

Gigaclear

AUTUMN 2023 | ISSUE 1

BRIDGING THE WIDENING GAP

BETWEEN RURAL
AND CITY SPEEDS

THINK YOU'RE USING
FULL FIBRE?

**THINK
AGAIN!**

**BRINGING
RURAL
BRITAIN UP
TO SPEED**

LANDLINES
SOON TO
BE **RETIRED**



PLUS

AN INTERVIEW WITH
LEGENDARY CRICKETER
DARREN GOUGH **PAGE 14**

Rural Britain deserves better



Gareth Williams,
CEO, Gigaclear

At Gigaclear, we believe people living in rural communities should have the same opportunity to benefit from a fast and reliable full fibre broadband service as those living in more urban areas.

Our determination to redress this balance is what's driven Gigaclear to become the largest alternative broadband provider in rural Britain.

Since 2010, we've built to more than 1,000 rural hamlets, villages and towns, spanning 25 counties. It is not always easy – we have laid fibre through fields, under rivers and across bridges. So far, over 80,000 rural homes have signed

up for our faster broadband and we are proud that our customers rate us as 'Excellent' on Trustpilot.

Our mission is to deliver the faster and more reliable broadband that rural Britain deserves.

In this newsletter, we'll share with you the low-down on how rural Britain is being left behind, we'll demystify full fibre technology and demonstrate how you can benefit. Plus we are proud to launch our 75k sports club fund with the help of our ambassador Darren Gough. I hope you find it both interesting and informative.

Our mission is to deliver faster and more reliable broadband to rural Britain.



14

Life in the fast lane with Darren Gough



CONTENTS

4 Bridging the widening gap between rural and city speeds

6 Difference between full fibre and part fibre

8 Unleash digital happiness with full fibre

10 The Rix family goes full fibre

11 Landlines soon to be retired

12 Top 10 hot picks to stream right now

14 Life in the fast lane with Darren Gough

15 Gigaclear Rural Sports Club Fund



Bridging the widening gap between rural and city speeds



Guy Cocker, writer and broadcaster specialising in video games and technology

Everyone should have the right to enjoy the benefits of a fast and reliable full fibre broadband service – not just those living in urban areas.

Yet Telecoms regulator OFCOM found that during peak periods, the broadband speeds enjoyed in more populated, built-up areas was 58% faster than those experienced by people living in more rural locations – this has increased from 42% in 2021 and it continues to increase!*

This is because rural homes and businesses are typically more difficult and expensive to reach, therefore many broadband providers choose to focus on serving urban areas as it's cheaper and more lucrative than providing rural homes like yours with a broadband connection that's fit for purpose in the 21st century.

FAST FACT

The first scientist to measure speed as distance over time was Galileo.

You deserve the same access to great broadband speeds so you too can confidently stream home entertainment services such as Netflix and Disney+, work from home, enjoy online gaming and access the latest digital SMART devices.

There are many benefits to living in rural Britain like the beautiful countryside and often, the strong sense of community. However, sometimes compromises have to be made, such as relying on your car rather than public transport or experiencing higher energy bills.

Urban broadband speeds are 58% faster than rural locations.

So, it's natural to assume that your broadband would be worse too – and it is! However, the roll-out of full fibre in rural communities is addressing this injustice.

"If anything, people living in rural areas need full fibre more," says Gigaclear customer Nigel Rogers from Bisley, Gloucestershire. He added: "Those of us who live in rural communities are used to making compromises when it comes to amenities – but the one thing we can't afford to have is slower broadband. It doesn't seem right that the big providers should be focusing their attention on urban areas simply because it is cheaper for them to do so."

I agree. Enough's enough!

Thanks to Gigaclear's mission to go where other broadband providers do not, bringing full fibre broadband to your front door, there's one thing you don't have to compromise on – your broadband speed.

WE CHOOSE TO GO WHERE OTHERS DON'T



12,000+ km
of fibre cable used

which is almost the diameter of the Earth (12,756km)

Over 1,000
rural communities
already connected by Gigaclear



Over 80,000
rural homes

already benefiting from Gigaclear full fibre

"An absolute saviour to people in rural areas. Before Gigaclear, we were going to have to move once I started working from home because the internet was so patchy. They really did save the day!"

S Yates, rural homeowner who has signed up to full fibre with Gigaclear – July 2023



Trustpilot



**FAST
FACT**
Your mouth is the fastest healing part of your body.

Do you know your full fibre from your part fibre?

Take the test, see how your speeds compare to rocket-fast full fibre
gigaclear.com/take-the-test



David Ludlow, freelance technology and lifestyle journalist

Broadband technology is fairly simple but it can often seem confusing with language such as ADSL, full fibre, part fibre, copper, FTTC, FTTP and Mbps. And, for this reason, sometimes it is very hard to be sure what you are actually getting.

Roger Thurston, from Temple Mill Island, Berkshire, said: *"It can be confusing choosing which broadband company to go with because everyone is claiming to be faster and it's not always easily transparent what you'll be getting. I've learned there is a key difference to look out for and that's to check it says: 'full fibre!'"*

It is easy to be unsure as it's likely the broadband service you bought was advertised as fibre broadband but what you're actually receiving is only part fibre.

The fibre broadband you're actually receiving is only part fibre.

This is where the fibre only goes as far as the cabinet in the street – and your broadband is then forced to make the remainder of its journey to your home via the old copper telephone line. Yes! The old copper line network that was built over 100 years ago for telephone calls and not the internet.

Also, the further you live from the nearest cabinet, the worse your service is. This is because your connection is travelling further over slow, out-dated copper wires.

Only if you order a 100% full fibre broadband connection, such as the one offered by Gigaclear, can you be sure that the one place full fibre stops is at your property, meaning it's faster and more reliable.

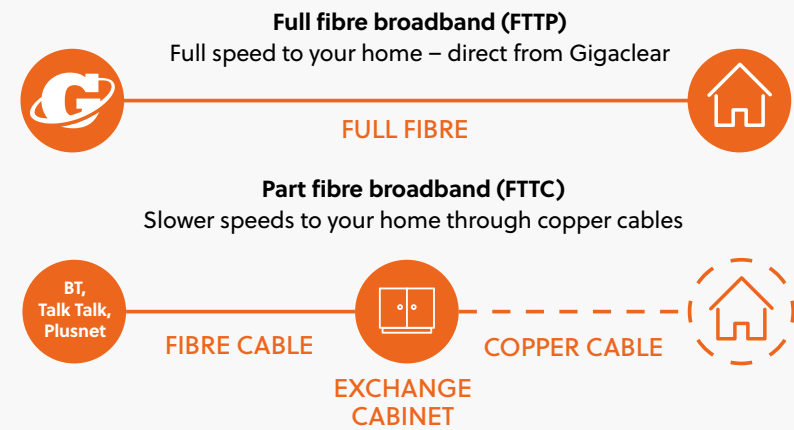
What's more, you could find full fibre is cheaper than what you are paying now for part fibre meaning you end up getting much more for less!

Why part-live life... when you can fully enjoy it!



Full fibre goes all the way to your house.

THE FULL FIBRE ADVANTAGE



Up to **5x more reliable** than standard fibre

Up to **15x faster** than standard fibre

Unleash Digital Happiness With Full Fibre

FAST FACT

The fastest goal in an FA Cup Final was scored after only 12 seconds.



Connect up to 100 devices at the same time.



These days, few people can readily quantify how many connected devices they have in their homes.

"When you stop and think about it, there are many more devices than you realise that rely on good broadband," said Sunninghill resident Richard Williams, "much more so than in the past. This makes it even more important that your connection is fast. We often have members of the family using multiple devices at the same time."

If your broadband isn't up to the rising challenge, you're going to experience snail-paced speeds. Luckily with full fibre broadband you can connect up to 100 devices all at the same time for whole home happiness!

HOW MANY DEVICES ARE CONNECTED TO YOUR BROADBAND?

- Smartphones and Tablets
- Computers (Desktops, Laptops)
- Smart TVs
- Streaming Devices (Chromecast, Roku, Apple TV)
- Gaming Consoles (PlayStation, Xbox, Nintendo Switch)
- Smart Speakers (Amazon Echo, Google Home, Apple HomePod)
- Smart Thermostats (Nest, Ecobee)
- Smart Lighting (Philips Hue, LIFX)
- Smart Cameras (Security cameras, Video doorbells)
- Wearable Devices (Fitness trackers, Smartwatches)
- Smart Appliances (Refrigerators, Ovens, Washers, Dryers)
- Wireless Speakers and Sound Systems (Sonos, Bose, Bang & Olufsen)
- Voice Assistants (Alexa, Google Assistant, Siri)
- Baby Monitors
- Smart Locks
- Smart Fitness Equipment (Peloton bike or treadmill, NordicTrack rowers)

Surprised at just how many devices are already connected to your broadband?

Work from home like a boss

In recent years, the concept of remote working has undergone a significant transformation, evolving from a niche practice to a mainstream work arrangement.

Working from home relies heavily on broadband connectivity for communication, collaboration, and accessing cloud-based tools. Full fibre broadband is a game changer for working from home offering unparalleled speed and bandwidth, ensuring that remote workers can seamlessly participate in video conferences, upload and download large files, and access critical information without frustrating delays.



Full fibre broadband is a game changer for working from home.

Serious gamers need serious broadband

Whether you're into FIFA, Call of Duty or Grand Theft Auto online, a fast and reliable broadband connection is increasingly important when it comes to gaming.

More games are now being released exclusively via digital download and these files are enormous and will continue to get larger as graphics and features get more complex. For example, a copy of Call of Duty: Modern Warfare is around 175GB. With full fibre speeds up to 900Mbps this would take only 28 minutes to download, if you were to download this with a 50.2Mbps connection (The UK's median average speed*) this would take you a whopping 7 hours! Immerse yourself in your favourite virtual world without limitations.



The Rix family goes full fibre

We've been a Gigaclear customer since February 2022 and frankly I'm not sure where we would be without access to fast and reliable broadband.

Before Gigaclear, we were with one of the big providers (go outside and look up and you'll know the one I'm referring to!). Anyway, we weren't happy because the WiFi signal was unreliable, which was quite stressful. Switching to Gigaclear has been amazing. We're currently on the ultrafast 400Mbps package and the reliability has been 100%.

We live in a small market town in a very rural part of Gloucestershire so full fibre is not really an option unless you're buying a new-build.

You can feel a bit cut-off from the world at times but our broadband helps keep us connected to key amenities and services.

These days we need fast broadband to enable us to function as a family. Almost every aspect of our life is now digital – banking, gaming, virtual meetings, streaming entertainment, communicating with friends and family, using the latest Smart technology and, I'm sure, our reliance is only going to increase.

My son games and Gigaclear provides him with peace of mind that when he's gaming the broadband speed isn't suddenly going to drop off because someone else in the house starts using the broadband.



These days we need fast broadband to enable us to function as a family.



His screen no longer freezes mid-game and he can download new games so much quicker. My daughter relies on our broadband to FaceTime with friends, do her homework and have online Teams meetings with her college – and she also enjoys gaming!

Knowing that we have great broadband means we have one less thing to worry about in life!

Karen Rix, Gigaclear customer, Berkeley



Image by Berkeley Town Council

Landlines soon to be retired



David Ludlow, freelance technology and lifestyle journalist

If you're someone who enjoys having a landline telephone, you need to read on as things are about to change.

After more than a century, Openreach is planning to retire the analogue technology that currently powers landline telephones in the UK.

Why? Put simply, it's because the network is showing its age. The copper telephone cables are deteriorating fast and it is becoming too costly to maintain them.

Current Openreach plans are that by the end of 2025, your existing landline will no longer work. But there's no need to panic. Many broadband providers, like Gigaclear, are now offering a digital home phone service.

This means that your home phone calls will be made over your broadband connection. If you make the decision to switch to this new technology, you'll find you hardly notice the difference – you'll even be able to keep your old landline telephone number.

Having a broadband and digital phone supplied by one provider is much more convenient and with no regular line rental charges to pay, you could also see a difference in your pocket.

So, much like the audio quality of a new digital phone, the reasons why you shouldn't leave it until the last minute to start looking into your options are crystal clear.

Gigaclear customers are already switching to a digital phone service:

"Gigaclear has provided fast reliable internet plus crystal clear telephone, all at a reasonable price. We would recommend their service without hesitation".

Mr Chatley – Jan 2023



 **Trustpilot**

By the end of 2025, Openreach plans to retire this old technology meaning your existing landline telephone will no longer work.

Terms: If you are reliant on your landline due to disability or accessibility requirements and do not have alternative means to contact emergency services in the event of a power outage you are advised to notify your telephone provider so that they can advise on how the migration could affect you. <https://www.gov.uk/guidance/uk-transition-from-analogue-to-digital-landlines>

Top 10 hot picks to stream:

Looking for inspiration on what to watch next? Here are 10 shows across various platforms that you might want to stream:



1.

HIJACK

You don't want to miss this seven-part thriller starring Idris Elba on a plane. When Flight KA29 is hijacked during its seven-hour journey from Dubai to London, corporate negotiator Sam Nelson tries to use his professional skills to save everyone on board.

Available on: Apple TV+

2.

STILL: A MICHAEL J. FOX MOVIE

In the AppleTV+ exclusive Still: A Michael J. Fox Movie, you'll see Fox talk intimately and honestly about his extraordinary story including his experiences with Parkinson's disease and how he has grown and changed since his initial diagnosis in the early 90s. Primarily told via Fox himself, the film is packed with nostalgic thrills and cinematic gloss.

Available on: Apple TV+

3.

AIR

Directed by Ben Affleck, Air draws on real-life events to tell the story of how Nike teamed up with then-undiscovered and future NBA superstar Michael Jordan to launch the iconic Air Jordan shoe. It stars Matt Damon, Ben Affleck, Jason Bateman, Marlon Wayans, Chris Messina, Chris Tucker and Viola Davis – what a cast!

Available on: Amazon Prime Video

4.

MIRACULOUS: LADYBUG & CAT NOIR, THE MOVIE

Don't miss this animated family film based on the animated television series Miraculous: Tales of Ladybug & Cat Noir. After a guardian of magical jewels turns an awkward girl and a popular boy into superheroes, they can never reveal their identities — even to each other.

Available on: Netflix



Miraculous: Ladybug & Cat Noir, The Movie

FAST FACT

Fresh Guacamole is the shortest film ever nominated for an Oscar – 100 seconds long!

5.

COCAINE BEAR

This gruesome comedy thriller is very loosely based on the true story of the 'Cocaine Bear', a black bear that ingested nearly 75lbs of lost cocaine. In a Georgia forest, an eclectic group of people find themselves in the midst of chaos as they encounter a massive black bear. Driven to a frenzied state by the accidental consumption of cocaine, the bear embarks on a relentless and deadly rampage, forcing the unlikely group to band together in a desperate fight for survival.

Available on: Amazon Prime Video and Apple TV+

6.

HIDDEN STRIKE

With over 23M views, this top-rated Netflix movie is a must see! Starring Jackie Chan and John Cena, the action-packed adventure-comedy sees two ex-special forces soldiers intercept a lucrative oil heist and lead civilians across one of the most dangerous roads in the world.

Available on: Netflix

7.

HAPPINESS FOR BEGINNERS

This light-hearted rom-com starring Ellie Kemper and Luke Grimes is racking up the views on Netflix. A year after getting divorced, Helen signs up for a wilderness survival course and discovers you have to lose yourself to find yourself.

Available on: Netflix



Happiness For Beginners

8.

THE LINCOLN LAWYER

Starring Manuel Garcia-Rulfo, Neve Campbell, Becki Newton this thriller series is a must see. LA's hotshot lawyer Mickey Haller takes on the case of a lifetime in defending an accused attempted murderer. What appears to be a high value open-and-shut case, becomes more sinister.

Available on: Netflix, Amazon Prime Video and Apple TV+

9.

GREYHOUND

Greyhound is a must watch! Starring Tom Hanks as Ernst Krause, a U.S. Navy Commander that is leading an allied convoy across the Atlantic while being shadowed by a German submarine. Despite being his first war mission, Ernst finds himself intertwined in the battle of the Atlantic – the longest, largest, and most complex historic battle.

Available on: Apple TV+

10.

DUNGEONS & DRAGONS: HONOR AMONG THIEVES

Don't miss this family favourite! A group of adventurers and a fascinating thief embark on an impressive heist to recover a lost artefact, but things go treacherously astray when they run into the wrong people. Forget heroes, you've got thieves! Dungeons & Dragons: Honor Among Thieves brings the legendary roleplaying game to the big screen in a comical and action-packed adventure.

Available on: Paramount+ and Sky Cinema



Dungeons & Dragons: Honor Among Thieves

Life in the Fast Lane



Gigaclear customer and former England fast bowler Darren Gough lives with his family in rural Buckinghamshire. Darren is an ambassador of the Gigaclear Rural Sports Club Fund. We caught up with the former Yorkshire Cricket Club captain and Strictly Come Dancing winner at his home to ask him a few questions:

You're an ambassador for the Gigaclear Rural Sports Club Fund – tell us about this initiative?

Grassroots sports clubs are at the very heart of British sport, helping develop the next generation of

players in every sport, regardless of whether they go on to play for fun, coach or play professionally. I certainly would not have achieved what I have without the start I got at my local clubs.

However, it is tough financially to sustain these clubs which are typically run by volunteers. In my sport cricket you need volunteers to coach, umpire, keep score and, of course, help with the famous cricket teas. Then you need to think about the equipment, from basics such as stumps, bats and balls to padding, gloves and helmets; not forgetting the cost of the upkeep of the pitch, the rollers and sight screens. Other sports are similar and the challenge is, apart from cones, there is pretty much no equipment that works across multiple sports!

The money that Gigaclear is going to invest into rural sports clubs will be a game changer. I am happy and proud to support Gigaclear in this outstanding initiative and also can't wait to get involved with some of the rural clubs.

Tell us about your experience of playing in amateur sports clubs?

As a kid, I mostly played football and cricket. I enjoyed competing

so much that I never really noticed the facilities, which were typically at best, very basic. However, looking back, I can now see that a small amount of investment in equipment would have made a massive difference to these amateur rural clubs, which in turn would have allowed them to reach more youngsters like me.

How influential were your volunteer coaches?

There was never one single coach who taught me all I know or could tick all the boxes but there were many whose enthusiasm,

encouragement and knowledge contributed to my early learnings. I'm grateful to them and to all the volunteer coaches who help make rural amateur sport the heart and soul of many communities.



A small amount of investment in equipment would have made a massive difference to these amateur rural clubs.

What's your view on the state of grassroots rural sports clubs?

The lack of funds is certainly a universal problem, closely followed by the lack of basic facilities.

What's the fastest speed you've bowled at?

Quick enough! I won the fastest bowler in an England shirt three years running, clocking 95mph.

What was the secret of your cricketing success?

I was always looking to improve. Always practised hard at 100%.

How important is fast and reliable broadband for you and your family?

I couldn't do my job without it and, at last, my children have smiles on their faces as they can download films and games quickly! My wife Anna runs a successful business in breath work therapy and relaxation so it's vital she can connect to the outside world from home.

What attracted you to settle in a rural village rather than a city?

We've always preferred living in the country. We love animals, fields

My favourite dance would have to be the Quick Step!

Thoughts on the recent Ashes series?

Where do I start? Fully entertaining series. Two brands of cricket being played by two unbelievable teams.

Living in a rural village, what has been your experience of accessing broadband?

I was always searching for better internet. We live in the middle of nowhere but I have children who wanted to game and if we wanted to download a film from Sky it could take two days. Being a broadcaster, I needed quick access to online information and to be able to look things up, but often it took so much time to do this that by the time I did, the conversation had swiftly moved on. It was frustrating. Gigaclear changed everything.

and green. Maybe eventually we'll end up living near mountains.

Let's talk Strictly – what was the fastest dance you performed and what was your favourite dance?

The Jive was the fastest and the most difficult, it was a challenge to learn in five days. My favourite dance would have to be the Quick Step!

What is your proudest achievement?

Every time I got an England cap - and being the only Englishman to get a hat-trick in the 20th century against Australia. Off the pitch, besides my two wonderful sons, probably the work I have done with my wife to raise money for charity.

Gigaclear Rural Sports Club Fund



At Gigaclear, we are all about championing the rural communities where we have built our full fibre network – giving them a helping hand to grow and prosper.

Local sports clubs are at the heart of rural communities. Yet balancing the books can often be a struggle. So we have set up a £75k fund to help eligible clubs to purchase sporting equipment whether this be cricket bowling machines, rugby training kit or football training goals. We are proud to have Darren Gough on board lending a helping hand. For more information, go to

Gigaclear.com/ruralsportsclubfund



SCAN TO
DISCOVER
OUR PACKAGES
gigaclear.com/connectme



RURAL BRITAIN DESERVES FASTER BROADBAND

Bringing full fibre broadband
to rural towns and villages of
Britain, backed up with UK based
excellent customer service.

Rated 'Excellent' on Trustpilot



Over 11,000 reviews.

 **Gigaclear**

Faster broadband for rural Britain

