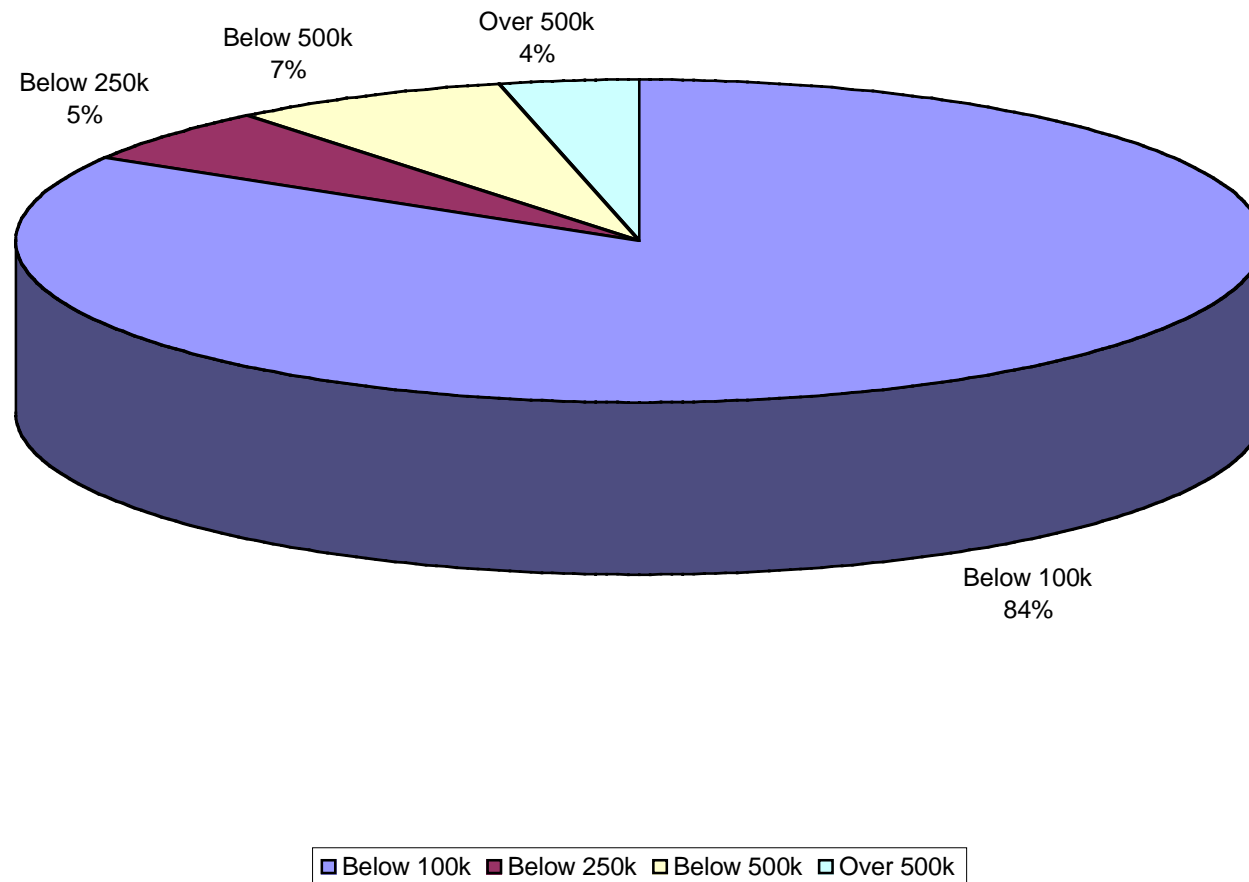


■ Business or organisational ■ Homeworker or significant home usage for work ■ Individual

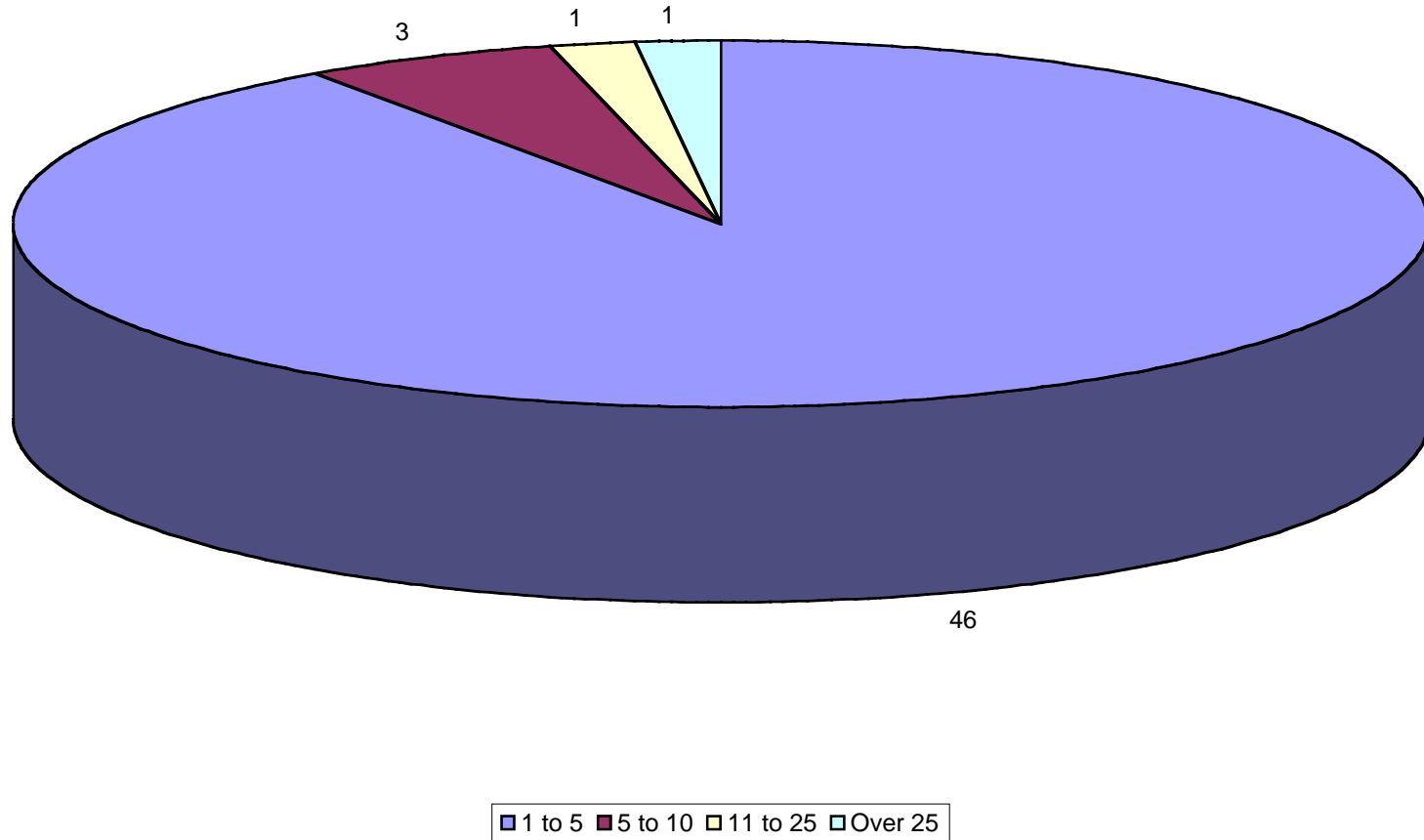
5. Business turnover range by number of respondents



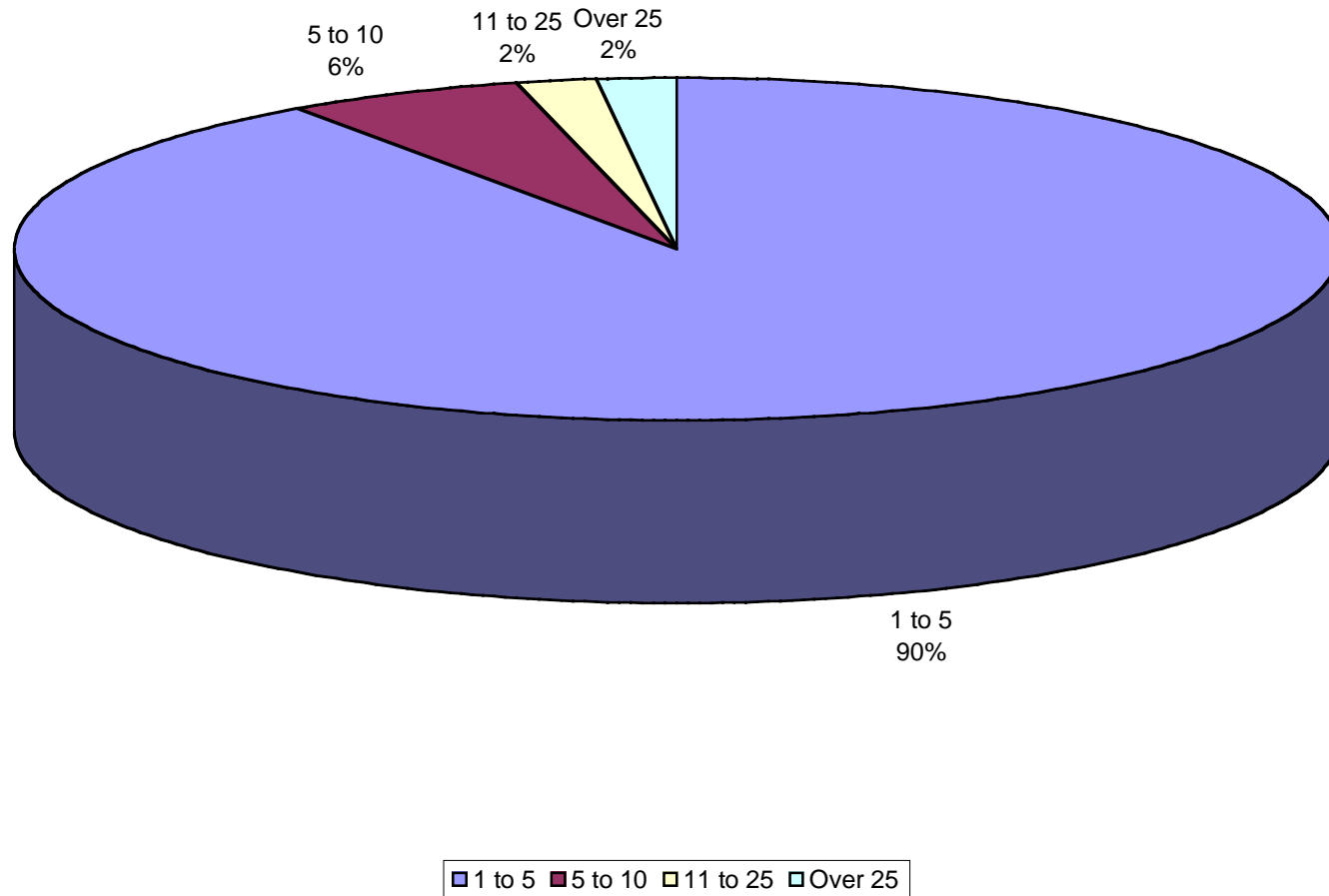
6. Business turnover range by %age of respondents



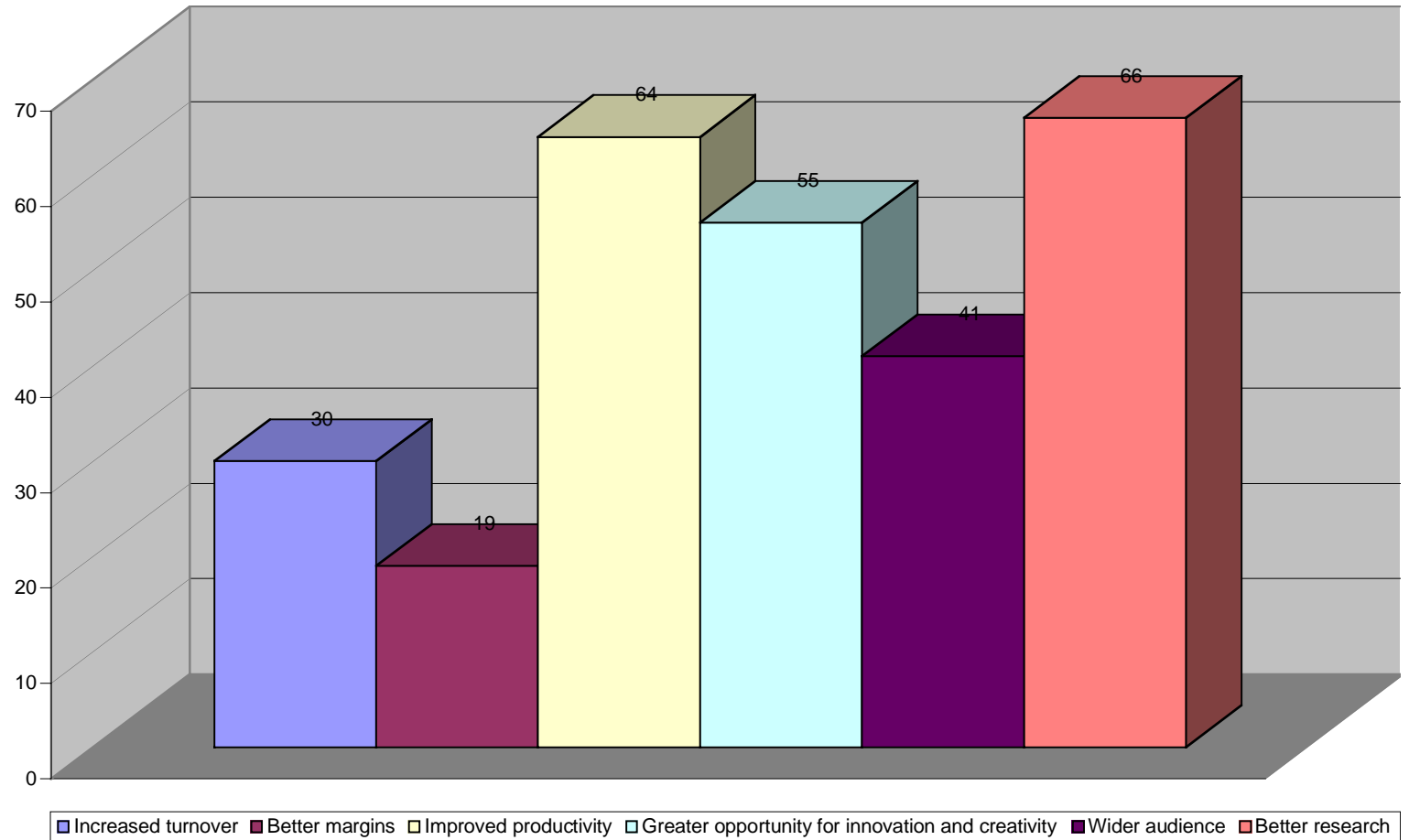
7. Number of employees (by number of respondents)



8. Number of employees (by %age of respondents)



9. How would improved internet services add to what you have to offer?



Appendix 2: Profile Responses, Business User Open Questions

Responses 1 - Nature of your business/ creative activities:

- IT Consultancy
- Secretary BMC. Teach IT and English
- Pharmaceuticals
- I provide advice on databases and information services in forest science, to academics worldwide. This includes some work on data entry and training in this and other IT-related topics
- IT professional with international company, colleagues think I live in the middle of nowhere due to lack of broadband technology! Also use the internet to access CBT courses provided by my employer, keep in touch with friends and family all over the world and find information on any subject including creative hobbies etc
- Freelance creative/copywriter
- I am a video jockey, use computers daily. Also work as freelance video teacher
- Artimedia in Batley, dedicated to helping ordinary people take advantage of IT and use it to take control of their lives.
- freelance administration and hopefully in the future an on line art gallery
- Typesetting, printing
- Export sales consultancy
- web design
- Web development and publishing
- Various IT consultancy to small businesses incl. web & mail support.
- Web and database design and maintenance
- Arts educational development: placing artists in schools, colleges, community groups seminars and workshops. Project related exhibitions
- Teaching
- Industrial designer working in Halifax but living in HB
- Personal Training
- Setting up digital art resource and creating digitally
- Architecture, 3D, CAD
- 3D modelling / CAD/ Digital Video making
- Computer consultancy graphic design and interaction designer
- Business Support
- Websites
- Bookselling
- Tourism, marketing and development
- Supply teacher
- Greetings Cards
- International marketing consultancy for the food and drink industry
- running community website for Mytholmroyd
- Mail Order Small Antiques
- Video production
- Photographer
- Programme Management Consultancy
- Civil Engineering Consultancy
- Freelance networks professional
- Work for internet hosting company
- selling collectable vinyl records via the internet
- writer/poet/musician
- Research
- Independent consultant
- Management training for voluntary organisations. There are two of us at this address, both mainly working from home
- Writing and curating exhibitions
- Consultancy services - creative industries

**Responses 1 - Nature of your business/ creative activities
(Continued):**

- IT consultancy
- Sunbed eqpt wholesaler
- Business: Network engineer monitoring and repairing networks remotely out-of-hours. Creative: Blogging/creative writing
- Software house providing legislative compliant software and information to the chemical industry both in the UK and Internationally.
- Siteowner building a database for marketing of web resources that increase traffic etc
- Recruitment services
- Software and electronic engineering
- photographer
- Sells consumables to the window industry
- selling/buying collectables music, history
- Consulting Engineer
- Bookseller
- Teacher
- Street Theatre company - performing and prop building
- I run a personal website
- Personal development through media
- Online publishing for financial services
- DTP, publishing, academic teaching & research, freelance writing
- Scriptwriting, video production, design for print
- music promotion
- Image restoration and enhancement
- Web design and consultancy, multimedia
- open source application services provider
- software programming
- Web Hosting and ordering online
- Insurance
- Sell original retro furnishings
- Academic researcher and computing consultant
- Editorial photography and PR and media training
- NGO promotes corporate responsibility amongst national and local companies
- Consulting Engineers
- database web sites
- software design
- University Lecturer
- Freelance Theatre Director

Responses 2 – How do you currently use digital technology/the internet as part of your work?

- Most of my consultancies involve databases or catalogues of Internet resources. Also, I use it for searching the Web
- Use dial-up access to my employers computer (not via internet).
- I manage web sites remotely and teach online
- email, data transfer, sourcing information
- Download new programmes, email accounts, send work to clients
- Artimedia is a partner with Kirklees council in the national lead project for councils to deliver local services via interactive TV. Our role is developing community content and engaging area 5 target socially excluded neighbourhoods in Kirklees. The project is called INtouch Kirklees - see www.kirklees.gov.uk/intouch and www.artimedia.co.uk
- Research and marketing
- Research, software downloads
- Research
- uploading + downloading files, email, web browsing
- It is my work
- FTP, mail, online promotion/marketing (NOT spam!)
- I hope to sell my own software from website
- Research
- CAD and creation of images for websites. Email
- Creating programmes
- Tools for creating art. Internet for keeping track of developments in 3D web
- Working from home
- modelling - CAD - DV
- Sales, research
- research, marketing and information
- Resource bank and recruitment info
- On-going communication with clients and delivering of consultancy projects
- internet searches/research
- online auctions to sell, viewing items for sale, and email, online payments
- Producing digital video/ graphics
- photography
- Communications with clients, reporting, research
- Research, e-mail
- Work in IT
- Design, testing and support of digital systems *using* digital systems.
- Web designer in Leeds
- heavy media FTP
- I am a teacher and use it quite a lot researching and preparing lessons.
- downloads & samples of work, exchanging work
- General Communication
- Once trained as an IT technician my husband will often work from home
- email and internet - personal website for marketing etc.
- Research, communicating with clients and contacts
- Research
- exchange of files, access to information, support in web design and database management
- research and record music
- communications, file transfer, research, web hosting, applications
- Marketing
- Support team of the largest academic regional network in Britain
- Our web page provides a source of information on current legislation
- Daily use marketing to website owners
- downloading music for use as DJ

Responses 2 – How do you currently use digital technology/the internet as part of your work? (Continued)

- research; data exchange with customers; purchasing
- website,uploading images,send images to clients
- As part of research / software development
- buy and sell on the net
- reasearch, photography
- For data retrieval and stock ordering
- research, email
- Sourcing and research of prop development
- I run a website
- Distributing ezines and news gathering
- Too many ways to list - email, WWW, ftp
- All work is done on my computer
- emails to journalists, customers, website update
- I'm a programmer for a large multi-national company delivering on-line content
- teaching around digital media
- core business is development of database driven web sites, intranets and mail systems
- business communications and component of software product
- Internet, search, email
- Insurer quote engines, EDI, downloading documents
- web site
- email, research, video conferencing, large file exchange
- transmitting photos , web site
- Email Internet Extranet
- email, website searches
- 7 years
- linux desktop
- various
- research and email
- research, communications, filming, photography

Hebden Bridge Digital Questionnaire

What is this questionnaire for?

Key: (Not included in online form)
(Formed basis of original Javalounge questionnaire)

The information you give us will be used to build a 'digital profile' of the Hebden Bridge area. This will help us to:

- **Push for earlier, better quality and better value broadband and future Internet services provision for the area.**
- **Make the case for accessing local, regional and national funding to support digitally based commercial, creative, community and educational activity in the area.**

The form should only take a few minutes to complete and the details you give us are treated as confidential. **You can tell us just how much, or how little, you want to be involved in any future activity by choosing from the options at the end of this form.**

Your details

Name:
Company or Organisation (if any):
Address:

Telephone:
Email address (if any):

Please note that you can choose as many options below as apply. Please give us more details and your comments wherever possible.

<p>Do you currently have Internet access?</p> <p><input type="checkbox"/> None <input type="checkbox"/> Modem <input type="checkbox"/> ISDN</p> <p>Other/Comments:</p>	<p>Do you use thejavaoungue Internet facilities?</p> <p><input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Occasionally <input type="checkbox"/> Never</p> <p>Other/Comments:</p>	<p>Do you visit the Hebden Bridge Web?</p> <p><input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Occasionally <input type="checkbox"/> Never</p> <p>Other/Comments:</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

What improvements would you like to see in the 'digital life' of the Hebden Bridge area?

- Better/Faster Internet services
- IT Training Services
- Advice to businesses and organisations about using IT and the Internet
- Help for individuals in using IT and the Internet

Other/Comments:

You can also help us by answering one or more of the following sections on business, creative, organisational and educational activities if they apply.

If you are replying from a business or creative viewpoint please tell us the following:

<p>What are your business and/or creative activities? Details:</p>	<p>Do you currently use digital technology/the internet as part of your work?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, how?</p>
------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Please turn over for the rest of the questions.....

Business turnover range (if applicable): <input type="checkbox"/> Below 100k <input type="checkbox"/> Below 250k <input type="checkbox"/> Below 500k <input type="checkbox"/> Over 500k Other/Comments:	Number of employees (if applicable): <input type="checkbox"/> 1-5 <input type="checkbox"/> 6-10 <input type="checkbox"/> 11-25 <input type="checkbox"/> over 25 Other/Comments:
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

How would improved Internet services add to what you have to offer?

- Increased turnover
- Better margins
- Improved productivity
- Greater opportunity for innovation and creativity
- Wider audience
- Better research

Other/Details:

If you are replying from an organisational viewpoint please tell us the following:

What does your organisation do?

Details:

How many members does your organisation have?

Details:

How would your organisation benefit from improved Internet access/digitally based services?

Details:

If you are replying from an educational viewpoint please tell us the following:

Do you deliver or receive educational services?

Details:

How would this benefit from improved Internet access/digitally based services?

Details:

Thank you for completing this survey. The results will be used to help us in our campaign to help improve the digital environment and digital opportunities for the Hebden Bridge area, and will be held by the Hebden Bridge Web in common with The Javalounge and the Bradford University based Simula project.

Your details will not be passed to anyone else for commercial reasons unless, in the future, ***we have asked for and have been specifically given your permission.*** This would only be likely if, for example, a commercial offer of benefit to the community as a whole became apparent.

In the meanwhile you can choose to be kept up to date by choosing any or all of the options below.

- I would like to receive updates on the campaign to improve the digital environment for the Hebden Bridge area.
- I would like to be kept up to date with news from the Javalounge
- I would like to be kept up to date with news from the Hebden Bridge Web

Thank you again for your time and your help. Please return this form to any of the following
thejavalounge, Market Street, Hebden Bridge
Mark Harrison, 19(b) Crown Street, Hebden Bridge HX7 8EH,
The Hebden Bridge Web at 32 Windsor Road, Hebden Bridge HX7 8LF.