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# U K N E T C H A L L E N G E



If the new frontier to humanise the wilderness of cyberspace is not to be a repeat of the mistakes made in the industrial revolution.

Then pioneering communities are needed to create the history on which the success of our future will be judged.

Imagine, if dozens of communities could join a race of exploration into neighbourhood Intranets, setting sail with innovative crews into the future of technology - imagine a Round Britain Cyber Race.

An aerial photograph of a city, likely Manchester, showing a large blue lake at the top, a dense urban area in the center, and winding roads and green spaces in the lower half. The image is rotated 90 degrees clockwise.

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In August 1998 Redbricks Online established a first in community Intranets - a raft of discovery. Now a successful community business offering unlimited Internet access to 90 people living on the Bentley Estate in Hulme, Manchester.

There has been much media interest in the project as it brings the very best in technological innovation for only £12.00 per month - with no telephone bills - to people on low income or unemployed. It has its own Intranet which acts as a regeneration vehicle and is expanding fast locally with waiting lists for connectivity as well as being replicated across Lewisham, as an example of grass roots development.



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Small geographically based Intranets are the obvious step that will happen in time, when many individual atomic consumers discover they are looking for their place in cyberspace. We will begin to desire and create our own local social groupings or 'tribes' in neighbourhoods. We will see the vastness of the Internet brought back to our own doorsteps and community in a satisfying and very human way driven by a sense of belonging. We will see Internet 3. There are now many would be sailors around the UK waiting for the opportunity to join the flotilla of progress, bringing the regeneration benefits of ICT to their community. As with any yacht race the same opportunities and challenges will present themselves and of course companies in the technological industry will be able to:

- + Open up new markets
- + Showcase products
- + Raise brand awareness
- + Capture related marketing exposure
- + Field test in varied environments
- + Maximise R&D opportunities
- + Harness staff team building potential
- + Demonstrate good corporate citizenship

The flag of challenge is raised, will your company be crossing the starting line? For more information contact [katez@redbricks.org.uk](mailto:katez@redbricks.org.uk) or 0958 770 725