

# Objective One case study digital infrastructure



**Bouncy Happy People**  
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The projects in the Digital Infrastructure investment cluster deliver both the roll out of broadband technology and importantly support this with business advice and training to maximise its use for business.

Modern Digital Infrastructure can be used to ensure connectivity across the globe and bring about long term improvements in business competitiveness. Key issues for Cornwall have been access to Broadband, business support to promote e-business as well as training to maximise ICT use for business, all of which have been tackled through this investment cluster.

## Bouncy Happy People

**Bouncy Happy People, a Falmouth based trampoline and outdoor play business has grown in two years from a being a small local Cornish company, based in Mylor, to a national business retailing on the internet the widest range of trampolines in the UK. Pen and Paddy Polglase run the company with help from their children Alex, Woody, Anna and Hugo who are always happy to trial the equipment and report back.**

The company got broadband in soon after starting the business in 2003. Paddy said that the addition of broadband was crucial to building the business.

“It improved the way we worked in allowing us to respond quickly and more efficiently and gave us and our customers’ greater flexibility. To put it simply: it would not have been possible to have run this business from rural Cornwall without broadband.

“Our largest project this year has been the development of a new eCommerce website. It replaces our old brochure site and is much more effective at bringing in sales. Our customers love the site as it is so easy for them to use. We have now extended our range to include other outdoor games sports and play equipment. We are able to host and update these details easily on the new site - our daily ‘gardening’ (as we call it) - updating prices and adding new play equipment whilst ‘weeding’ out others. This just wouldn’t have been possible without broadband which gives us the ability to host such a detailed interactive site.”

Pen and Paddy were helped by an **actnow** broadband adviser who offered advice on the development of the website and arranged for investment towards the cost of the digital upgrade.



Pen and Paddy Polglase run Bouncy Happy People with help from their children who are always happy to trial the equipment and report back.

“For a small company like ourselves the ICT advice we received and financial help towards the cost of the site through the **actnow** accelerator service were invaluable. We already know that it has helped our business go from strength to strength as we now have three additional partners and staff.”

“In my view the benefits of **actnow** to Cornwall in kick starting ICT must be the single most effective legacy of Objective One to Cornwall. The service is great too, as it has really been kept very simple - which suits busy entrepreneurs building businesses and the economy of the county that we love.”

Pen and Paddy are currently researching several future ICT projects - they would like to maximise the effectiveness of their online marketing and find a more efficient stock control system.

**For more information about actnow visit  
[www.actnowcornwall.co.uk](http://www.actnowcornwall.co.uk).**