



# Broadband Upgrade Fund:

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## Why Work with Broadway?

31<sup>st</sup> December 2020



# Who is Broadway?

- Broadway has been building networks and providing services across Wales and Scotland since 2016
- We focus on rural areas, where the need for broadband is greatest – this is what we do
- We are smarter – more innovative, creative and efficient – than the average operator
- We are multi-award winning within the industry, and 4.8/5.0 rated by customers
- We are backed by great investors, Souter Investments



# Broadway

Passionate

Proactive

Proven

Proudly  
delivering

*amazing*

broadband

# Why Broadway?

We know what we are doing.....



We have full Ofcom  
Code Powers

openreach

We are Openreach  
accredited users of PIA



Accredited Western  
Power Partner



We are certified to ISO  
9001, 14001 and 45001



Department for  
Digital, Culture  
Media & Sport

Close relationship with  
DCMS

Department for Digital, Culture, Media & Sport

**GIGABIT BROADBAND  
VOUCHER SCHEME**

Registered supplier under  
the DCMS Gigabit Voucher  
scheme

# Why Broadway?

We're an award-winning ISP



INCA Technical  
Innovation Award  
(2018)



"Most Viable 5G  
Use Case" Award at  
5G Realised  
(2019)

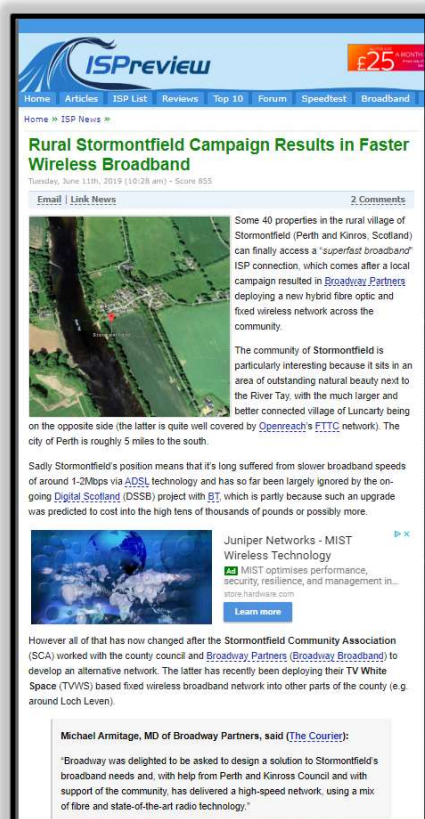


INCA Best Community  
Project Award  
(2019)



# Why Broadway?

We have a proven record for delivering the 'tough stuff'



**ISPPreview** £25

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### Rural Stormontfield Campaign Results in Faster Wireless Broadband

Tuesday, June 11th, 2019 (10:28 am) - Score 855

Email Link News 2 Comments

Some 40 properties in the rural village of Stormontfield (Perth and Kinross, Scotland) can finally access a 'superfast broadband' ISP connection, which comes after a local campaign resulted in [Broadway Partners](#) deploying a new hybrid fibre optic and fixed wireless network across the community.

The community of Stormontfield is particularly interesting because it sits in an area of outstanding natural beauty next to the River Tay, with the much larger and better connected village of Luncarty being on the opposite side (the latter is quite well covered by [Openreach's FTTC](#) network). The city of Perth is roughly 5 miles to the south.

Sadly Stormontfield's position means that it's long suffered from slower broadband speeds of around 1-2Mbps via [ADSL](#) technology and has so far been largely ignored by the on-going [Digital Scotland \(DSB\)](#) project with [BT](#), which is partly because such an upgrade was predicted to cost into the high tens of thousands of pounds or possibly more.

**Juniper Networks - MIST Wireless Technology**

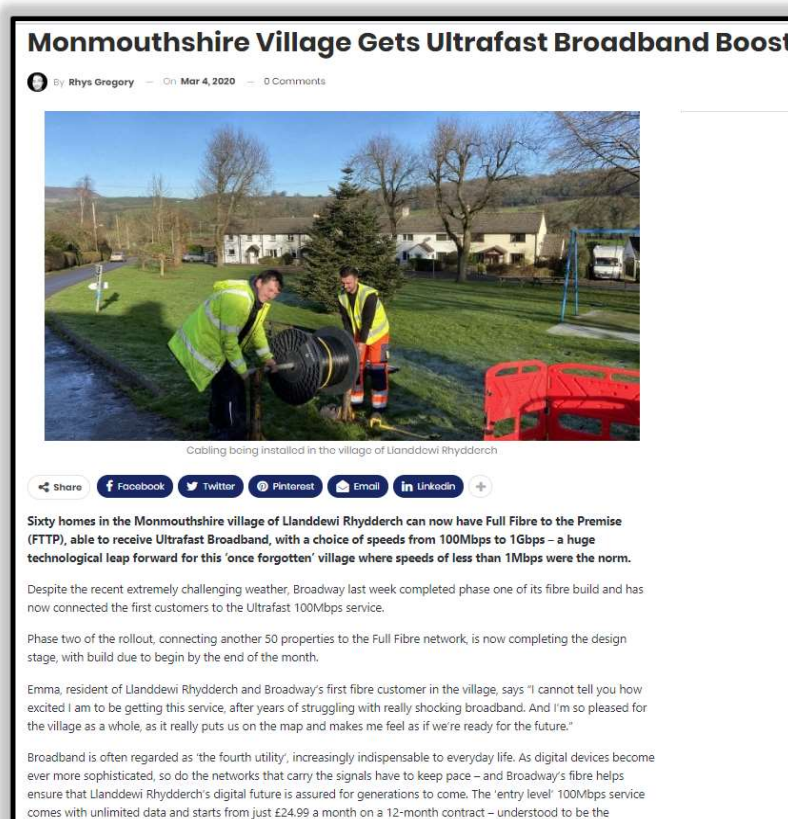
MIST optimises performance, security, resilience, and management in... [store.futurewire.com](#)

[Learn more](#)

However all of that has now changed after the Stormontfield Community Association (SCA) worked with the county council and [Broadway Partners](#) ([Broadway Broadband](#)) to develop an alternative network. The latter has recently been deploying their TV White Space (TVWS) based fixed wireless broadband network into other parts of the county (e.g around Loch Leven).


**Michael Armitage, MD of Broadway Partners, said ([The Courier](#)):**

"Broadway was delighted to be asked to design a solution to Stormontfield's broadband needs and, with help from Perth and Kinross Council and with support of the community, has delivered a high-speed network, using a mix of fibre and state-of-the-art radio technology."



### Monmouthshire Village Gets Ultrafast Broadband Boost

By Rhys Gregory — On Mar 4, 2020 — 0 Comments



Cabling being installed in the village of Llanddewi Rhydderch.

Share Facebook Twitter Pinterest Email LinkedIn +

Sixty homes in the Monmouthshire village of Llanddewi Rhydderch can now have Full Fibre to the Premise (FTTP), able to receive Ultrafast Broadband, with a choice of speeds from 100Mbps to 1Gbps – a huge technological leap forward for this 'once forgotten' village where speeds of less than 1Mbps were the norm.

Despite the recent extremely challenging weather, Broadway last week completed phase one of its fibre build and has now connected the first customers to the Ultrafast 100Mbps service.

Phase two of the rollout, connecting another 50 properties to the Full Fibre network, is now completing the design stage, with build due to begin by the end of the month.

Emma, resident of Llanddewi Rhydderch and Broadway's first fibre customer in the village, says "I cannot tell you how excited I am to be getting this service, after years of struggling with really shocking broadband. And I'm so pleased for the village as a whole, as it really puts us on the map and makes me feel as if we're ready for the future."

Broadband is often regarded as 'the fourth utility', increasingly indispensable to everyday life. As digital devices become ever more sophisticated, so do the networks that carry the signals have to keep pace – and Broadway's fibre helps ensure that Llanddewi Rhydderch's digital future is assured for generations to come. The 'entry level' 100Mbps service comes with unlimited data and starts from just £24.99 a month on a 12-month contract – understood to be the

# Why Broadway?

... and we're rated 'Excellent' on Reviews.co.uk



“Great company, supplied us with internet where we thought **impossible**. Have been with them for 18 months now with no problems. Highly recommend.”

Andrew M ✓

reviews.co.uk



“Compared to previous service provider **it is like night and day**. Will recommend this option to anyone else struggling with poor broadband coverage.”

Brian ✓

reviews.co.uk



“The internet service in this remote location is **way faster** than our previous operator and is much less expensive.”

Colin W ✓

reviews.co.uk



“It is so much faster and **more reliable** than our previous BT provider. I would definitely recommend them.”

Dave ✓

reviews.co.uk



“Fast, **reliable** and if there are any problems they are sorted within hours (not days or weeks like some I could name)”

Elizabeth ✓

reviews.co.uk



“It's been a **life changer**, giving access we thought we'd never get to the modern world. Minimum fuss installation. Good signal.”

Dennis K ✓

reviews.co.uk



“Excellent service! **Finally** getting fast internet speed which I could not get with Bt living in a rural area.”

Grant W ✓

reviews.co.uk

EXCELLENT



REVIEWS



# Why Broadway?



- **We can be trusted:**

- By, DCMS, Ofcom, multiple Local Authorities including Monmouthshire, Pembrokeshire and Powys County Councils
- By numerous communities in Wales and Scotland

- **We are community minded:**

- Employing local contractors wherever possible
- Developing apprenticeship schemes
- Working with local charities – e.g. Llamau, the leading homelessness charity in Wales

- **We are committed to making broadband available to all**

- **When we say we'll deliver, we deliver!**



## Questions you should be asking:

1. Will Broadway be around in years to come?
2. Do we get a choice of ISPs?
3. Pricing – too good to be true?
4. What are your Service Level Agreements (SLAs)?
5. What happens next?

## Will Broadway be around in years to come?

- Yes! We are committed to the long term, in particular by having a holistic approach to building fibre networks, starting local but recognising that scale delivers more reliable, sustainable, and ultimately more efficient and affordable networks. This county-wide approach drives our Monmouthshire work where we are investing more than £2m in developing a truly alternative digital infrastructure to BT's – and we apply the same thinking to your community and county area.
- We are backed by great private investors (Souter Investments)
- And our networks are Open Access, meaning that you will always have a choice of service provider, and a backstop if Broadway were to fail

# Speeds and prices



- Our prices are extremely competitive, starting at £19.99 per month (including VAT) for our standard 100Mbps service (with no data cap and no connection charge)
- VoIP telephone service is available at £9.99 per month, with 500 landline and 500 mobile minutes included; number porting is available

100 Mbps	300 Mbps	1000 Mbps
ULTRAFAST FIBRE CONNECTION	ULTRAFAST FIBRE CONNECTION	ULTRAFAST FIBRE CONNECTION
UNLIMITED Data	UNLIMITED Data	UNLIMITED Data
FREE Standard Installation**	FREE Standard Installation**	FREE Standard Installation**
Average Speeds of 100 Mbps	Average Speeds of 300 Mbps	Average Speeds of 1000 Mbps
<b>£19.99</b> PER MONTH (inc VAT)	<b>£49.99</b> PER MONTH (inc VAT)	<b>POA</b> PER MONTH (inc VAT)
<a href="#">CHECK AVAILABILITY</a>	<a href="#">CHECK AVAILABILITY</a>	<a href="#">CHECK AVAILABILITY</a>

# £19.99 – Too good to be true?



1. Broadway is smarter than your average provider, using the latest technology, unencumbered with legacy systems, and innovative in technology and design
2. Broadway has no pension deficit, with low overheads, no executive bonus scheme...
3. That is how we can deliver 100Mbps for £19.99 – **the most affordable rural fibre in the UK**
4. Our price promise: prices are fixed for the first 12 months, we then commit to remain in the lowest (i.e. cheapest) quartile of pricing amongst national ISPs
5. AND finally...you can always leave us for another ISP after the initial 12 months



## A choice of ISPs?

- Broadway is part of an industry-wide consortium, led by our trade body INCA (Independent Networks Cooperative Association) and supported by both DCMS and Ofcom.
- This consortium leads the way, creating a platform that will allow smaller players like Broadway to offer a choice of ISPs, such as TalkTalk, Sky, Zen Internet and others.
- When the work is completed, we expect a wide choice of ISPs to be available, by the time your initial 12 month contract is over
- Of course, we hope that you stay a customer of Broadway – but the choice will be yours!

# Service Level Agreements (SLAs)



- Support availability is 24/7/365 – telephone and email
- Engineers operate 24/7 for core faults
- Aim to close 99% of faults over the phone/via email
- Aim to get onsite for individual faults or router replacements if required within 24 hours
- Aim for total network availability of 99.999% uptime

# What Happens Next?

- The community considers the options: we are happy to organise a Zoom call if you have follow up questions for us
- The community decides to proceed with Broadway, and informs DCMS/BDUK
- Working with the community, we develop the proposal:
  - **Proving the demand** – the project can only proceed if enough people register their interest: we use a combination of Zoom 'Virtual Village Hall' meetings, direct mail drops, leaflets and posters to stimulate people's interest
  - **Proving the do-ability** – we survey the area, design the network, including backhaul arrangements, and cost the project
- We then submit the proposal to BDUK. Once approved, we follow up with individuals to confirm their interest, and to start the voucher process. We then start building.
- From start to finish, this can take three months, or it can take longer – six months is a safer assumption

# So, why Broadway?



- Because we care – this is what we do, this is all we do
- We are committed to delivering a cost-effective, affordable, sustainable, future-proof solution
- We are community-minded
- We can be trusted, as we are already by many communities and local authorities
- We can build a network as fast as any other provider, and often faster
- By choosing us, not only does your community get ultrafast reliable broadband, you also ensure a choice is available in the future



# Questions?

## We're all ears!

Any follow up questions?  
[info@broadwaypartners.co.uk](mailto:info@broadwaypartners.co.uk)