



**Bringing a fast, reliable  
and affordable full-fibre  
network to North  
Shropshire**

**Monday 26 June 2023**

**Private & Confidential**



# About Freedom Fibre



**+4.5-star customer satisfaction reviews**  
FOLLOWING INSTALLATION  
AVERAGE TRUST PILOT INDUSTRY STANDARD REVIEWS: 3-STAR



**we design to full exchange boundaries**  
TO REACH OF HOMES & BUSINESSES WITHIN A BUILD AREA AND A 15% PENETRATION RATE IN RURAL AREAS



**£1000s invested** **freedom fund**  
SUPPORTING GREENER COMMUNITIES

**100k homes passed**



**telecom & business experts**  
WITH DECADES OF EXPERIENCE MAKE UP OUR MANAGEMENT TEAM



**93% of staff**  
RECOMMEND WORKING HERE



**disruptive b2b**  
A COMPETITIVE RANGE OF BUSINESS GRADE PRODUCTS



**a carbon neutral business**

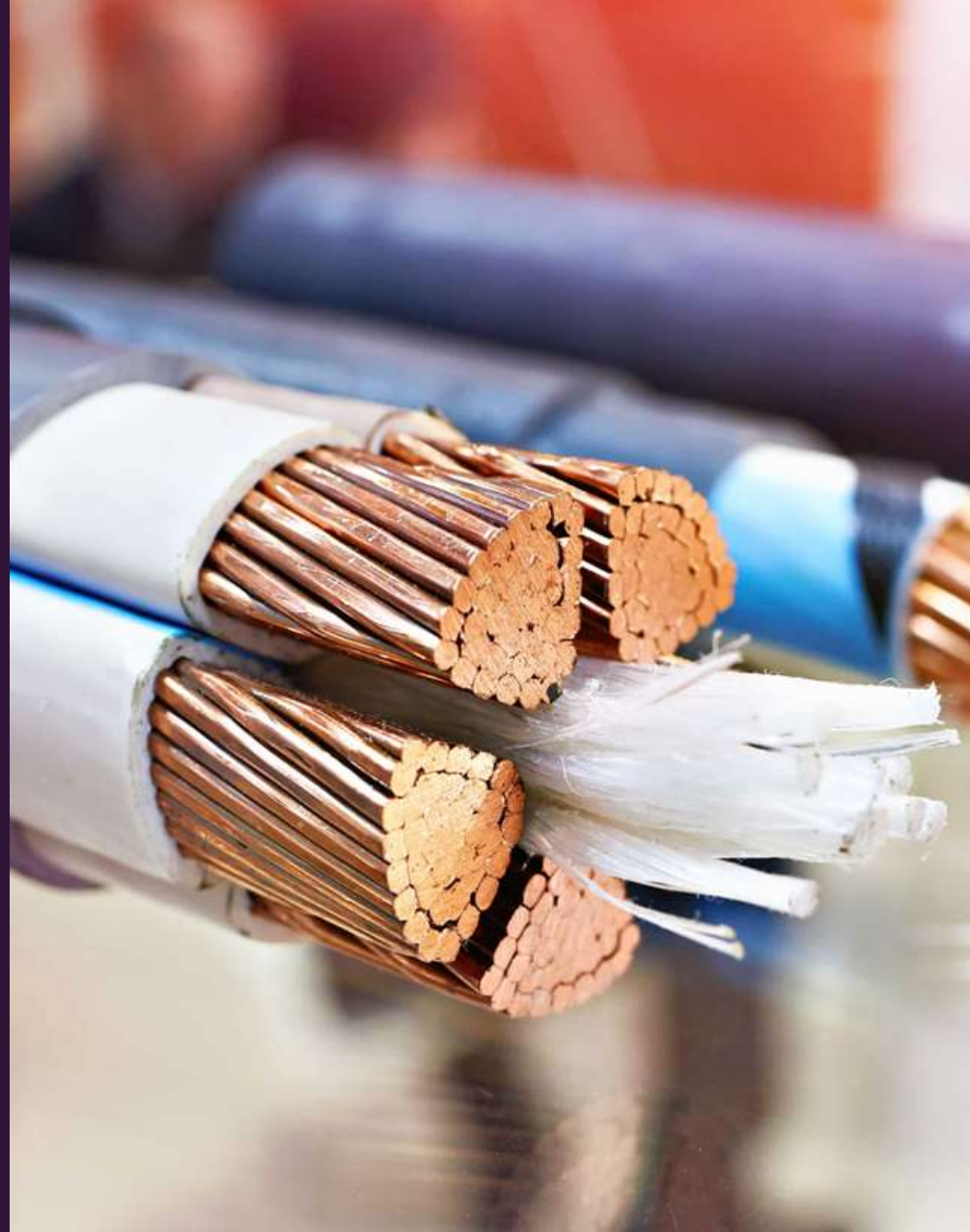
AMBITIOUS PLAN TO ROLL OUT OUR NETWORK TO

**2 million homes**



## Copper switch off

- Currently, telephone and broadband networks run on copper networks.
- Copper is not very practical over distance, so the signal degrades, resulting in lower speeds and a weaker, less reliable connection.
- **Copper networks are now outdated** and will be phased out across the country.
- BT Openreach plan on 'switching off' copper broadband networks by 2027, and copper telephone networks 2025.
- Homes and businesses could lose their service if they do not embrace full-fibre.



## What is full-fibre?

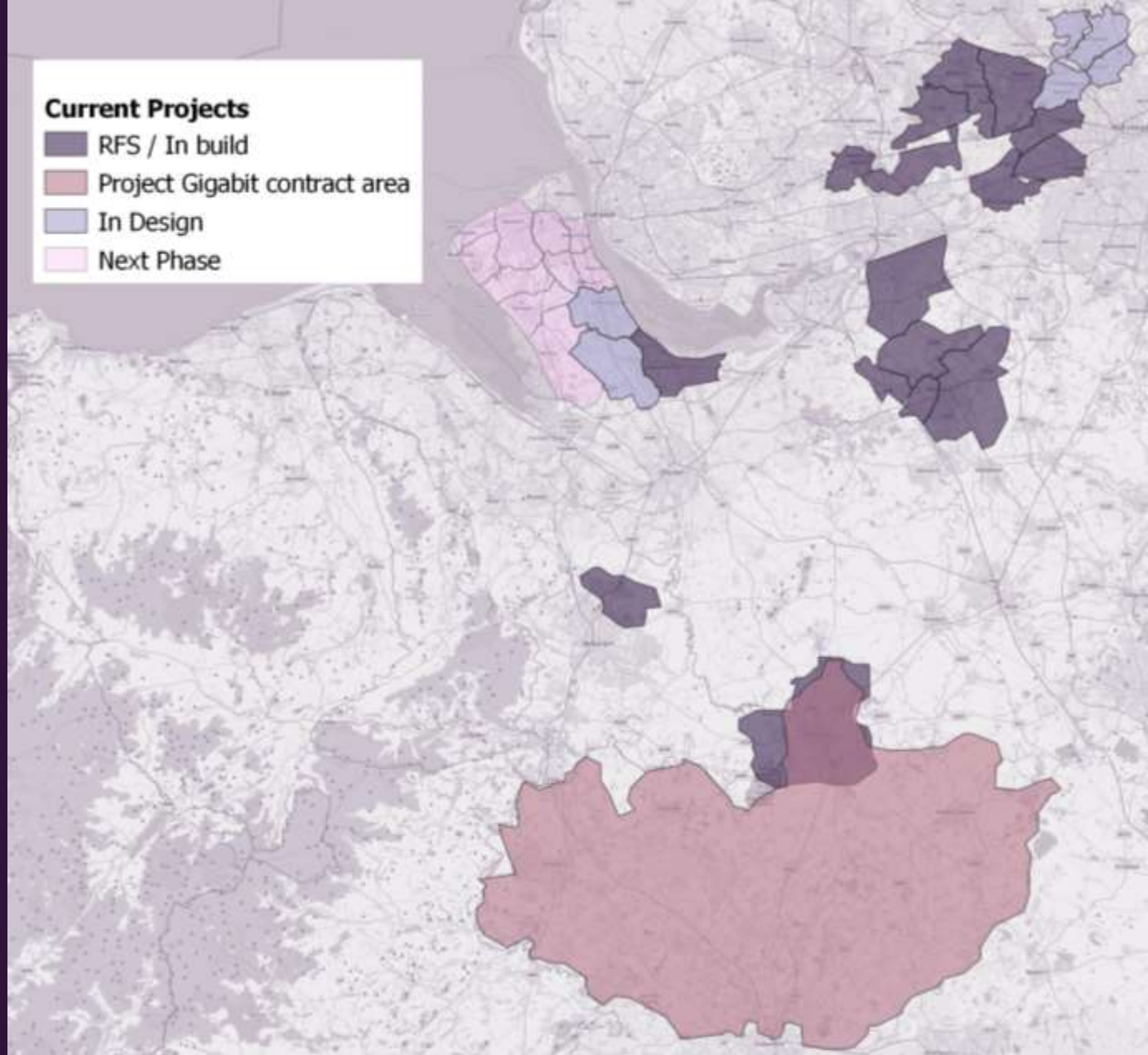
- **Full-fibre is the future!**
- People are increasingly dependent on having fast and reliable broadband. Full-fibre can provide speeds of up to **1,000Mbps** to homes, and even faster for businesses.
- Lightning-fast, full-fibre broadband at home is essential for both work and leisure. It supports residents and businesses to adopt hybrid working, securing both environmental and economic advantages.
- Full-fibre ensures our homes are fully prepared as our home devices and appliances become increasingly dependent on fast and reliable broadband. It can even **boost the value of a home by as much as £3,500!\***

\*<https://www.gov.uk/government/news/broadband-speed-boost-sees-home-values-jump-by-3500>



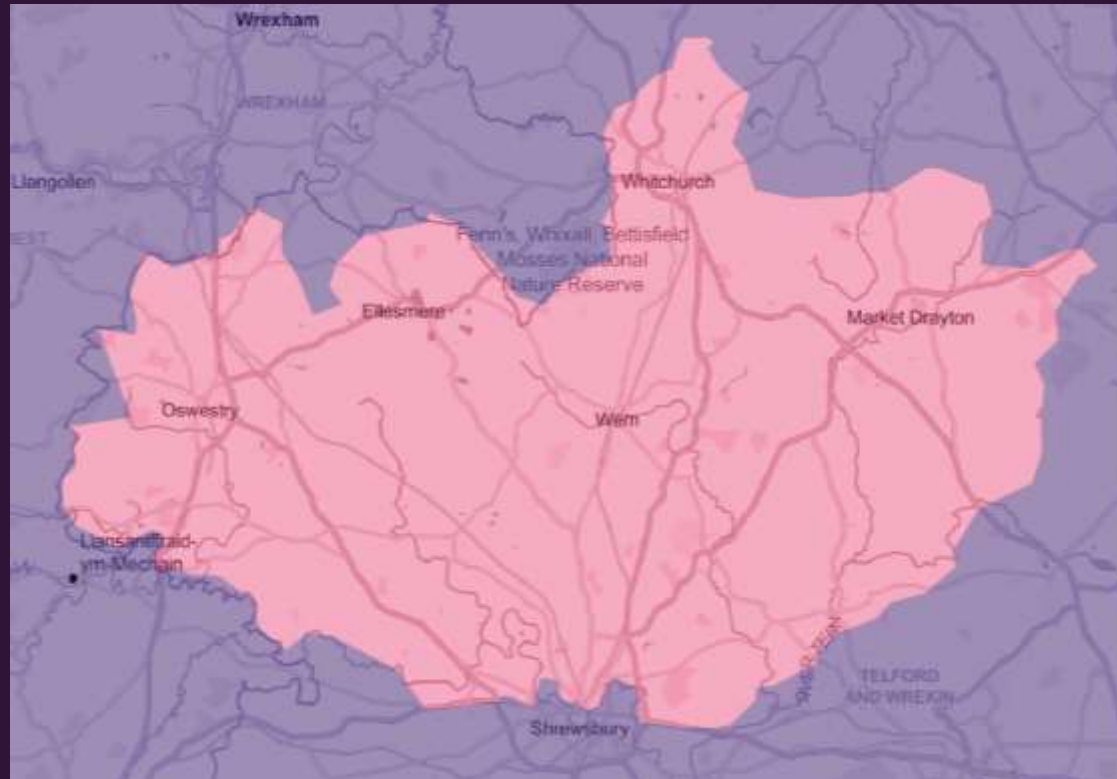
## Overview

- So far, Freedom Fibre has connected homes in Greater Manchester, Cheshire and Shropshire.
- Our long-term strategy sees us bringing full-fibre, gigabit-capable broadband to over **2 million homes** across the North, Midlands and North Wales.



# Freedom Fibre awarded North Shropshire Project Gigabit contract

- This 40-month contract is part of the UK government's £5 billion Project Gigabit, which aims to provide lightning-fast gigabit-capable broadband to hard-to-reach communities across the UK.
- The award supports the government's priority to grow the economy, creating better-paid jobs and opportunity across the country.
- The gigabit funding supports build to approximately 12,000 premises by bridging the cost to make them commercially viable.
- Freedom Fibre's build programme in north Shropshire will cover approximately 60,000 premises in total.



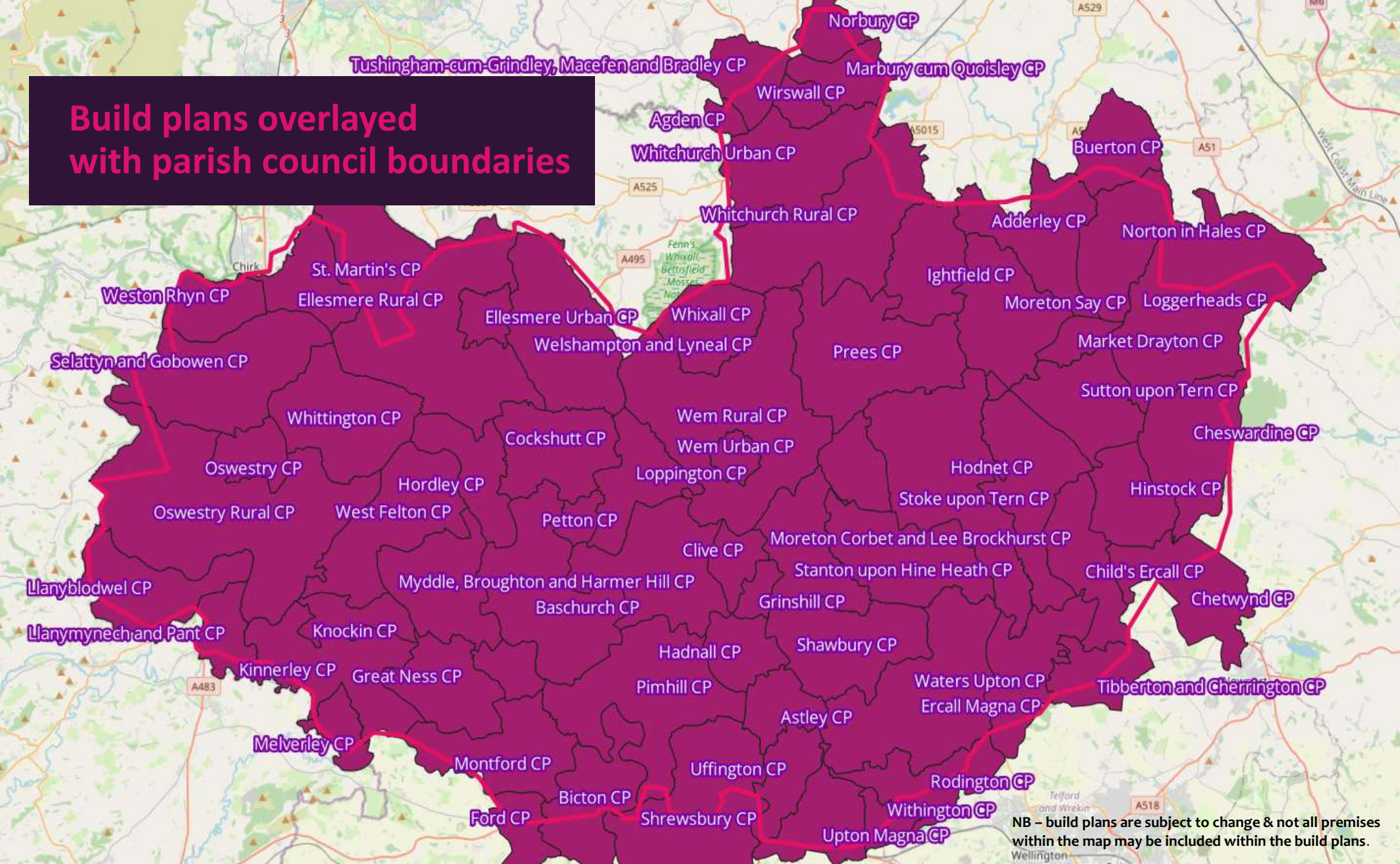
NB – build plans are subject to change & not all premises within the map may be included within the build plans.



Funded by  
UK Government

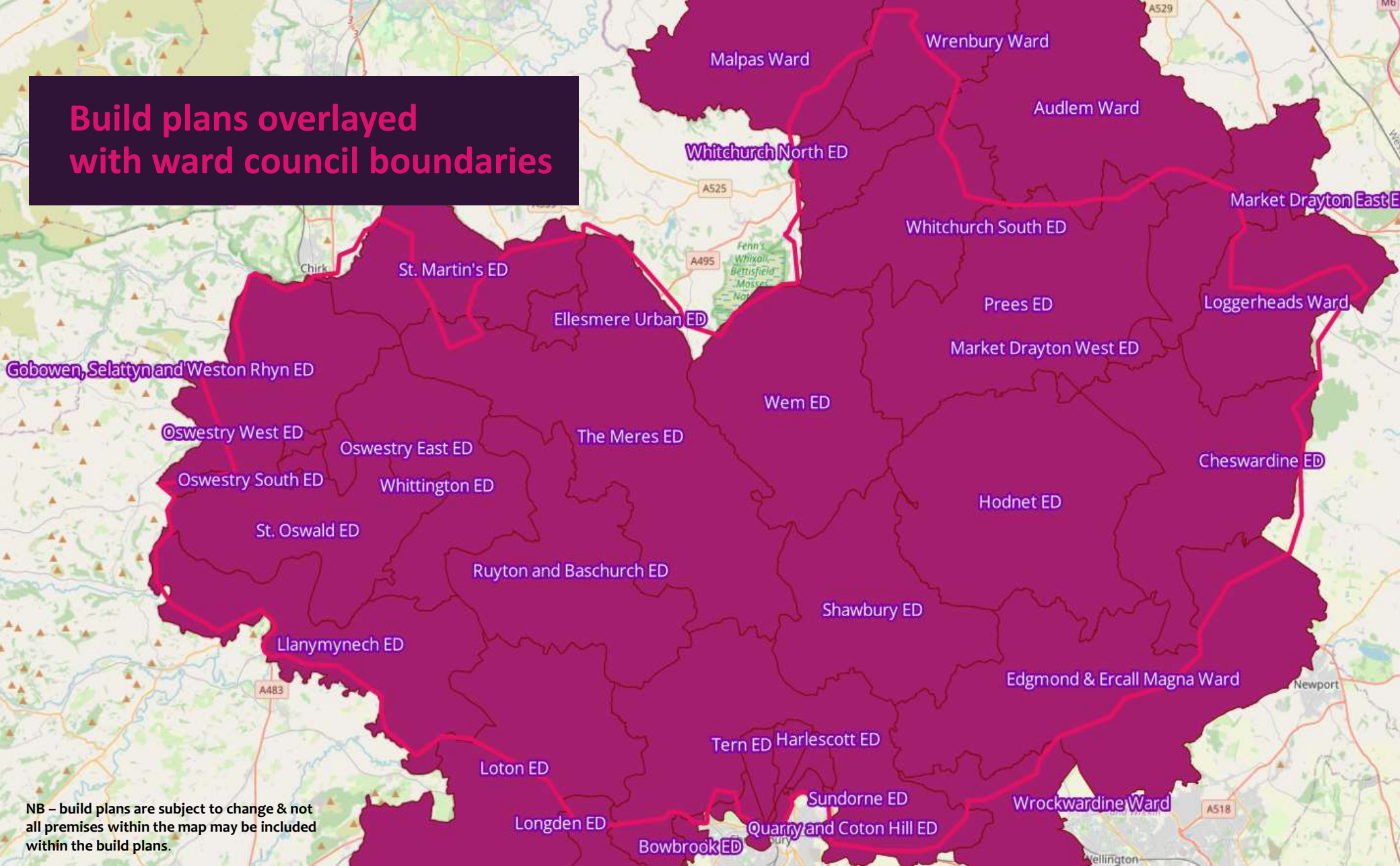
**LEVELLING  
UP**

# Build plans overlaid with parish council boundaries



NB - build plans are subject to change & not all premises within the map may be included within the build plans.

# Build plans overlaid with ward council boundaries



NB – build plans are subject to change & not all premises within the map may be included within the build plans.



## Project Gigabit North Shropshire contract plan

- From Summer 2023, Freedom Fibre will undertake preliminary survey and design work (Stage One). During this time, you may see some of our team across the county as they undertake site visits.
- Later this year, residents will be able to register their interest in taking out the service. Interested residents will be kept informed as to when they can expect availability.
- From the start of next year through to 2026, Freedom Fibre will build the network (Stage Two). At this point, we will be able to advise communities where they are in the build sequence, which runs from early 2024 through to Summer 2026.
- Approximately 19 Active Cabinets (green cabinets) will be installed across North Shropshire within the first nine months.
- Engineers will build the fibre network with a view to connecting the very first customers at the end of 2024.
- We encourage residents to register their interest on our website: [www.freedomfibre.com/connect](http://www.freedomfibre.com/connect). Residents will be kept informed as to when they can expect service availability.



## Infrastructure

- Freedom Fibre will install approximately 19 Active Cabinets (green cabinets) across North Shropshire.
- Freedom Fibre makes use of the existing network of telegraph poles and underground ducts where possible to reduce disruption and any impact on the environment.
- That said, new telegraph poles and some trenching work (to install new underground ducts) may be required in some communities.
- Freedom Fibre will work with communities and the local authority to ensure that any works are undertaken with as little disruption as possible.
- Whilst the installation of telegraph poles is permitted development (meaning planning permission is not required), Freedom Fibre will advise where new telegraph poles are planned wherever possible and take local views into consideration.



## Social Value

- One of Freedom Fibre's core values is '**protect the planet**'. Through this contract, Freedom Fibre will invest in **green initiatives** such as tree planting, providing litter pick kits and investing in community-led environmental projects.
- Freedom Fibre will work with and invest in communities through networking events and online skills webinars to **support economic growth**.
- We'll use local companies wherever possible and create employment and training opportunities, especially for those from deprived communities and those facing barriers to employment. We will pay all staff at least **the real living wage**.
- Freedom Fibre is proud to be a signatory to the **Shropshire Social Value Charter**.



# Communication & engagement

- Committed to an open dialogue with communities and elected representatives.
- Briefings with Council Officers, Councillors and MPs – Information packs will be sent to Councillors (including detailed FAQ documents) in the coming days.
- Engagement Events – Invitations to see the build underway; Community outreach events throughout the course of the Build Phase (Stage Two).
- We will advise Councillors where new telegraph poles will be installed, and we will let residents know via official notices, posters and postcards.
- **Contact for residents:**  
careline@freedomfibre.com or 0333 011 5110.  
Residents can also 'register their interest' in broadband at <https://www.freedomfibre.com/connect>
- **Contact for elected representatives:**  
shropshire-councillors@freedomfibre.com



# freedom fund

SUPPORTING GREENER COMMUNITIES

- In 2022, Freedom Fibre launched the 'Freedom Fund' – a community fund for environmental projects.
- The 2023 Fund opened on Friday 19th May and will remain open until Friday 21st July in areas where we are already building the network or where we are ready to connect residents.
- As we had already begun a commercial build in Whitchurch, community groups in Whitchurch are eligible in this year's round of funding.
- A broader Shropshire-specific fund will be opening in the near future.



# Questions

