

Cash in on your Connected Capital

It's in our nature: everyone loves a bargain. The high street cottoned on to this fact years ago and now the calendar is chock-full of end-of-season sales, mid-season sales, back-to-school sales, January sales, blue-cross sales... you get the idea. Recent years have seen the introduction of Black Friday to the UK, when shoppers go wild for cut-price goods and Cyber Monday, when internet shoppers scour the web for one-time only offers with just as much crazed consumerism.

Some of us are numb to the apparently constant adverts flagging up our chances of getting a good deal. Some of us might even be a bit suspicious: as the old saying goes, there's no such thing as a free lunch. We know that retailers aren't always motivated by concern for the shopper's well-being, but sometimes, something comes along that really does benefit us. Sometimes, there's an offer that we genuinely can't afford to refuse.

As part of the central government's Connected Capital Programme, the Department for Culture, Media and Sport have dedicated £5.5m to a voucher scheme giving small and medium businesses up to £3,000 towards upgrading to high-speed internet connections. Edinburgh was one of five cities to pilot the Connected Capital Broadband Voucher Scheme in August 2013 and, following widespread success, it went live in December 2013.

The scheme is delivered locally through Business Gateway. Eligible businesses can apply online by consulting two of the 122 registered suppliers found on our website, and submitting two quotes with their application form. Vouchers will be awarded to businesses to help

cover the installation costs of connecting to superfast broadband services up to the value of £3,000, with businesses paying the VAT costs and the ongoing subscription. Faster, more reliable internet means you can give other things your attention and really make your business a success.

If you're a small to medium sized, or third sector organisation located in the City of Edinburgh Council area with fewer than 250 employees and a turnover of less than £40m, then you should qualify for a voucher. Further information and an application form can be [found here](#).

CGI has been busy promoting the scheme across Edinburgh, so look out for us at technology events and roadshows. Of course, you can contact us anytime to ask questions or speak to someone on the team. Email us at connectedcapital@edinburgh.gov.uk or give us a call on **0131 529 6644**.

CGI is encouraging all SMEs in Edinburgh to take advantage of this incentive. If you are not sure what service needs your business has, you can **contact our suppliers directly** to discuss your needs before applying.



Focus
How Scottish-based SMEs
can gain government funding
for broadband upgrades.