

# Bournemouth

## Bournemouth opens first and largest pure fibre network in a UK town

### CityFibre rolls out city-wide network based on unique business and usage model

In the seaside town of Bournemouth on the United Kingdom's south coast, 21,000 homes are currently passed by a state-of-the-art FTTH network that will eventually span the entire city.

CityFibre, the UK's leading independent provider of bespoke fibre optic network solutions, owns and operates this open-access FTTH network, the largest in the UK. The PON network was originally constructed in 2009 by a company called FibreCity, but the company folded midway through its construction. The network was acquired by CityFibre in January 2011 and after considerable investment and engineering works, it is now active and supporting market-leading gigabit services to homes and businesses. Its first service provider, Gigler, launched gigabit-for-all services to consumers in early October 2012.

In advance of the original roll-out, back in 2009, Bournemouth residents were offered a free fibre connection to their home if they pre-registered. A city-wide campaign led to more than 46,800 sign-ups, representing 53% penetration. The high response demonstrated considerable demand from consumers - even though no well-known ISPs had committed to offering services at the time.

The use of micro-trenching actually helped raise awareness and stimulate interest at a local level, driving demand and further pre-registrations for connection of homes to the network.

#### ACTIVE TRIALS

"To ensure the network in Bournemouth was ready to support active services, 100 trial customers were provided with free 100Mbps symmetrical connections," says Greg Mesch, CEO of CityFibre. "That's more than 10x faster than the UK average download speeds and at least 40x the UK's average upload speeds. A handful of customers were chosen to trial the 1 Gbps service. Trials lasted for over 3 months and by the end of that period, over 95% of trial customers said they would recommend the service to a friend."

Key benefits highlighted by the trial users - besides the speeds - were the reliability, ultra-low latency (less than 5ms) which is great for gaming, the ease of uploading content and how it made online backup a practical solution for the first time. Almost all trial users noted that the network supported multiple simultaneously connected devices with no drop in quality.

### General Information

#### Infrastructure owner:

CityFibre owns and operates the network

#### Location:

The town of Bournemouth, with a population of about 170,000 (80,000 homes)

#### Network status:

Operational

#### MINIMAL DISTURBANCE

The network was built using a combination of traditional civil construction techniques for the core network and micro-trenching for the distribution element. Wherever possible, micro-trenching helped maximise the roll-out speed, whilst minimising disruption to the pavements. At full operational capacity, up to 4500 homes can be passed each month.

### Deployment

#### Size of network:

21,000 homes passed. Over 25% of all homes. (Oct 2012).

#### Technology/architecture:

PON network

#### Deployment method:

combination of traditional civil construction techniques for the core network and micro-trenching for the distribution element

#### Time to deploy:

Initial 2009 deployment ended soon after. Started again in 2011 with CityFibre providing over 18 months of engineering work to complete roll-out of first 25% of city's 80,000 homes

The Gigler campaign launched with targeted door-to-door marketing campaign. Over 50% expressed interest and 10% signed up

## GIGLER LAUNCH

“To further prove the demand for pure fibre services and to experiment with gigabit connectivity to the home, CityFibre launched Gigler, the first service provider on the network, on October 4, 2012,” explains Greg Mesch. “By providing a gigabit to the home, broadband effectively opens up a fairer pricing structure based on usage rather than speed. That way, everyone is entitled to the same superfast gigabit speed, every time they use the Internet, regardless of their budget.”



“During successful customer trials, it came as no surprise that people not only enjoyed the incredible user experience due to the speeds, which dwarf any other residential services available, but also that their online behaviour patterns changed in step with the more advanced technology,” says Greg

Mesch. “They uploaded more files and content, as well as shifting more of their overall TV programme and film viewing online.”

## Business Case

### Investment:

In excess of £12 million

### Investors:

A consortium of the founders and professional early-stage investors in telecoms companies alongside experienced entrepreneurs in the telecom infrastructure space

### Business model:

Open access wholesale model

A subscription to Gigler’s market leading service is available for only £25/month with no line-rental. This represents a lower ‘total cost of ownership’ than many competitive products running at a fraction of Gigler’s speed.

Despite being a new brand on a small-footprint and with correspondingly limited marketing channel opportunities, initial sign up volumes are strong and demonstrate market demand. There has been a positive reception to new fibre services and early indications are that Gigler may be able to grow penetration to over 10% in the coming year.

## End-user Services

Gigler launched gigabit-for-all services to consumers in early October 2012.

There are three packages to choose from, starting from £25 per month for 80GB Usage, £30 for 250GB, and £50 for truly unlimited use.



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Photos provided by CityFibre  
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