

Superfast take-off for Gwynedd business

Leader of the House with responsibility for digital, Julie James visited Jim Ellis who co-runs When it Rains Creative, based at Llwyndyrus Farm, to see how accessing superfast speeds had made a real difference.

The farm has been enabled to access superfast broadband under the Superfast Cymru programme and is benefiting from Fibre-to-the-premises technology. This means the property has access to Ultrafast speeds of up to 330Mbps which is also enabling the farm to market the holiday cottages 'Llwyndyrus Farm Spa' and efficiently deal with bookings.

When it Rains Creative offers videography, photography and 3D visualisation services and a faster connection is playing a vital role in the business' future ambitions.

Jim Ellis recently won the Dr Emrys Award at the Royal Welsh Show for Embracing Innovation and Communications Skills. The award is for a person under 35 years of age, who lives and works in Wales and has contributed in an exceptional way to embracing innovation and skills.

Following the visit, Julie James said:

"I've been very pleased to visit Llwyndyrus Farm, where the benefits of a superfast broadband connection are being realised.

"It's been great to hear how Jim has been using faster connection speeds as part of When it Rains Creative. His passion for using technology to achieve his goals is evidently clear and I'm very pleased Superfast Cymru has delivered for him and the business.

"The programme has undoubtedly been a success by bringing superfast broadband access to almost 733,000 premises throughout Wales which would otherwise not have received it, largely in rural areas.

"It's also important to remember no premises in Gwynedd would have had access to superfast broadband without the intervention of Superfast Cymru, but now more than 58,400 in the county have thanks to our programme.

"While the programme has been a great success, there is more to do in reaching the remaining premises without access and we are now working on how to do this.

"Our Access Broadband Cymru and Ultrafast Connectivity Voucher Schemes are also available for those currently without access to superfast broadband."

Jim Ellis of When it Rains Creative said:

“Accessing superfast broadband has been absolutely essential for my personal growth as an aspiring entrepreneur and videographer as well as for the business and will be as we continue to grow.

“It is playing a vital role in helping us deal with customers, transferring data and working more efficiently.

“Superfast broadband has made a real and tangible difference and I’m delighted with the positive impact it continues to have.”

Ed Hunt, programme director for Openreach, said:

“Superfast Cymru was an enormous engineering project with a complex set of challenges, but our engineers have risen to the task, delivering one of the outstanding digital network roll-outs in Europe.

“Wales now has the largest full fibre to the home footprint in Britain as a result of the work our engineers carried out during Superfast Cymru. I’m delighted to see companies such as ‘When it Rains Creative’ reaping the benefits of this new infrastructure from their base on Llwyndyrus Farm near Pwllheli and accessing some of the fastest broadband speeds available in the UK.

“Our new digital infrastructure is bringing a wealth of new growth opportunities to businesses across Wales and we’ll continue to extend our full fibre network even further throughout the country.”