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**BRITAIN'S SLOWEST STREET FOR BROADBAND: CROMARTY ROAD IN
STAMFORD, LINCOLNSHIRE**

- **Stamford's Cromarty Road has an average download speed more than 500 times slower than the UK's fastest street, Willowfield in Telford^[1]**
- **Lincolnshire has three of the top 10 slowest streets for broadband in the country with speeds around 37 times slower than the national average of 9Mbps^[2]**
- **Essex has four of the slowest streets in the UK, but also boasts the third fastest - Cromwell Road in Southend-on-Sea^[3].**

With a barely-there average download speed of just 0.132Mbps, Cromarty Road in Stamford, Lincolnshire is the street with the slowest broadband in the UK, according to new research by uSwitch.com, the independent price comparison and switching service. At the other end of the scale, Willowfield in Telford has registered super-fast download speeds of 70.9Mbps over the past six months – a staggering 537 times faster than Cromarty Road - making it the fastest street in the country.

It would take Willowfield residents just 2 minutes 49 seconds to download a two-hour film, and 11 seconds to download a music album, while Cromarty Road residents would take 25 hours and 15 minutes to download a two-hour film and 1 hour and 41 minutes to download the same album^[4]. And other streets in Lincolnshire are not performing much better. The county has three of the 10 slowest streets for broadband in the UK, with Burghley Road in Lincoln and Woodlands Drive in Colsterworth also registering negligible speeds of 0.259Mbps and 0.346Mbps respectively.

Those who live on Ledbury Road in Wellington Heath, Herefordshire would probably be better off sending snail mail than an email. With an average download speed of just 0.192Mbps, their street is a broadband dead end, and the second slowest in the country. Third slowest is Halsey

Drive in Edzell, Aberdeenshire where speeds of 0.25Mbps are so slow that simply downloading one song would take 2 minutes 40 seconds.

Even London streets aren't all in the fast lane - South View Road in the London Borough of Haringey has an average speed of just 0.639Mbps. And despite its close proximity to London, there are four streets in Essex that performed particularly badly in speed tests over the past six months. But Essex is also home to the third fastest street in the UK – Cromwell Road in Southend-on-Sea, where average speeds were 66.97Mbps over the past six months.

The following table lists the 50 slowest streets in the UK in terms of average broadband connection speeds:

Rank	Street name and location	Download speed (Mbps)
1	Cromarty Road, Stamford, Lincolnshire	0.132
2	Ledbury Road, Wellington Heath, Herefordshire	0.192
3	Halsey Drive, Edzell, Aberdeenshire	0.25
4	Burghley Road, Lincoln, Lincolnshire	0.259
5	Harwich Road, Clacton-on-Sea, Essex	0.26
6	Spondon Road, Wednesfield, Wolverhampton, West Midlands	0.304
7	Woodlands Drive, Colsterworth, Lincolnshire	0.346
8	Glabon Road, Norwich, Norfolk	0.381
9	Rose Hill Drive, Dodworth, South Yorkshire	0.394
10	Clements Lane, Elford, Staffordshire	0.421
11	Landsdown Crescent, Larne, County Antrim, Northern Ireland	0.422
12	Kelsick Park, Seaton, Cumbria	0.423
13	Kirkton Road, Fenwick, East Ayrshire	0.429
14	Mere Crescent, Northwich, Cheshire West and Chester	0.484
15	Brynhafod, Bryn, Neath, Port Talbot	0.525
16	Churchill Drive, Upper Bruntingthorpe, Lutterworth, Leicestershire	0.533
17	Broad Street, Great Cambourne, Cambridgeshire	0.538
18	Grammer Street, Denby Village, Derbyshire	0.539
19	Lake Way, Jaywick, Essex	0.54
20	Danby Close, Washington, Tyne and Wear	0.549
21	Crouch Meadow, Hullbridge, Essex	0.556
22	Pinfield Close, Scarborough, North Yorkshire	0.559
23	Copper Beach Drive, Carlton Colville, Suffolk	0.564
24	Bodham Road, Cheltenham, Gloucestershire	0.57
25	Foundry Road, Ryhall, Rutland	0.575
26	Redhall Road, Templand, Dumfries and Galloway	0.576
27	The Green, Biddestone, Wiltshire	0.581
22	Underhill Road, Matson, Gloucester, Gloucestershire	0.584
29	Crossways Park, Pulborough, West Sussex	0.598
30	Hazel Grove, Hockley Heath, West Midlands	0.56

31	Leonard Road, Greatstone, Kent	0.601
32	Foxton Road, Barrington, Cambridgeshire	0.606
33	Hillside Road, Piddington, Northamptonshire	0.613
34	Rhosyn Gwyn, New Tredegar, Caerphilly	0.615
35	Jacqueline Gardens, Billericay, Essex	0.631
36	Oak Tree Drive, Guildford, Surrey	0.633
37	Main Street, Stonesby, Leicestershire	0.634
38	Turnberry Avenue, Leeds, West Yorkshire	0.635
39	Westfield Close, Five Ashes, East Sussex	0.636
40	South View Road, London Borough of Haringey, London	0.639
41	Heal Park Crescent, Fremington, Devon	0.651
42	London End, Woburn, Central Bedfordshire	0.658
43	Roanhead Lane, Barrow-in-Furness, Cumbria	0.663
44	Arundel Drive, Orpington, Greater London	0.671
45	Upper Malvern Road, Belfast, Castlereagh	0.681
46	Beck Side, Hibaldstow, North Lincolnshire	0.681
47	Ardgay Road, Bonnybridge, Falkirk	0.67
48	Ariel Close, Newport, Wales	0.69
49	Rowan Tree Close, Birkenhead, Merseyside	0.693
50	Heol-Y-Llys, Rhyl, Denbigshire, Wales	0.699

Source: uSwitch.com Broadband Speed Tracker, 2012

Julia Stent, broadband expert at uSwitch.com, says: “The massive discrepancy between the fastest and slowest streets in Britain shows what the Government is up against in its fight to drag Britain into the broadband fast-lane. These results show just how ambitious it is being in its bid to overtake the rest of Europe and haul Britain in line with the likes of South Korea and Singapore by bringing super-fast broadband to 90% of the UK^[5]. Rural parts of Britain in particular are still experiencing broadband speeds so slow that they might as well have no broadband at all.

“But worryingly, the Government’s super-fast broadband rollout is heavily geared towards urban areas, which will only widen the rural-urban broadband gap. It’s concerning that the main aim isn’t providing a decent broadband service to those areas still lacking basic broadband infrastructure and bringing acceptable average speeds to those in rural areas who have been forever languishing in the slow lane. While the Government also has ambitions of bringing basic broadband to all – this only means speeds of 2 Mbps, and no targets have been set.

“However, most of Britain’s slowest streets for broadband are not in particularly remote areas, but in small towns, nearer to exchanges and where we would expect to see higher download speeds across the board. Part of the problem is that Government funding for super-fast

broadband is being dished out to councils, who don't necessarily have a full view of the big picture.

“One hope for ensuring the future of superfast broadband lies with 4G - EE has just become the first network to launch the mobile service, and if the service delivers the high speeds promised, it could help those without access to superfast home broadband to get in the fast lane. However, not all consumers will benefit from the service, with rollout to just 16 cities initially. Plus it remains to be seen how effective the service is indoors and the lack of unlimited data plans may make it too expensive for some.

“Ultimately, anyone frustrated with their broadband service should test their speeds regularly online and compare the results to those of other broadband users in the same area. If the tests reveal that another provider is offering better speeds in your local area, consider switching.”

Test your broadband speed at <http://www.uswitch.com/broadband/speedtest/>

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Notes to editors:

1. 2,261,336 speed tests were conducted through the [uSwitch.com](http://www.uswitch.com) website between April and September 2012. In order to be included in the tables of slowest or fastest streets, streets had to have at least 30 registered speed tests.
2. The average UK broadband download speed from Ofcom figures is 9 Mbps. The average speed for the three Lincolnshire towns in the Top 10 is 0.246 Mbps – which is 36.5 times slower than the Ofcom national average.
3. The following table lists the 10 fastest streets in the UK over the past six months in terms of average broadband connection speeds:

Rank	Street name and location	Download speed (Mbps)
1	Willowfield, Telford, Telford and Wrekin	70.90
2	Darwin Avenue, Allenton, Derby	67.10
3	Cromwell Road, Southend-on-Sea, Essex	66.97
4	Poplars Way, Beverley, East Riding of Yorkshire	64.28
5	Merkland Road, Aberdeen, Aberdeen City	62.96
6	Trinity View, Ketley Bank, Telford and Wrekin	62.95
7	Norris Road, Sheffield, South Yorkshire	62.04
8	Shaw Street, Bury, Greater Manchester	61.20
9	Madrona, Amington, Tamworth, Staffordshire	60.33

10	Goldington Avenue, Bedford, Bedfordshire	59.29
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Source: uSwitch.com Broadband Speed Tracker, 2012

4. http://www.uswitch.com/broadband/guides/broadband_download_times/
5. For more information about the Government's super-fast broadband rollout see:
http://www.culture.gov.uk/what_we_do/telecommunications_and_online/7763.aspx

About uSwitch.com

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

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