



HAS  
**SUPERFAST  
BROADBAND**  
REACHED YOU?



## The Fibre Guys, driving super fast broadband take up in Cheshire

In May 2014 Connecting Cheshire Partnership (CCP) launched the Fibre Guys campaign to encourage people to take up newly rolled-out super fast fibre broadband.

Six fun, friendly and fast characters known as the Fibre Guys show the benefits of upgrading, letting everyone know that faster fibre broadband means we can all do more online. From home to business, everything works better with fibre.

Over the past two years, the Fibre Guys have appeared on leaflets to van liveries, 'superfast' breakfast cereals, lots of their own videos and they even helped the Connecting Cheshire garden win a silver medal at the 2015 RHS Tatton Garden

Show. In 2016 CCP sponsored stage 3 of the Tour of Britain cycle race taking place in Cheshire and launched a 'Broadband without brakes' campaign, visiting cycling events with a range of Fibre Guys cycling freebies.

The campaign has been very successful and has resulted in one of the highest and fastest take-up rates for fibre broadband in the UK, so BT has put an extra £3 million back into the project via a 'gainshare' arrangement – a whopping 22 times return on investment – enabling CCP to reinvest funds and reach even more premises with fibre.

Case study:  
**Cheshire**

Illustration: 'The Fibre Guys'



A key element in the success of the campaign has been CCP's inclusive approach to community engagement. CCP's Engagement Manager Andrew Arditti explains:

“From the project's outset we decided on being approachable and non-techie in our communications, we have never turned down an opportunity to meet with a community and explain how and when the roll-out is being planned. Cheshire is predominantly a rural county so it has been essential to ensure our communities do not feel marginalised or forgotten.”

CCP, made up of Cheshire East, Cheshire West and Chester, Halton and Warrington borough councils was established to deliver fibre broadband to areas outside the commercial deployment of fibre broadband. Their partnership with BT will see an additional 96,000 premises reached with fibre by summer 2018.

Councillor Brian Clarke Cabinet Member, Economic Development and Infrastructure for Cheshire West and Chester Council, said:

“Fibre broadband is transforming the lives of people across Cheshire. Demand for better, faster broadband in Cheshire is clear – in the past 18 months twice as many homes and businesses have now signed up to use the new technology being installed as part of the Connecting Cheshire programme.”

Residents and businesses have benefited from upgrading to fibre. Mum of three Jacq Cliff, near Frodsham said

“The difference has been amazing. We no longer have to wait for any of our devices to connect, and it turns out our smart TV has functions other than Freeview!”

For more information on the Fibre Guys campaign visit

[www.connectingcheshire.org.uk/wp-content/uploads/2016/05/Fibre-Guys-Overview.pdf](http://www.connectingcheshire.org.uk/wp-content/uploads/2016/05/Fibre-Guys-Overview.pdf)

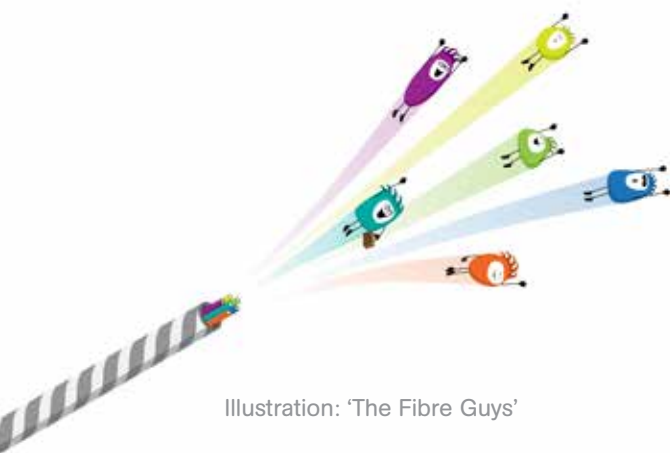


Illustration: 'The Fibre Guys'