



One Cumbria business who is reaping the benefit of fibre is The Howard Arms, a pub, restaurant and hotel situated in the beautiful market town of Brampton, ideal for people looking to discover what Cumbria has to offer.

Dulce Brodie who owns the business alongside her husband Thomas, said "prior to the arrival of fibre broadband, the wi-fi service we were able to offer to our customer left a lot to be desired, different areas of the building would provide different levels of intermittent internet signal. Since the upgrade last year this is no longer a problem and we can confidently advertise as being able to offer a strong fast wi-fi service to our customers." "Wi-Fi is something we feel a lot of clients have come to expect; being able to offer this definitely gives us an advantage on the marketplace."

"In terms of reviews we receive, poor wi-fi service is no longer an issue and I believe this has resulted in more bookings for us."

The establishment also offers a corporate suite which can seat up to 60 attendees for meetings and events. Dulce told us 'being able to offer wi-fi alongside our function room really opens up doors in terms of meeting the needs of clients who make use of the facility.' Behind the scenes, The Howard Arms are benefitting from being able to go about their day to day job in a much more effective way in terms of time taken to update their website, responding to customer enquiries and place orders for goods.

Dulce would urge other businesses in the area to consider making the upgrade to fibre broadband saying, "for us, the upgrade has enabled us to compete with our competitors and have a stronger presence in the industry."

Visit the Howard Arms at [www.thehowardarmsbrampton.com](http://www.thehowardarmsbrampton.com)