

Community Fibre

B2B



Tenant Offer



Geographic Scope

London

North South East West Central



England

NorthW NorthE Yorkshire Midlands East London SouthE SouthW



UK

England Wales Scotland Ireland



Universal



Urban areas



Rural Areas



Company Summary

Community Fibre Limited is a recently established fibre to the home provider, and also offers TV, broadband and telephony packages. Fibre to the home is when fibre-optic cabling is run directly from a superfast exchange to the customer's house or flat, it bypasses the BT owned network so avoiding their line-rental fees. They have rolled out fibreoptic networks for City West Homes and Westminster Council over the past year and this is now in 350 properties. They also have a presence in Coventry and Birmingham and have the potential to work in rural communities.

<http://www.communityfibre.co.uk>

Twitter: @communityfibre

Facebook: community-fibre-limited

Contact

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**COMMUNITY
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Summary of Offer

Community Fibre provides fibreoptic broadband to households with no installation cost to the housing provider, and a monthly cost to the residents that are willing to pay which is lower than the market rate for wired broadband. They install their own network in order to provide services. They provide a fibre connection to every property on an estate whether the resident takes a service or not which provides the housing provider with a free two way communication channel between themselves and the residents' TV.

Details of Offer

Offer to Tenant

- Taking Westminster as the model, fees are just below the market rate (base broadband package £15 monthly on a twelve month contract, pay as you go £25 monthly). These prices are inclusive of line rental. Further information about pricing can be found on www.communityfibre.co.uk.
- Fibre provides broadband at least ten times faster than the UK average, and no sharing of bandwidth etc.
- Freeview TV and other interactive services can be provided over the connection
- Community Fibre run a 'service launch pad' in the middle of the estate they have networked. This is a digital hub where digital skills support is given and a member of the local community is employed, encouraging others to get connected (the Westminster launch pad is open to visitors).
- These service offers are customizable depending on the particular priorities and needs of the Housing Provider.

Business to Business

- There is no cost to install or maintain this service – it is funded through private equity and by up-selling faster broadband.
- The Westminster model is based on retro-fitting all existing homes. Working with new builds is possible but the model may vary as there is no revenue stream until residents move in.
- The Westminster service has been running for a year. Take-up has been about 70% of the estate: 50% tenanted, 50% leasehold.
- They run a TV portal through the service which they want to encourage appropriate third parties to use. It is an opportunity for landlords and others to deliver content to residents eg. e-learning, rent information, local news
- The business plan works best with high-density stock, ie, 1000 properties in 2 square km.
- However, using a point-to-point wireless solution they could work in rural areas (they can reach 8 miles on a 2000mbps link if they can access rooftop space on a tall building). This is the model they have used in Birmingham and Coventry using the government's broadband connection voucher scheme to provide superfast broadband to local businesses
- They are open to the idea of providing a basic level of

communal internet access for free, from which they upsell, and this is the model they have used in Westminster

- They will work on marketing in partnership with the housing provider
- They can install a small datacentre on each estate, enabling housing providers to create bespoke content and online services for residents

Added Value

- Community Fibre currently run an 'e-wallet' which users can use to pay for their broadband. This could be extended to have other functionalities eg. allow residents to load credit onto their account and pay their rent.
- The service could potentially be integrated into building management systems (for example, repairs reporting and/or appointment reminders).
- There are opportunities for marketing promotions. At present, for example, residents get a free tablet if they take up faster broadband.

Existing partnerships with CHI members

Housing Association	Summary of partnership	Want to know how it's going?
n/a	n/a	n/a

CHI Review/Opinion

Assuming these prices do not increase, this appears to be a good deal for residents when compared with other offers available and the take-up in Westminster appears to reflect that. It also promotes a broadband speed which is "10 times faster than the UK average".

The base broadband package is just below the market rate at £15 per month. There are also 'pay as you go' options and a 12-month package, for example, the Community Fibre website specifies that customers can pay monthly with a 12-month commitment for just £10 per month or Pay As You Go with no commitment for just £20 per month fibre access fee and broadband fees starting from £5 per month. The lack of installation costs mean it could also represent a good financial deal for housing providers as long as proper consideration is given to the practicalities of installation.

They are a young company and therefore are limited in terms of geographical scope and scale

