City & Business

Improved digital connectivity could boost rural economy

RURAL businesses could add billions to the economy if they are given the tools to embrace digital technology.

Greater adoption of digital tools and services by firms could add £20 billion to rural economic output by 2030, according to a report by the University of Oxford and NESTA.

The report says there is a rip-of

12th March 2018

What the papers say

City Express

ROZZI'S...
LEGO has been voted the UK's strongest brand as previous winner British Airways fell from the top 20 ranking entirely. Lego beat more than 1,500 companies to pole position as it celebrates its 60th anniversary, rising from 251st place in 2014 to second position last year in the annual UK Superbrands ranking. Gillette rose three places to take the runner-up position, while Apple placed third having risen three places from last year. Marks & Spencer leapfrogged John Lewis to seventh place as the department store slipped nine to 15th position. Google and Amazon both dropped out of the top 20 as Disney and Heathrow both re-entered the ranking for the first time since 2013, as did BP and Shell after a four and three-year absence respectively. The list is determined by 2,500 consumers, who are asked to rank each brand for quality, reliability and distinction on behalf of the Centre for Brand Analysis. Superbrands chairman Stephen Chelliotis said: "British Airways tumbling from top spot to outside of the top 20 should be a wake-up call. No brand, however strong, is immune to changing consumer sentiment."