

# Welcome

**Our plans to make Pulham St Mary 'future-ready' with the fastest, most dependable broadband network**

Presented by: James Salmon – Head of Sales & New Territories



[www.countybroadbandfibre.co.uk](http://www.countybroadbandfibre.co.uk)

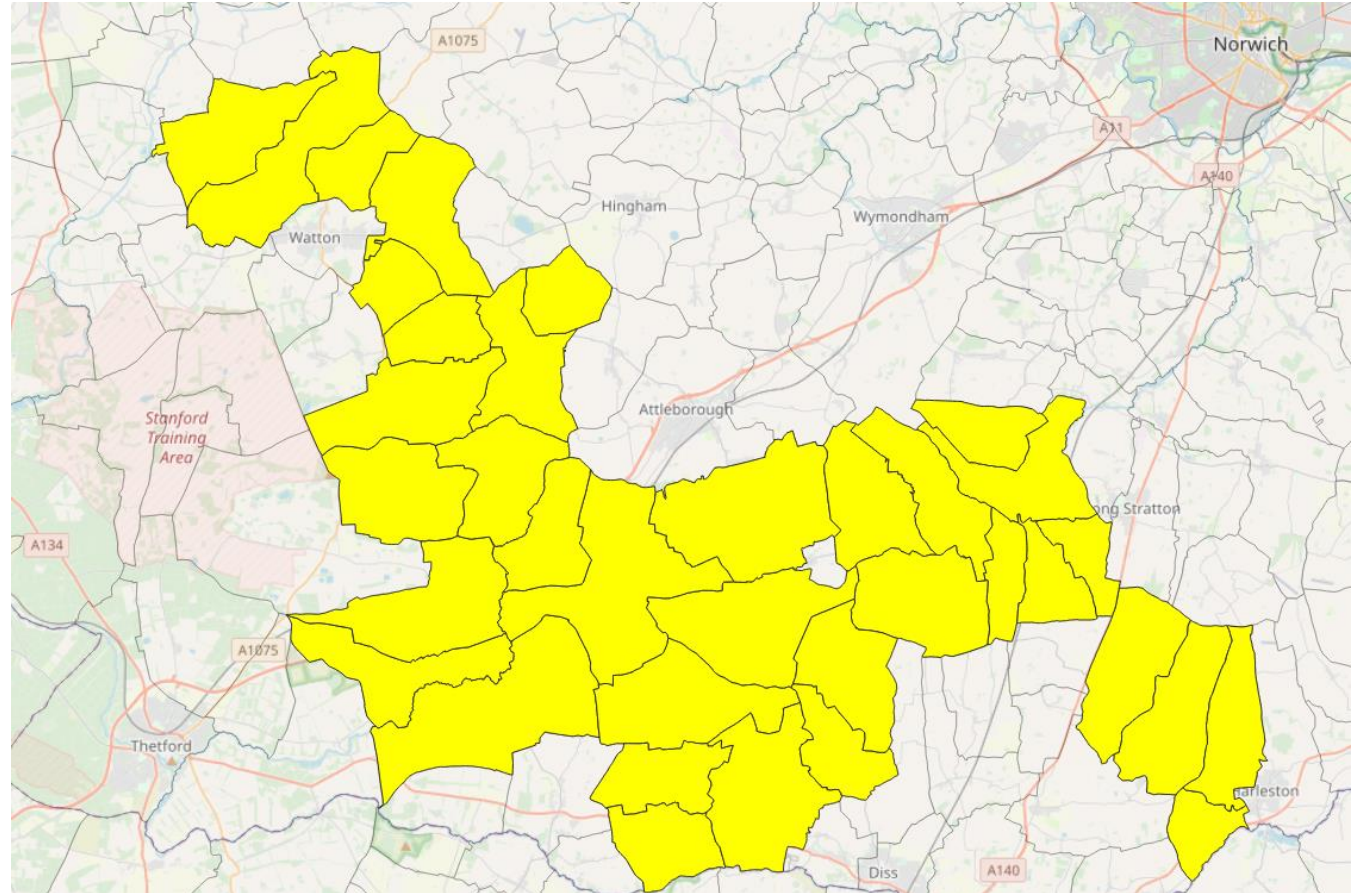
# Agenda

- What are planning
- Why are we planning this
- Scope of the plan
- Next steps



# What we are planning

- A brand new full fibre broadband network across rural Norfolk
- Starting in South Norfolk
- This is not a broadband sales exercise
- Full infrastructure project



# Investment

# £46 million

Funds raised and waiting to be spent.

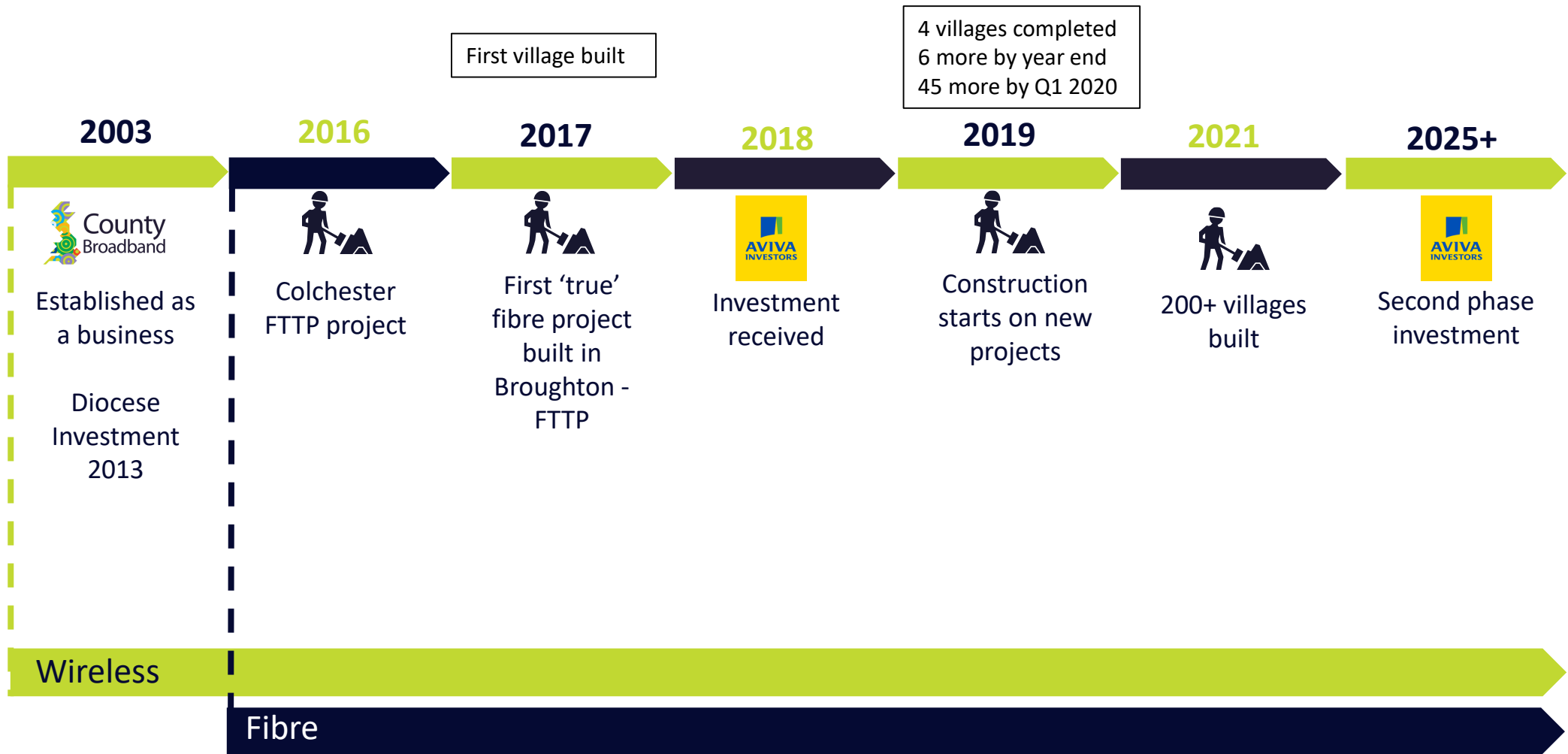


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We're also supported by the Rural Development Programme for England.



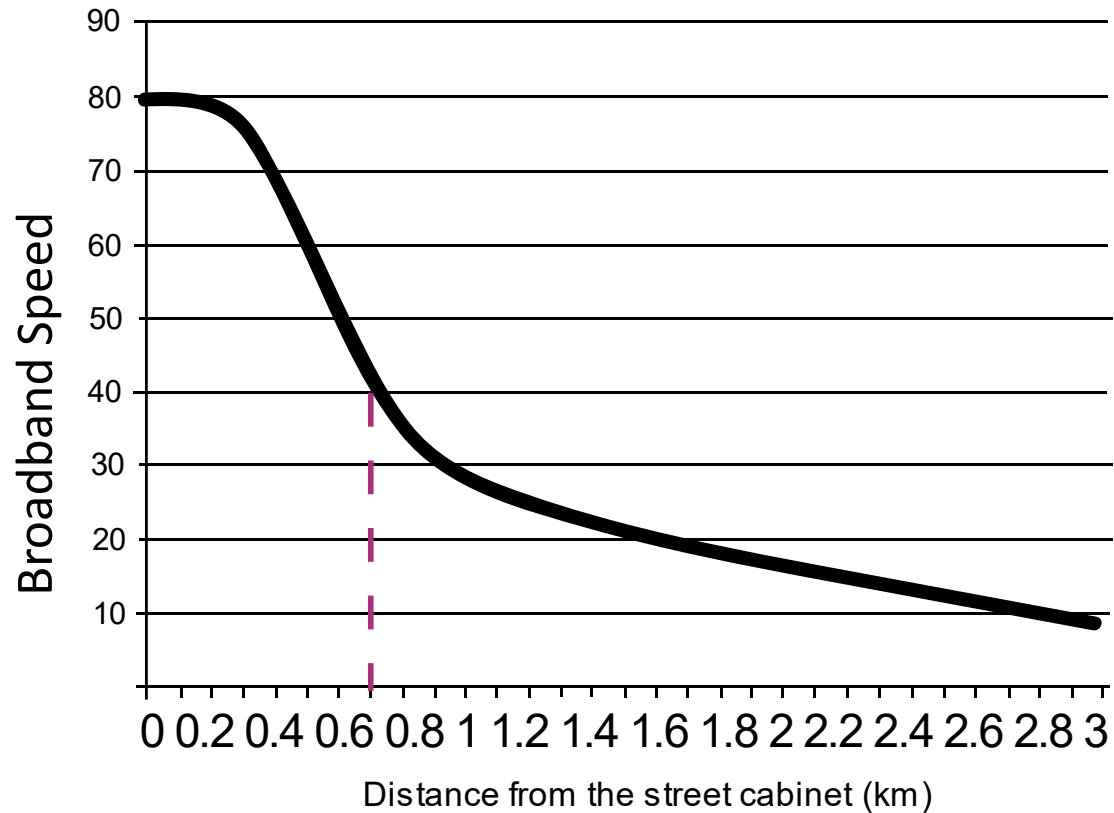
# Timeline



# Understanding the technologies...

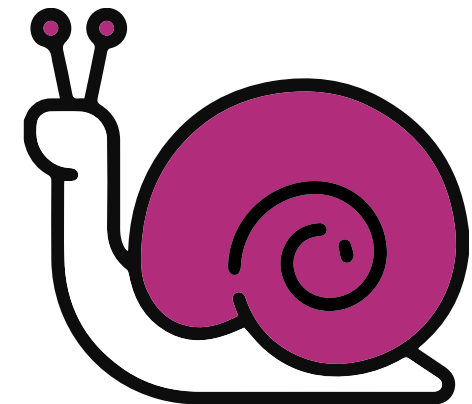


# Problems with copper

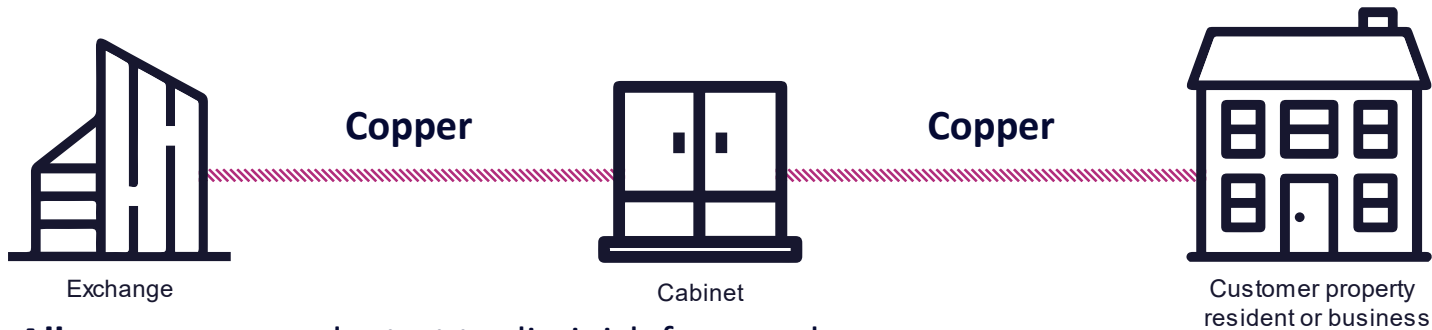


## Problems with copper

- Broadband doesn't like travelling down copper wire
- Loses speed rapidly over even small distances on copper (attenuation)
- Asymmetrical service
- Copper lines have degraded
- 50+ year old technology
- It can go "missing"!



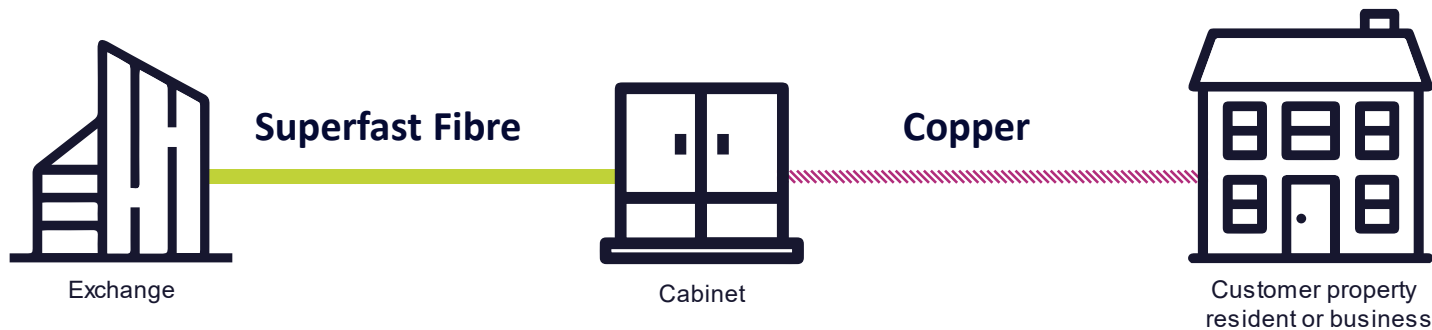
# Understanding the technologies



**All copper** – speeds start to diminish from exchange (typically 1 – 10 Mbps)

## Old copper phone network

- Copper from exchange to the home
- Max speed up to 24Mbps
- Gets slower with distance (attenuation)
- Asymmetrical service
- Still uses 50+ year old copper network



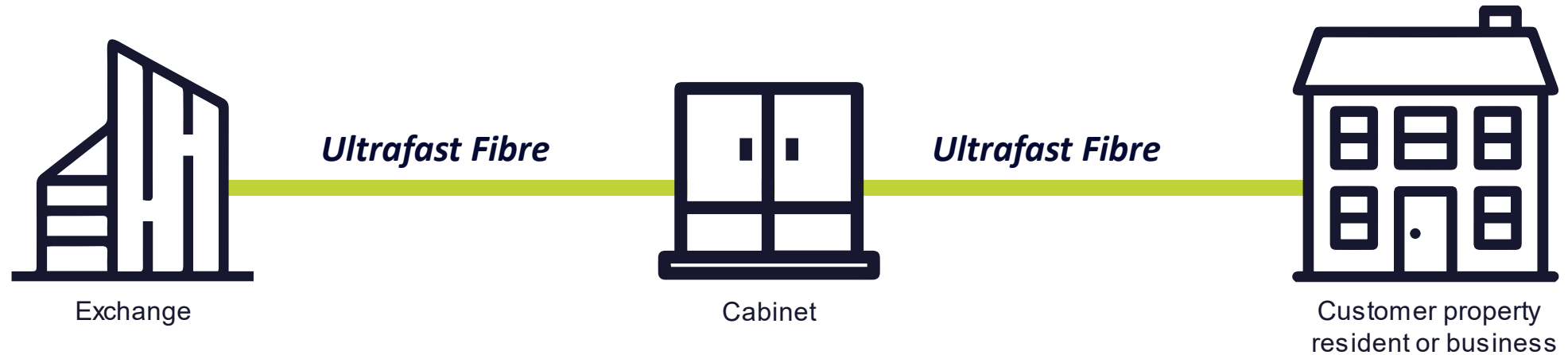
**Fibre to the cabinet (FTTC)** – speeds diminish by 50% in the first 700 metres due to copper wires

## Interim fix – Superfast 'fibre'

- Fibre to the cabinet only
- Max speed up to 80Mbps
- Gets slower with distance (attenuation)
- Asymmetrical service
- **Still uses 50+ year old copper network**



# True Fibre



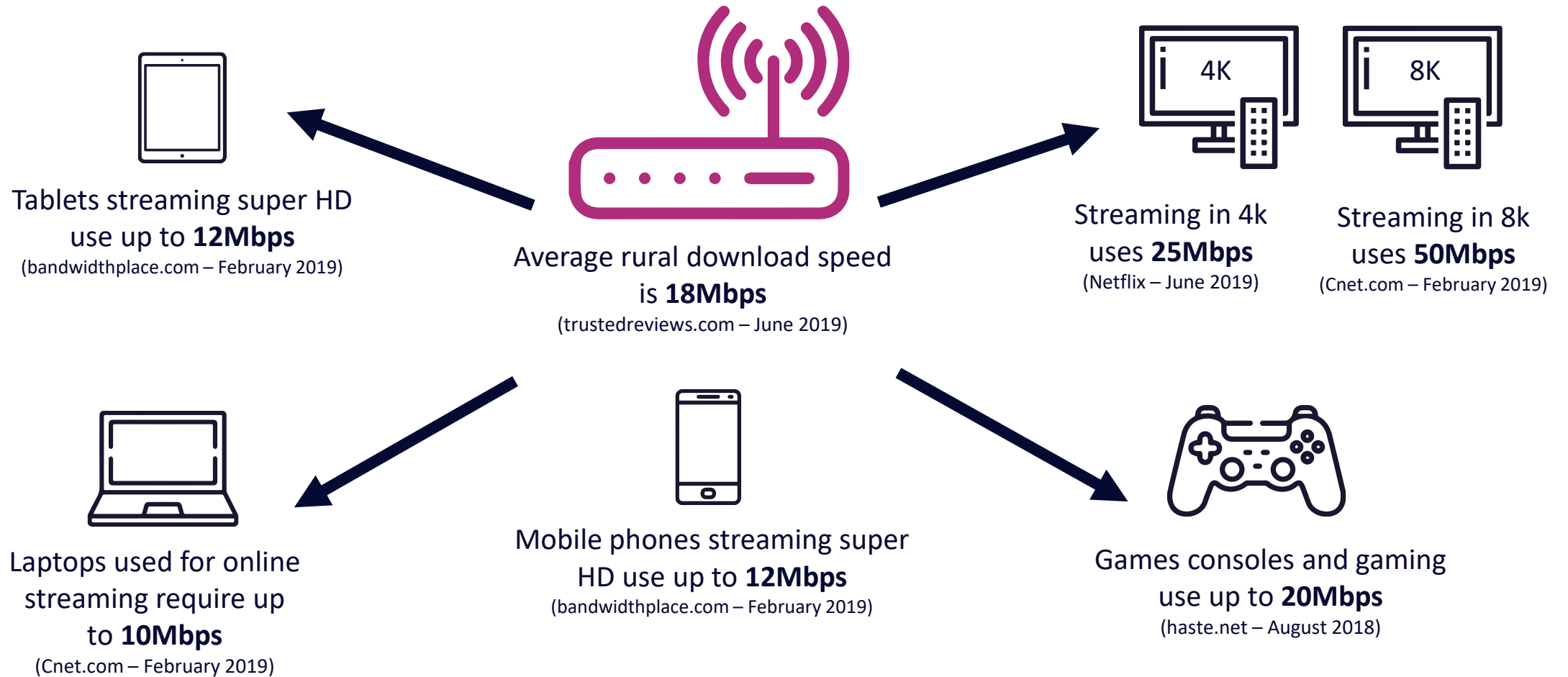
**Fibre to the property (FTTP)** – pure fibre connection direct to your property capable of offering speeds up to 600Mbps

- Fibre to the property
- Currently up to 600Mbps, unlimited future potential
- Symmetrical service
- **NO COPPER!** (or require a telephone line)
- Low maintenance, high build cost
- Civil works required

# Why you need speed...



# Internet use is increasing



# The evolution of TV



- Less people watch TV in real time (opt to stream instead eg. Catch up TV)
- The number of TVs in houses are increasing
- Picture quality continues to get better
  - Standard Definition, High Definition, 4K, 8K, .....
- Sky plans to make all its channels and content available online
  - (BBC January 2018)

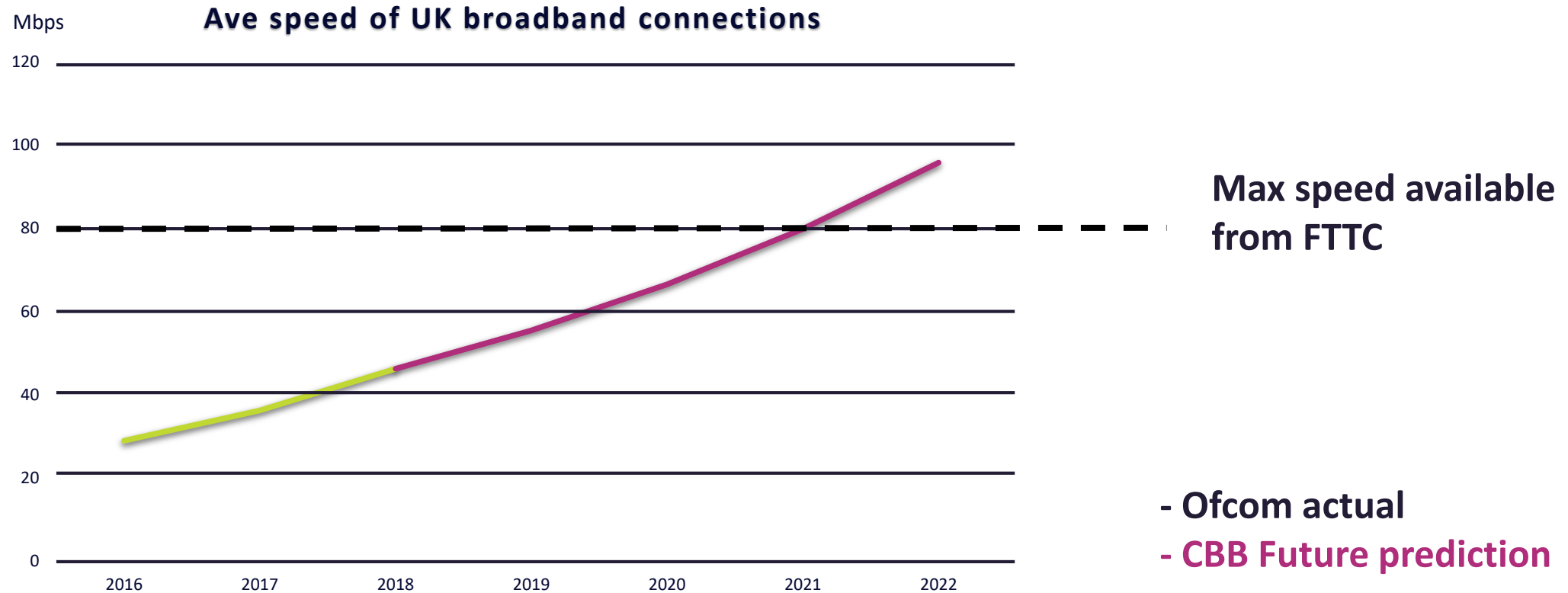
**All of the above requires faster speeds**

# 80%

Of people now stream their TV content through the internet.

(County Broadband, market research , April 2019)  
2,200 people took part in this survey

# Why you need faster speeds



# House Prices



According to a recent national newspaper survey, broadband speed is the second-most asked question by new home buyers.

(Savills, estate agents, March 2019)

# 65%

Of people said that if they were moving house a good broadband service would have a influence on their decision to move to the area.

(County Broadband, market research , April 2019)  
2,200 people took part in this survey

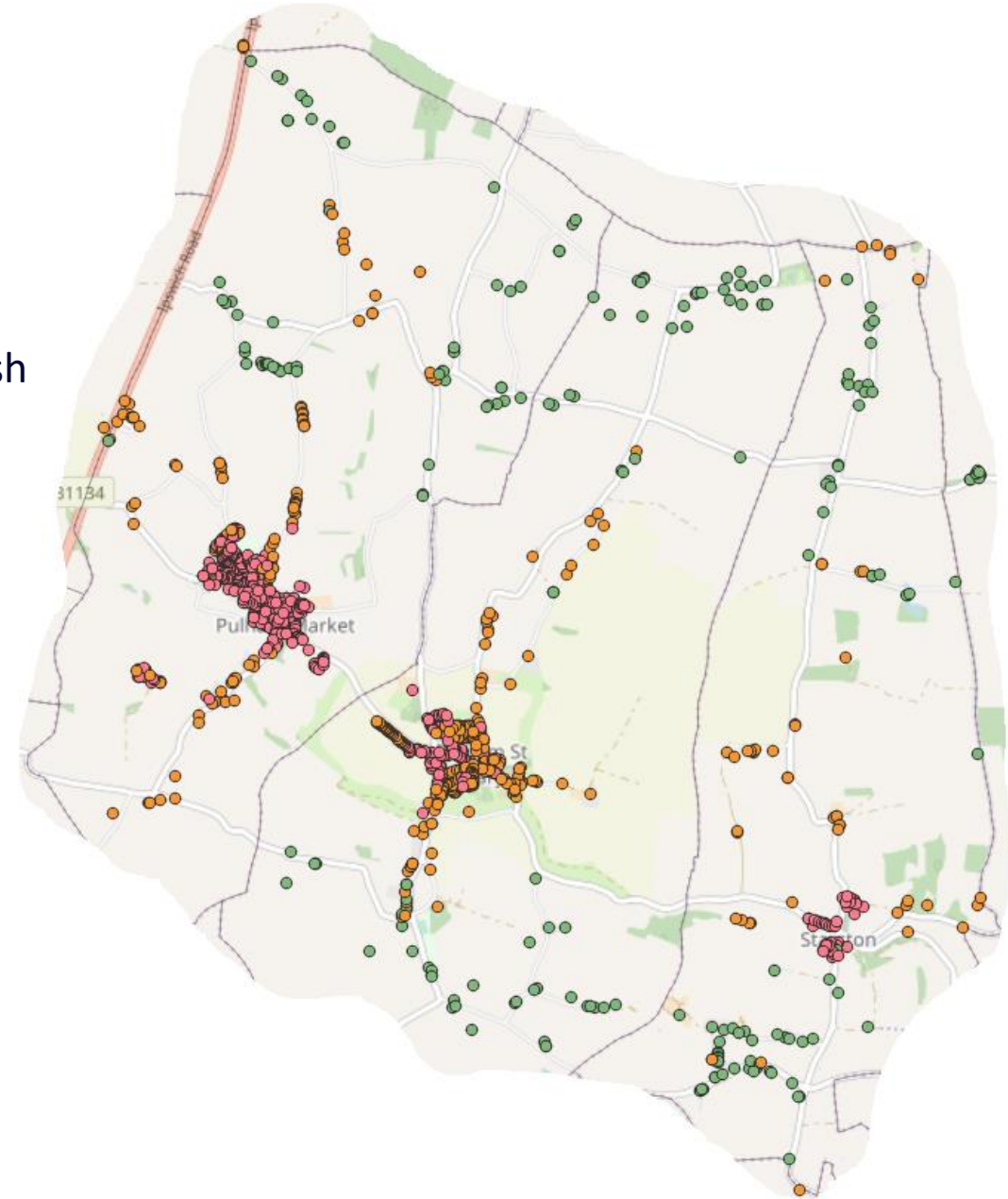
**By installing Fibre to the Home broadband service to your property you will be in the top 10% of all the UK for connectivity.**

# Building the network...



# A new network for your community

- We plan to build a Fibre to the Home network to the whole Parish – **if there is demand**
- This is a brand new County Broadband network – not using Openreach broadband
- You have **nothing to pay** – we are paying for the infrastructure
- Part of a much bigger area
- Plan to start the build by in May/June 2020
- Any Openreach connection will be unaffected
- Access to low cost phone services
- We will provide free service to community facilities such as the village hall







# Our packages...

# Our prices

## Fibre Residential Tariffs

Initial Contract Period 24 months

### Ultra 300

**£20.00**

Per month\*

\*£20.00 for first 6 months.  
£40.00 thereafter, or continue  
at £20 and drop down to  
50Mbps.

### Hyper 600

**£27.50**

Per month\*

\*£27.50 for first 6 months. £55.00  
thereafter.

### Remember:

Free standard connection as part of the pre order agreement and you only pay for the service once we have built to you

We also offer a full range of **business tariffs**, details of these can be found in our brochure or online at [www.countybroadbandfibre.co.uk](http://www.countybroadbandfibre.co.uk)



# Phone service

## Residential Phone bundles

Plus full range of business tariffs

**£6 per  
month**

unlimited calls to  
landline numbers

**£13 per  
month**

unlimited landline  
and mobile calls

**£17 per  
month**

to add 68  
international countries

Keep your existing number or get a new one - fee of £15

## Integrated phone service

- Keep your existing handset
- No need for phone line, so no line rental
- So broadband and phone with no need for BT phone line!

# Benefits of our fibre broadband

A faster, more dependable service



Speeds of up to  
600 Mbps



Symmetrical  
service



Download and  
stream HD films  
in seconds



Future-ready  
network



Access Low cost all  
inclusive phone service –  
no line rental

# How to make this happen...



# Making this happen

- This is a new infrastructure project
- Can only be built if the project is viable = Commitment from residents through pre-orders
- Business model looks at expected revenue, expected cost to build and number of contracts required
- We need 30% of all the whole parish to pre-order to make this viable
  - **Pulham St Mary: 127 pre-orders needed, 93 still required**
  - **Pulham Market: 155 pre orders needed, 129 still required**
  - **Starston: 47 pre orders needed, 8 still required**



## Benefits of offer

- **Pulham St Mary:** 93 still required
  - **Pulham Market:** 129 still required
  - **Starston:** 8 still required
- 
- Planning to cover the whole of all 3 Parishes
  - Free standard connection to the first 30% of pre-orders in each village
  - Three months free standard home phone service for the first 30% of pre-orders if you take a phone service
  - We connect your home when the project has been built, we leave the connection live for you to use and we only charge you when your existing contract expires (up to 12 months)

**Review Date  
extended  
End January  
2020**



# Act now to make your community ‘future-ready’

- This is the future
- It is a Community Project - plan to build to the whole village
- We can only do it if you support it
  - Need to hit 30% before we can start the build
  - Inviting people to sign a pre-order agreement – online or paper contract
- Free standard connection for first 30%
- We agree to build this summer
- Manage your current broadband contract
  - You have 12 months after we build the network to take up the service
- Your support is required to make this a reality, if everyone who has ordered encourages one other to order then we will hit the 30% target