



## Introduction from Fergus Ewing MSP, Cabinet Secretary for Rural Economy and Connectivity



Each week, another village or community is connected to fibre broadband thanks to the Digital Scotland Superfast Broadband programme, places like Ardwell in Dumfries and Galloway as well as Cairnie in Aberdeenshire are now able to benefit.

I take some satisfaction knowing that thanks to the programme over 750,000 homes and business can now access fibre broadband. Following the early success of the Digital Scotland Superfast Broadband project, which saw stronger than expected take up figures, an additional £15.6 million is being reinvested back into the programme. The additional funding will have a particular focus on maximising the numbers of premises that have access to speeds of greater than 24Mbps with funding targeted on areas with the lowest speed coverage including Aberdeenshire, Angus, Dumfries and Galloway, Perth and Kinross, Scottish Borders and Stirling.

The extension will mean that premises in very rural areas who do not currently benefit from any uplift in speed, as well as some 'new build' premises constructed between 2012 and 2014, will now all be able to access superfast broadband.

It's another step that the Scottish Government are taking to ensure that by 2021 that across Scotland all homes and businesses will be able to access superfast broadband.

Today, the programme launches an advertising campaign 'Up your street'. Designed to encourage people to sign up to fibre broadband - you can find out more about it in the newsletter, as well as watching out for the adverts on the radio and in your local press.

Finally, later on this month, the Digital Scotland Superfast Broadband team will be at one of my favourite events of the year – The Royal Highland Show. So if you are visiting, then please pop over and say hello to the team.

Best wishes – and have a pleasant summer.

Fergus Ewing MSP

## Make sure 22nd- 25th June is in your diary

Come and see us at the one and only [Royal Highland Show](#) - one of Scotland's most iconic events, now in its 177th year.

A fabulous day out, it is a chance to sample scrumptious local produce and enjoy the vibe of farming and rural life at its best. The Digital Scotland Superfast Broadband team will be in the thick of the action on Stand 564 on Avenue O. Please come along and say hello.



We would love to meet you and answer any questions you have about superfast broadband and how it could help you. On our stand, you can check your own postcode online to find out if you can get fibre broadband yet as well as take a peek at our fascinating model of the network, which provides a unique insight into the technology behind the fibre infrastructure.

## Extra funding, extra benefits across Scotland



Great news! Even more households and businesses than originally planned will now benefit from faster broadband. We are delighted that additional funding of £15.6 million has been made available for further investment, as a direct result of having achieved even greater take up of fibre than originally expected. This extra investment will be used to benefit local authorities across Scotland and will be focussed on those areas where there is the lowest speed coverage, including in Aberdeenshire, Angus, and Perthshire as well as Stirling, Dumfries and Galloway and the Scottish Borders. [Find out more.](#)

## What broadband speed are you getting?

If you want to know what your current broadband speed is, just check out [this helpful two-minute video](#) that reveals how to find out. It is a quick and simple process, and this video talks you through how to test your speed and what to do if you have a problem getting the speeds you need.



## Can you go faster?



So you have fibre broadband– but are you getting the best internet speeds you could?

There are many factors that can affect the speeds you experience – including the age of your computer or router, the location of your wireless router and the thickness of the walls in your home or office. Some of these are quite straightforward to alter. There are some simple steps you can take which could make a huge difference to the broadband speeds you achieve. Take a look at [these 5 Top Tips](#).

## Look out for our exciting new information campaign

This month sees the launch of our new multi-media public information campaign, which will be spreading the word about superfast broadband through local press articles, targeted direct mail, radio and widespread social media. The campaign uses the theme 'Superfast broadband is right up your street' to raise public awareness of the benefits of upgrading to superfast broadband when it's available in their local area and to stimulate take up to record levels.



[Check out our campaign here.](#)



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ARE YOU READY TO GO FASTER?