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Daisy Group Says UK Economy Bleeds £11bn Due to Poor Broadband

Posted Thursday, March 19th, 2015 (1:51 pm) by [Mark Jackson](#) (Score 428)

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Business ISP [Daisy Group](#) has claimed that poor Internet connections are costing the UK economy some £11bn per year due to lost productivity, with 39% of employees saying they get faster broadband at home than at work and workers allegedly losing 38 hours every year due to slow services.

According to the study, the average worker was deemed “unable to complete their normal job responsibilities for up to 44 minutes every week due to poor broadband speeds“, while 7% also admitted that their Internet connection grinds to a halt more than 10 times in any given 7 day period.

During periods of slow Internet access some 60% of respondents admitted that they turn to their smartphones for non-related work activities, such as online shopping and checking social media. On top of that 9% of respondents

said they used their smartphones to look for other jobs when they have no Internet access.

Jan Wielenga, Product Manager for Data Networks at Daisy, said:

“Too many businesses are still relying on basic ADSL connections that are aimed at the residential users. These are the businesses that struggle to cope with the high-bandwidth demands of software and apps that workers use.

It is simply unacceptable for businesses that rely heavily on the internet to experience periods of downtime, particularly at a time when fibre and dedicated Ethernet connections have never been more affordable and available.

The internet going down or running slowly for 44 minutes per week doesn't sound much, but the result of any loss of productivity is that businesses can suffer."

The workings given above assume the "UK's average wage of £13 per hour" and that the average worker then loses 38 hours of productivity a year through slow Internet access. Apparently this is then factored against the 72% of the UK's workforce (30 million) that use the Internet in their job roles (i.e. £494 worth of productivity is lost per employee per year).

The statistics are certainly interesting, but they're perhaps a bit too thin and should be taken with a big pinch of salt. In particular it's unclear how many people were surveyed, where and in what capacity. The assumption that those who use Internet would not also be able to do other work when offline is also a bit flaky, but it does depend upon the job.

On the other hand there's no denying that a lot of SME firms do suffer due to a lack of good broadband, with expensive leased lines often not being economically viable for smaller businesses.

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13 Responses

1. DTMark

[March 19, 2015 at 2:06 pm](#)

Thought I'd see if I can qualify the statement "at a time when fibre and dedicated Ethernet connections have never been more affordable and available"

Should be easy enough. So with reference to the Daisy and Entanet websites, let's have a look. I'm thinking of a couple of sites near here with office premises and agile SME type businesses that need flexibility.

"GEA" – too slow (up to 20 Meg). Forget that.

"EFM" – highly limited by the physics of copper. Enta site says installation within 22 days. I needed to check my calendar, I thought we had gone back to 1976 for a moment. Needs up to 8 copper pairs to maybe manage 35Meg. Let's assume there are 8 spare pairs in fair condition. Still too slow, takes ages to set up. Is that line rental * 8 to add as well?

"Leased Line" seems to be the one.

How much more affordable is that nowadays?

Everything appears to be being held back by the lack of any FTTP loops.

[Reply](#)



○ [Barry Ashdown](#)
[March 19, 2015 at 3:39 pm](#)

A few years ago a 20Mb leased line would cost over £1K a month, today a 100Mb circuit can be below £400 a month.

That fully meets the definition of “never been more affordable” but may still significantly exceed an SME budget.



○ [GNewton](#)
[March 19, 2015 at 4:40 pm](#)

Contrary to what some posters here on ISPReview believe, leased lines are not everywhere available from BT. I know of recent cases where leased lines from other providers were quoted as nearly £4000 per month.

In this country, businesses should not really be located in rural areas, or in small towns, or, in many cases, not even in business parks. The UK telecom industry in the UK suffers from a severe ‘Can’t Do’ culture, which in the case of BT in particular can be traced back to its arrogant laziness from GPO times.



2. [FibreFred](#)
[March 19, 2015 at 5:00 pm](#)

“The statistics are certainly interesting, but they’re perhaps a bit too thin and should be taken with a big pinch of salt.”

I’ll measure that pinch in kgs

I thought it was early April already

[Reply](#)



○ [DTMark](#)
[March 20, 2015 at 9:40 am](#)

“workers allegedly losing 38 hours every year due to slow services.”

I’m surprised it’s that little/low.

I am assuming that the ridiculous installation charges being quoted come about in part because there is no nearby connectivity to actually wire the premises in to, so potentially miles of wire can be involved.

And, in part, because there’s a choice of only one provider, that being Openreach.

I cannot believe that people do base themselves in locations without any modern connectivity whether that's residential (like the people moving into the new-build estate here who can look forward to stuttering SD YouTube videos) or businesses.

But what it does indicate is just how shockingly bad connectivity is when huge amounts of work are required just to supply a basic service.

The FTTP alt-nets serving business parks are onto a winner and I'm puzzled as to why it has taken so very long. VM had this opportunity years ago and squandered it.

3.  *Ben*

[March 19, 2015 at 5:17 pm](#)

We're moving offices in the next few days and the local comms are shocking (No FTTC, 2Mbps ADSL). We did have a quote for a 20/100 leased line which worked out to about £300 however a local ISP is offering wireless leased lines (PtP "Air Fibre") which has allowed us to get 50/100 for about £250, with us able to boost this up to 100/100 for about £50 a month more.

I'm very keen to see how it performs. Realistically though SMEs like ourselves shouldn't have to pay £250 /month just to get an internet connection.

[Reply](#)

o  *FibreFred*

[March 19, 2015 at 6:09 pm](#)

Why is that then, does it cost less to provide to SME's than larger enterprises?

o  *X66yh*

[March 19, 2015 at 6:42 pm](#)

Why don't you sack everyone and move the business to S.Korea.

o  *TheFacts*

[March 19, 2015 at 7:07 pm](#)

Why did you move to a building with poor comms if it is so important and what % of your total spend is £6k pa.?

o  *TheFacts*

[March 19, 2015 at 7:08 pm](#)

Correction – £3k pa.

o  *GNewton*

[March 23, 2015 at 3:34 pm](#)

@Ben: Why would you move your office to a location which doesn't have proper telecom

services?



4. *Jonas*

[March 19, 2015 at 6:36 pm](#)

I was in Hammersmith and Fulham last week and one of my clients took 3 x 1GB circuits from ITS in to three separate MDUs for a major service office space client. £3k installation and then £500 per month (yes each) so the price of connectivity is dropping fast. The circuits will be live within 21 days too, so again things are being shaken up by the ALT NETS.

[Reply](#)



5. *fastman2*

[March 20, 2015 at 7:40 am](#)

Gnewton — so what exchnage are you on — if essex are you covered by BDUK or are you excludud because of alread other operator activity — happy to help if you ca share where you ared — but you seem not to want any help

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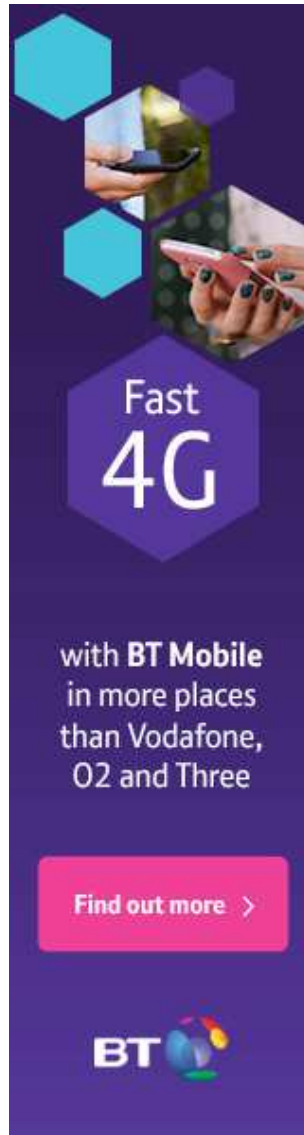
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