

BETTER BROADBAND IS COMING TO WOODFORD

Faster and more reliable broadband is coming to Woodford thanks to a brand-new full fibre network from CityFibre and Project Gigabit.

Project Gigabit is the UK government's rollout of lightning-fast, reliable broadband across the UK. The programme targets homes and businesses that are not included in broadband companies' commercial plans, reaching parts of the country that would otherwise miss out.

Charlie Kitchin, Partnership Manager for CityFibre in Cambridge, explains why upgrading to a full fibre connection is so important for local communities, and how it could even save you money to switch. You can check to see if you can connect to CityFibre's network, plus all available broadband packages at www.cityfibre.com.

“Top-of-the-range broadband quality isn't just for those who want to stream HD movies or enjoy high-speed gaming. We're reliant on more and more connected devices, from our computers, tablets and TVs to smart speakers and even our doorbells – and that puts much more strain on a broadband service. That's why far faster and more reliable broadband is essential to support a modern way of living.”



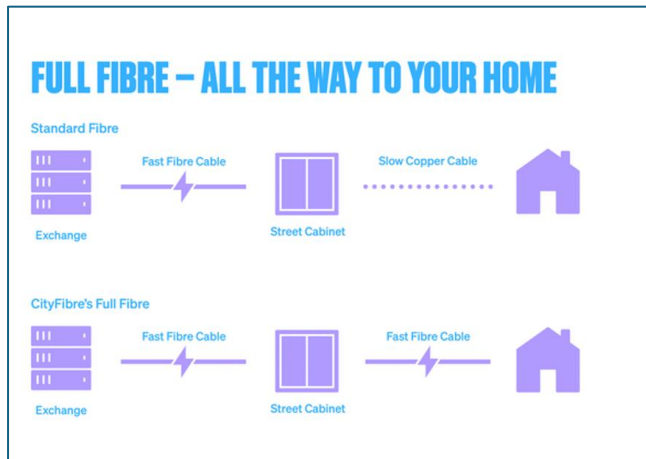
So what is full fibre broadband and why is it better?

Full fibre has only really started to be available at scale in recent years but there has been a lot of confusion around what it is and the benefits it brings.

For many years, internet service providers have advertised 'fibre' broadband services to customers but in reality, these are only part-fibre. They use fast fibre optics to connect to the cabinets you can see on your street, but then use slow copper cables from the cabinet to connect to your home.

The copper part of these traditional 'fibre' services makes broadband using this old technology slower and less reliable than a full fibre service. Full fibre broadband

however uses fibre optic cables all the way into your home or business and transmits data at the speed of light. It requires less power and is far faster and more reliable than copper or part-fibre technology.



What's in it for you?

With some of the fastest speeds and reliability, full fibre is a clear choice for better broadband, but sometimes it's hard to think about how that will affect our daily lives.

Even if the devices you own don't require a lot of speed, the more devices you have, the more bandwidth you need to make the most of them. Full fibre has that covered – it's a truly future-proof digital connection for your home or business. With speeds on our network available today up to 2.5Gbps when downloading and uploading, you can access broadband that is 36 times faster than the UK's average. What's more, our network is capable of speeds of up to 10Gbps in the future!

Of course, reliability is also critical as we become more dependent on good digital connectivity and on that score, full fibre wins hands down, being over five times more reliable than copper-based broadband. That means you won't have to suffer long loading times, freezes or dropouts from your devices.

The best part is, switching to full fibre could even save you money too. Better doesn't have to mean more expensive when it comes to new technology. Full fibre packages over the CityFibre network are competitively priced when compared to part-fibre plans, and sometimes they can be much cheaper depending on your service provider and package.

What to expect when we start building

Work has already started and will cover the whole village.

The contractor carrying out the work on our behalf is Granemore. Wherever possible, existing duct (trenches) and pole infrastructure will be used in order to reduce the amount of construction required. However, when new infrastructure will be needed

and we are working closely with the Council Highways Teams to coordinate any works that are required.

Before any work starts we'll send you a letter with all the information you need to know about works taking place in your area. Once all our checks are complete our build partners will start the building works on your street. In most cases, we're only outside each home for a few days. Our build partners will then put everything back as they found it. This is often done in stages, so if things don't look right straight away, rest assured they will very soon. Once we've switched on the network in your street, all that's left is for you to use our checker and select a broadband provider to deliver your full fibre connection.

If you would like to know more about our build process visit cityfibre.com/build.

It's easy to connect.

CityFibre isn't a broadband provider, we build and operate the network which is used by providers to offer you a service. Services are available from a wide choice of broadband providers over our network, meaning that you can choose the right plan for you without compromising on quality. Our network is available to almost 3.5 million homes across the UK already, with thousands of people connecting every day.

Homes and businesses in Woodford will be able to sign up to our network as soon as services go live on their street.



Installs are hassle-free.

Installation appointments can typically be scheduled within one week of purchasing your broadband plan. We have a fantastic team of engineers, who are easily spotted in their brightly coloured vans, so you'll know who to look for. Our teams have done hundreds of thousands of installs and take real pride in what they do. They're also super friendly and will take you through the whole installation process when they come to install the fibre to your home or business.

The installation process typically takes between two to three hours to complete, though sometimes this can be done even sooner depending on the property.

How to get connected:

Use our postcode checker at www.cityfibre.com to see if you can connect through one of our broadband providers. You can then browse available plans and choose the right service provider and package for you. Once you've found your package, you can go ahead and place your order, book your installation date and look forward to a faster and more reliable connection. It's as easy as that!



See you soon

I hope this piece has helped explain why Woodford will be amongst the best digitally connected places in the country and that it has convinced you to make the switch. Better broadband awaits....see you soon.

Our latest project information, including an FAQ and a way to register for updates is available at www.cityfibre.com/projectgigabit.