



Gigabit Broadband Proposal

Land at Sholden for Richborough Estates

Location

Land South West of Sandwich Road, Sholden

Date

15th December 2020



Created by
Andy Timbrell – Business Development Director

Let the Future Flow.

Site Details

Site Name	Sholden
Scheme Type	Housing
Size of Development	c. 235 units

Developer Rebate

	Non-Exclusive	Exclusive
Per House	£225.00	£275.00
Per Apartment	£180.00	£225.00

Upon completion of the development, the grantor has 12 months to claim all outstanding rebate monies (Completion of development means final plot build completed and available for sale).

Gigabit Broadband Proposal

Who Does What?

Fibre Roles and Responsibilities	Responsible
Public land excavations & backfill	4thUtility
Public land reinstatement	4thUtility
Public land fibre installation	4thUtility
Public section 50 licence	4thUtility
Network design	4thUtility
Plant and materials (Excluding ducting and chambers)	4thUtility
Approval of easement / wayleaves / access	Customer
Main Comms cabinet/cabin	4thUtility
Installation of metered power supply to Comms Cabinet	Customer
Location of Comms Cabinet	4thUtility
Private land ducting installation	Customer
Private land chamber installation	Customer
Private land fibre installation	4thUtility
In premise routing (External wall to in home termination)	Customer
In premise router installation	4thUtility
Free temporary service (Sales suite, show home, site office)	4thUtility

Gigabit Broadband Proposal

Why the 4th Utility?

4th Utility was established in 2017, located in Hale.

We are an independent broadband ISP Supplying Ultrafast connectivity to Homes and Businesses across the UK via our own fibre network.

We partner with residential and commercial landlords, property developers and house builders to install and upgrade their properties with FTTP or full fibre technology.

We're here to provide a faster, more enjoyable, all-round better alternative to the service the Big Broadband have been offering customers for years.



Tony Hughes
CEO



Andy Timbrell
Business Development Director



Steve Ankers
Delivery Director



Mark Cueto
Sales Director



Greg Freeman
Delivery Director



Ian Handy
Business Development

Broadband the 21st Century Issue

The traditional delivery of television/consumer content is changing and with this change comes opportunity. The winners are likely to come from outside the boundaries that have defined the industry over the past half-century. It is highly likely that companies such as Amazon and Google will continue to make big gains, as will others that grasp the significance of new forms of media value creation and consumption and the disaggregation of traditional media value chains.

We've already seen the arrival and growth of businesses that offer new ways for consumers to access digital content. YouTube and Netflix are also now creating their own content to differentiate their brand and sidestep the battle for content rights.

Amazon, Google and Apple already offer consumers access to significant amounts of content, even though it is not at the core of any of their businesses. For instance, Google's core business is search, yet it streams more than 4 billion hours of video per month via YouTube.

Access to these emerging services relies entirely on installation of high speed, reliable fibre broadband, both now and with the ability to scale in the future. Buildings where such access is not provided will doubtless be at a disadvantage.

With the innovative approach taken by The 4th Utility, we have taken advantage of the significant price decreases in fibre optic networks and built a proposition that fully resolves the challenges around delivering a high speed, cost effective solution both today and into the future.

Broadband the 21st Century Issue

Developer Considerations – Broadband Is A National Problem

- Broadband Speeds are low
- Broadband Call installation Speeds take months
- Start date/occupations are impacted

Surveys suggest that broadband speeds are now also driving increased property value and the ability for home workers school children and families to run multiple streaming devices.

- 57.4% would pay more for a property with superfast broadband
- 80.4% would be put off buying or renting a property without superfast broadband

In a recent survey of prospective property buyers the below results were noted in terms of importance. 57.4% would pay more for a property with superfast broadband

- Broadband 88%
- Crime 81%
- Transport Links 73%
- Lack Of Amenities 64%
- Lack Of Nurseries and Schools 58%

Developer Commercial Considerations

- The solution from the 4th Utility also has positive commercial and marketing benefits.
- Price Of The Property
- Future proofed building/estate
- Sales Rate
- No requirement for unsightly aerial supports the drive to 5-star rating
- No requirement for BT landline

Broadband the 21st Century Issue

The key to our service is synchronous upload and download speeds versus the competition, which offers copper solutions that do not scale. This is business grade broadband service with economics for the consumer market.

The 4th Utility Solution

Connectivity is rapidly becoming the 4th Utility and in a competitive sector positive purchaser experiences will be a differentiating factor for developers.

The 4th Utility solutions offers:

- Dedicated fibre for each site and into each location
- 100MB/100MB Synchronous Upload and Download Speeds
- World Class Wi-fi
- 99.95% SLA
- 24/7 Support
- Competitive Consumer Market Price for a Commercial Grade Service.

The 4th Utility works with developers to provide an alternative to mainstream providers that are designed to support the Developer with a differentiated service for broadband. We provide marketing information and training plus a tool to sign up customers as they rent/purchase properties.

The Approach

The 4th Utility installs a dedicated commercial grade fibre infrastructure to the building, and then installs fibre wiring to all apartments, based upon a carrier grade solution which is future proofed in terms of broadband speeds in the future. We install our communication equipment to deliver and monitor the service to an agreed communications room in the building or piece of street furniture. In the apartment we install two devices, one which shows the speed of your fibre broadband and a wireless router.

Our goal is to deliver a world class service and experience and the 4th Utility offering delivers speeds of broadband only seen by 2% of the population today and for tens of years to come.

Broadband the 21st Century Issue

Broadband Global Speed Comparison Table

Country	Download Speed	HD Movie Download Time
1. Singapore	60.39 mbps	11mins 18secs
2. Sweden	46 mbps	14mins 50secs
3. Denmark	43.99 mbps	15mins 31secs
4. Norway	40.12 mbps	17mins 1secs
5. Romania	38.60 mbps	17mins 41secs
6. Belgium	36.71 mbps	18mins 36secs
7. Netherlands	35.95 mbps	18mins 59secs
8. Luxembourg	35.14 mbps	19mins 26secs
9. Hungary	34.01 mbps	20mins 4secs
10. Jersey	30.90 mbps	22mins 6secs
35. UK	18.57 mbps	36mins 46secs
4th Utility	100 mbps	6mins 41secs

The 4th Utility solution offers the option of providing to all its customers a truly differentiated broadband service at a competitive market price, as per the table above the speeds offered to all homes will be world leading. The infrastructure invested into the building is future proofed and ensures that the broadband speeds will remain world leading for tens of years to come.

Gigabit Broadband Proposal

Site Layout





4thUtility

Further Information

Andy Timbrell
Business Development Director
Tel 07738 941460

Suite 3, Beech House
1 Cambridge Road
Hale, Cheshire, WA15 9SY

www.the4thutility.co.uk

Let the Future Flow.