County Broadband Information Sheet

Contact details:

If you wish to register for the pre-deplyment offer please contact Jake Simons the project lead for Easton; jake.simons@countybroadband.co.uk

The County Broadband website is: www.countybroadband.co.uk

Who are County Broadband?

We are a specialist internet service provider, currently in our 19th year of operation now providing a broadband service in roughly 71 villages across East Anglia. We have a variety of funding methods most notably of which is a £146 million investment from Aviva enabling us to build full fibre networks to 'hard to reach rural locations'

How is it different to what I already have?

Your current provision in the area is called an FTTC connection (fibre to the cabinet). This means that a fibre cable from the exchange building into the green cabinet in your area, however, to yours and the majority of the villages homes, zigzagging under the road and on poles overhead is a copper cable that currently delivers your broadband and landline service. Copper is causing lots of problems currently such as;

- Unreliable- at certain times speeds are very low or signal is dropping out due to the fact that the majority of the village is all sharing the same network
- Copper is degrading- it was built 50+ years ago to carry phone signals not broadband
- Working at its maximum capacity- currently the best speed anyone in the area can get is only 80mbps along a copper connection!
- No choice of going faster- whichever provider you go with such as BT, EE, Talk Talk etc will all use the same copper cable as no one else is building a full fibre network
- Distance from the green cabinet hugely affects speed as it is further the data signal has to face the resistance of the degrading copper

What do County Broadband do and why?

We come in and build a new green cabinet, with brand new fibre cables running all the way to each property that wants to service with no copper whatsoever. We deliver it through existing infrastructure such as poles and ducting so we do not necessarily have to dig up roads/driveways. We build this at no upfront cost to the customer at all (if they have pre ordered), all we ask is that when the service is built, people pay their standard monthly charge to use the internet similarly to what they pay right now. The benefits are;

- 10X faster speeds
- Much more reliable as not so much of a 'fight' for the network
- Fibre is designed to carry broadband and cannot degrade as it is a laser passing through a glass tube so distance is irrelevant from the green cabinet too
- Choose how fast you want to go (slower speed is cheaper than faster speed)
- Future proof your home- once it is installed, you have the potential to go as fast as you would like to
- Add value to your home- broadband is now of vital importance when purchasing a house since the global pandemic (people working from home etc).

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- Save money- our basic package could be cheaper than your current package for a faster, more reliable and future proof solution.

What does the process look like?

To be clear, we are not asking people to switch their broadband provider today. We are building a more reliable, secure, faster and future proof network at no upfront cost to your community, all we need is for people to say yes. We are not asking people to pay anything today. If someone wants to be included in our plans, we do something called a 'Pre-order'. The pre order is free to place and is an agreement to use the service when it is built.

The pre order entitles you to;

- **Free standard installation (£225)**

- **Free high spec router (worth £150)**

- **12 months completely free on our service whilst you see out your existing contract**

- **Enables us to include you in our plans and ensure you future proof your home and provide a full fibre, more reliable, faster broadband service.**

Why is this important?

Our useage as consumers has changed drastically over recent years, to the point where the demand outstrips the supply and Offcom state that the average UK download speed now exceeds that 80mbps that can be claimed on a FTTC connection. As a visual, from below you can see very quickly how this has become possible, with now the UK 'average' household having most of, if not all of the below.

Increasing number of devices in the property

Mobile phones in HD
10Mbps
(bandwidthplace.com - February 2019)

Home hubs
5Mbps
(haste.net - August 2018)

Next Gen gaming use
25Mbps
(ispreview.co.uk - January 2020)

4K CCTV
5Mbps
(haste.net - August 2018)

Tablets streaming HD
10Mbps
(bandwidthplace.com - February 2019)

Laptops streaming in HD
10Mbps
(Cnet.com – February 2019)

Streaming in 4k
25Mbps
(Netflix – June 2019)

Streaming in 8k
50Mbps
(Cnet.com – February 2019)

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