

# Broadband helps Brian take on the World

Former fireman Brian Gregory is thanking broadband technology for taking his business from local to global in a matter of months.

The super fast Internet connection has helped his health and safety training firm develop a new software package that can be used by companies all over the world. Brian, who started Safety Management UK three years ago, says,

**“It’s been amazing. I had the idea for my SafeCom software when I was on an export mission in South Africa last November. But it was only when I got broadband that I realised I could put my idea into practice. It would’ve been impossible to produce something like this using a dial up connection. Broadband had taken the business forward and there’s no doubt that it will boost our profits.”**

## Embracing new technology

SafeCom helps companies comply with important health and safety regulations by telling them what to do and when. It explains the rules, sends them reminders and helps them record all the information they need to fulfil their legal obligations.

Brian explains,

**“The beauty of this software is that we make it bespoke to each firm and it is designed to be used worldwide. If a risk assessment needs compiling every year, they’ll get an email**

**from us a month before the deadline reminding them of what to do. They’ll be linked to our website where they can enter relevant details and dates, so there’s a record of compliance. It’s easy to use, it’s practical and it’s affordable and judging by the initial response, it has a huge future.”**

Safety Management UK hasn’t officially launched SafeCom yet, but companies are already clamoring for the product. Two large businesses in Britain have installed it and Brian and his team are planning to export it to other countries. They have travelled to South Africa and Mexico and such is the interest that they have had their website translated into Mexican.

The powerful Internet connector has also helped Safety Management UK improve its website, which is used for promoting services including health and safety courses and training commercial fire fighters for firms including ICI that have their own fire brigades. The old dial up connection to the Internet is in the “dark ages”, according to Brian, who believes that broadband has also helped improve customer service.

**“Before we had broadband, the phone line would be tied up whenever we went onto the Internet to check emails or download information.”**

## Great advice from the LDDA

Brian, who employs three people, discovered broadband

when he met a Lancashire Digital Development Agency (LDDA) representative at a Chamber of Commerce business lunch. He booked a free consultation and on the strength of the advice he had been given, he decided to install the technology, which costs as little as £15.99 a month. The LDDA is a not for profit organisation, funded by the North West Regional Development Agency and the European Regional Development Fund and supported by Business Link and the Chamber of Commerce East Lancashire. Its aim is to make Lancashire businesses more competitive by educating them about the benefits of broadband.

The technology has been proven to save firms time and money and helps them compete both nationally and internationally. It gives fast, unlimited and instant access to the Internet, allows companies to trade globally, to download and helps them send and receive larger files through the world wide web. It also allows employees to work flexibly away from the office.

Jane Law, the LDDA’s lead envoy for West Lancashire, says,

**“We are delighted that we’ve been able to help Safety Management UK become a world player. It’s another success story for us and we’re keen to help more companies improve with the help of broadband. Our seminars and one to one consultations are free, so there’s nothing to lose and the scores of businesses we have helped are proof that there is everything to gain.”**



Brian, who hasn’t looked back since he installed broadband in April this year, concludes,

**“I can’t believe anyone can function without broadband. I’m glad I found the LDDA because they spurred me on to install it. It’s been incredible. It has helped us operate so much faster and more efficiently and it has enabled us to develop a new product that has turned us into a global company with a whole world of opportunities.”**

For free and impartial advice on how broadband can benefit your business or to find out more about Lancashire Digital Development Agency events call Simon Westgate on 0845 600 9006 or visit [www.ldda.org.uk](http://www.ldda.org.uk)

