



The FUTURE is FIBRE

Why this is about Better Broadband for Bressingham & Fersfield

And why it's about more, much more, than Better Broadband!

On 18th July, County Broadband (www.countybroadbandfibre.co.uk) gave a presentation in the Village Hall, hosted and supported by the Parish Council.

County Broadband is an Essex based specialist in the provision of future-proofed broadband networks into rural areas often neglected by the main providers. They are currently expanding their services into many villages across East Anglia, and Bressingham & Fersfield have an opportunity to benefit from their work.

This brochure has been prepared by residents of the village, not by County Broadband, because **we** need to make it happen if we want to protect the future of our communities.

This is going to be expensive ...

Actually, it's not. There are a number of options available to us.

If 50mbps really is enough, that's £20/mth.

If you want 300mbps, that's £40/mth.

For 600mbps, that's £55/mth.

Additionally, you can have your phone calls over the fibre connection, saving your line rental (because that's free) and paying;

£6/mth for unlimited calls to UK landlines

£13/mth for unlimited landline and mobile calls

£17/mth to add various international calls on top of UK landlines and mobiles.

There are offers available for the first 6 months and for early sign-ups—including free equipment and connection.

For full details check countybroadbandfibre.co.uk. Or call 01376 562002.

You can keep your existing contract going, and only switch over to County's fibre service when your existing contract ends, so you don't lose anything and there are no early termination costs.

Bet you're paying more at the moment for any comparable service!

But there is a catch.

Quite simply, County Broadband would be investing a lot of money in providing the infrastructure to deliver fibre to every property in our villages. Unless enough people commit to taking the service, it's not worth their while. They'd make no return on their investment, and they'll take their infrastructure to another village that does want it.

This is a rare situation of a benefit for one, being a benefit for all.

You need to sign up—or it won't happen and the future will pass us by.

If you've got questions (and you should!) contact any member of the Parish Council or County Broadband directly. A member of the County team is likely to be knocking on your door sometime soon too.

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Help us bring the future to our villages!

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What is “Fibre”?

Fibre is the 21st Century method of providing communications services—phone and broadband. Most of our phone lines, which also deliver our internet service, are copper. That’s 19th Century technology. It can’t deliver 21st Century services.

You’ve already got a part-fibre service. All our phone lines come from a local connection box, which BT/Openreach have linked with fibre. But that’s as far as the fibre goes. The rest of the service is delivered over the copper lines to your house.

I’ve already got a decent Broadband speed, why do I need Fibre?

Broadband speed falls rapidly as the copper line gets longer. If you live close to the connection box, you might have a ~50mbps connection speed. But a mile away, and the speed might only be ~10mbps.

Let’s be honest; ~50mbps isn’t bad. You can stream movies, play games, and order your supermarket shopping. You can probably even do all of those things at the same time. But those are *today’s* services—tomorrow’s services are going to test the limit of your ~50mbps connection.

If you’ve got a ~10mbps connection, you’re already struggling, particularly if you’ve got family members all trying to do different on-line things at the same time.

The Fibre service on offer can deliver up to 1,000mbps.

What will I do with 1,000mbps?

Again, being completely honest, most of us won’t need that sort of speed. Not today, not tomorrow and probably not even next month.

But 5 years ago, we would have said the same about a ~50mbps speed. That speed was unthinkable then, just as it’s unthinkable not to have that sort of speed today.

Everyone knows that the future is coming, but no-one knows what it’ll bring. However, we can bet that most of that future will be about more online services, requiring ever high connection speeds.

We have the opportunity to prepare for that future today, at little cost to ourselves and at significant benefit to our village community.



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Future Services?

Today we might use the internet to stay in touch with family over Facetime. Tomorrow that will look as outdated as sending a letter! Virtual Reality applications will make that family member appear in your room, not on your screen.

Today we might stream TV programmes or movies over the internet. Tomorrow that’ll seem like the old black & white TV sets that took up the whole corner of a room. TV picture quality is ever improving and in future you’ll feel like you’re actually at the match, not watching it on a TV screen.

Today you might avoid a trip to the Doctor’s surgery with a phone appointment. Tomorrow you’ll have a virtual consultation from your home, with the GP able to diagnose many problems remotely, the NHS has to adopt future solutions to be able to continue to provide it’s services to ever more people needing them.

More school services will be online—those also have to change to keep up with demand and ensure that decent education remains affordable to all. Virtual University must be attractive to anyone with a £50k degree debt!

There are many, many—more than we can imagine today—future services that we’ll receive over the internet. We’ll need a fibre service that can deliver the speeds required because that old 19th Century copper just won’t be able to.

I get all of that, but *I* don’t need it.

Which is why this is about more than Broadband.

A decent—fibre—internet connection increases the value of your property. After local schooling, “what’s your internet speed” is the second most asked question by home buyers. No decent internet speed is akin to no mains water!

Having decent internet connectivity means that more people can live and work in the village. Working from home becomes more viable and saves people having to commute to work. The village stays more alive, more of the time.

Our villages have already lost so much—buses, pubs, shops (all but one!) and too many people sleep in the village but really live elsewhere. Decent broadband means that we can live more of our lives here, where we want to, rather than having to travel away.



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