

News release



Superfast broadband . . . it's the Norm in Dorset

A friendly new face is showing people in Dorset how easy it is to get better broadband.

Digital Norm is a fun character developed by the Superfast Dorset programme. His family switches to superfast broadband and saves money at the same time.

Norm has been appearing in town centres, local newspapers, on council buses and social media. And there's an [online animation](#) showing how Norm and his family transform their home WiFi.

More than 97 per cent of Dorset premises can now get superfast fibre broadband and over half of homes and businesses have already switched, making it the norm in Dorset

These faster, more reliable connections mean everyone can be online at the same time, quicker downloads, TV and films on demand and video calling without the annoying lag.

But the uplift in speeds isn't automatic – you must contact your internet provider and ask to switch to fibre broadband.

Superfast Dorset won Government funding to create the Digital Norm campaign including the short film, which can be seen at www.dorsetcouncil.gov.uk/superfast

if you need a little help using computers or the internet phone 01305 221048 and Superfast Dorset will match you with one of its [Digital Champion volunteers](#) in your area.

Notes to editors

Superfast Dorset is a partnership between BT, the Department of Media, Culture and Sport, Dorset Local Enterprise Partnership, Dorset Council and Bournemouth, Christchurch and Poole Council.

Superfast broadband is defined as download speeds of at least 24 megabits per second.

Working with its delivery partner Openreach, the project has provided around 85,000 homes and businesses with access to superfast broadband.

For more information about this news release contact the Superfast Dorset Team on 01305 228825.