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St Edwards Park Residents Association

Friday, 8 February 2013

Dear Sirs,

**Re: St Edwards Park Logo**

Thank you for your letter of 31st January 2013, advising of your regret towards to the use of a modified St Edwards Park logo to communicate our recent proposal for a rural superfast broadband project.

We are sorry to learn that our use of the logo has caused such concern among the St Edwards Park Residents Association Committee. It was certainly not our intention to contravene the spirit of the RA. Rather, we had sought to use the familiarity of the logo in an attempt to distinguish our project from yet another of the blanket campaigns sent by the national suppliers, blindly offering a broadband service that they are unable to deliver – a point thoughtfully and helpfully raised with us by a number of St Edwards Park residents.

We would also like to acknowledge your comment that some residents have indicated their understanding that the RA is involved in, or endorsing our project. We do not wish for this to be the case. Indeed, we were careful to modify the logo to remove any reference to the RA, specifically for the avoidance of any unwanted association. We are happy to make explicit reference to this fact in future communications.

We would like to draw to your attention the fact that the use of the St Edwards Park logo in our promotional materials was discussed with your chairman, before our second flyer went to print. During this conversation your chairman was invited to raise objections to the logo use. Your letter, some two weeks later, was the first we had heard of your ongoing concern.

As you correctly state, our project is indeed a commercial one. If we get the required interest to launch the infrastructure phase, our proposed project will involve using the experience and services of a local business to deliver what will otherwise take many years for the mainstream suppliers to deliver (if at all) as the numbers involved mean that St Edwards Park simply isn't high on their infrastructure roll out agenda. Despite our potential monopoly and strong competitive position however, we have announced proposed pricing that actually undercuts that of our would-be competitors for a progressive service that residents would otherwise be excluded from receiving. To this extent, we feel that we are genuinely working in the best interests of the community of St Edwards Park.

In order to bring this situation to an amicable close, it is our intention to remove the logo from our website, and it will not feature in any future communications.

Yours faithfully

**James Burns**  
Marketing Manager

