

openreach

Ultrafast speeds with fibre infrastructure

A guide to installing fibre infrastructure in new residential developments



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Future proof your new development with fibre infrastructure. Bring home the benefits of ultrafast speeds.

Donna Leeding
Client Management, Openreach

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New ultrafast fibre infrastructure for your development

Let Openreach bring an ultrafast fibre access network direct to your new property developments.

Add real value to your new development by providing ultrafast speeds to your customers.

Access to the fastest Broadband speeds available in the UK with Openreach infrastructure that can deliver speeds of up to 1Gbps. This will allow everyone in the home to do their thing online, all at the same time – stream HD films and music, catch up on TV on demand, make HD video calls, play online games, upload photos and video clips to social network sites, you name it!

Your customers will even be able to work from home in exactly the same way as they do in the office, with secure access to the same systems, information and applications.

How do you get ultrafast fibre infrastructure from us?

Work with the Openreach infrastructure solutions developer relations team, and we will be with you every step of the way. Once you've registered your site one of our field based co-ordinators will come to your site to offer guidance at each stage, as you build the infrastructure at your site needed for us to deliver fibre to your homes.

It's our joint ambition to deliver connectivity ahead of customers moving in their new homes, as we know customers want to get connected straight away and we're committed to working with you to deliver this expectation.

We'll also appoint an end to end manager who will look at right across the project and the Openreach network, right up to the Openreach equipment in the house or apartment. They will be in a position to work with your field based co-ordinator to resolve any problems.

We've already successfully installed many fibre infrastructure in developments throughout the UK including the Berkeley Group development at Imperial Square North Finchley, so you can be sure you're in experienced hands.

Chris Gilbert, Managing Director at Berkeley Homes said:

“Berkeley Group is actively adopting fibre to the premise (FTTP) technology in practically all its new developments. We want to be able to offer homes that are capable of getting the very fastest broadband now and in the future, using a fibre technology that's reliable. Consumers are increasingly interested in selecting property where high speed broadband is in place and we want them to have a great experience when they move into a Berkeley home.”



Choosing a fibre infrastructure

Building a fibre infrastructure, and providing data cabling to key locations in your houses and apartments, will add real value to your development.

Prospective home buyers and leaseholders are looking for ultrafast speeds to support their on-line activities and it's likely to increasingly be a deciding factor in choosing their home. They will be able to access the fastest broadband speeds available in the UK with Openreach infrastructure that can deliver speeds of up to 1Gbps (dependent upon the homeowners' chosen communications provider) this will allow everyone in the home to do their thing online, all at the same time.

With an ultrafast fibre infrastructure delivering 1Gbps customers can download a two hour HD film in 90 seconds or a forty five minute HD TV Show in 16 seconds.

Your customers will recognise that fibre is the future and they will want to make sure that when they buy their home they won't be left behind when it comes to future broadband speeds. Openreach over the last four years has seen a 40% year on year growth in customer's data requirements, a trend that we expect to continue.

An Openreach fibre network offers open access to all the companies that supply ultrafast broadband services – now and in the future. This creates real choice.

Cabling for high speed applications

If your residents are looking to connect their TV to get the new generation of ultra-high definition TV, or are keen online gamers, they'll need to plug their equipment into a physical connection.

Similarly those working from their home office will want a physical connection for the best quality voice and video experience.

Wireless offers great connectivity for smart portable devices. But when it comes to streaming high bandwidth in a highly reliable manner, the user experience is best maintained through a prewired socket. And that means providing voice and data sockets to create what's often referred to as the 'connected home'.

That's why we'd recommend as a minimum cabling rooms likely to benefit most from a physical connection, like the room with the main TV and the home office.



Let Openreach invest in a fibre infrastructure for your development

For large developments and increasingly for smaller sites we supply free all of the building materials, the fibre, and the electronic equipment needed to provide a fibre access network in each home.

You can take control and install fibre with a plug and play connector and attach some of the electronics for us inside the home, this has the advantage of one fewer Openreach visits to site to manage, and allows you to schedule the fitting of the electronic components that fits in with your build cycle as you will already have your electricians on site.

For sites with less than 30 units we may ask you to make a contribution to the cost of installing a fibre infrastructure.

Design considerations

We need to bear in mind that the equipment your customers use to access their ultrafast broadband services, while compact, is not the standard telephone socket traditionally installed in a domestic environment.

We'll agree with you a convenient place for the equipment to be installed (which incorporates the, optical network connection, power supply and battery back-up).

As an example, one development of multiple one-bedroom apartments these boxes were on hidden shelf unit in the kitchenette.





The benefits of ultrafast fibre broadband

Your customers increasingly expect access to high speed internet services in their homes, and this could differentiate your development from those of your competitors.

When your customers are ready to order an ultrafast broadband service they will have complete choice over their communications provider, everything will be in place, and their service can be provided quickly.

Imagine a typical household with heavy internet users.

Whatever they're into, fibre will make it quicker and easier. It isn't just about doing one thing online much faster. It's about everyone in the home being able to do their own thing online, all at the same time. Depending on the broadband package offered by your preferred communications provider, you may be able to enjoy:

Virtual storage

Store photos, documents, music and videos online – in the cloud – rather than on the computer at home.

Home media hub. Anywhere

Access everything you need – telephone, TV, internet radio, videos, photos and files – whether you're in the home, visiting friends or off on holiday.

Video calling

Fibre opens up the world of HD video calling – include friends and family around the world and get together for a chat.

Online multiplayer gaming

Fast speeds mean budding games players can share the experience by talking and exchanging video with other players.

Working from home

Whether you work from home full-time, part-time or just now and again, you'll be able to work as effectively as you would in the office.

Video on demand

Watch 4K TV, Stream HD or 3D movies to your TV, watch catch-up services, like BBC iPlayer and access YouTube video channels, online photo albums, live events and personalised radio stations.

Social networking

User generated content (UGC) is set to be the next big thing online, and upload speeds with an ultrafast service makes sharing quick and easy.

Choose Openreach

We're proud of the quality, reliability and resilience of our fibre network. We're the UK's primary infrastructure provider. Our heritage stretches back more than 150 years, to the days when the telephone was first invented.

Your residents will value the open access on offer from Openreach. They can choose from a range of communications providers, which promotes healthy competition.

We spent years learning from international fibre deployments and have incorporated the best of that learning in our own rollout, utilising only tried and trusted technology.

We've been installing fibre in the UK since 2008, honing our skills along the way. You can also be confident that all our deployments are compliant with National Joint Utilities Group guidelines.

We take our environmental responsibilities very seriously. We're committed to building and deploying fibre equipment that meets stringent power consumption limits. We source our energy renewably or from low carbon sources. And we're making significant changes to cut the carbon footprint of our fleet of vehicles.





We'd like to work with you

We want to work with you from the earliest possible stage of your new development. Make sure you register your site with us as soon as possible and we'll help you with your fibre network deployment so you get the equipment, plant and support you need, when you need it.

To find out more go to:

www.openreach.co.uk/propertydevelopments



Openreach is Britain's digital network business. We connect homes, mobile phone masts, schools, shops, banks, hospitals, libraries, broadcasters, governments and businesses – large and small – to the world.

www.openreach.co.uk

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Registered office: 81 Newgate Street, London EC1A 7AJ.

PHME 81034