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Broadway Partners Ltd



Business Overview

ESTABLISHED: 2011

LOCATION: London, UK

LISTING: Unlisted

TYPE OF COMPANY: For profit

NUMBER OF EMPLOYEES: 11-50

BUSINESS AREA:

High Speed Broadband;
Internet Infrastructure;
Rural Connectivity; Cloud Services

COMPANY WEBSITE:

www.broadwaypartners.co.uk

BUSINESS OVERVIEW

Broadway Partners Ltd (Broadway Partners) is a telecommunications company committed to delivering high quality broadband to areas of the UK that have the least access to broadband infrastructure. By working with world-class industrial partners such as Microsoft and Nominet, as well as with central and local government, and by using leading edge technologies, the benefits of efficient state-of-the-art communications infrastructure are delivered to the widest possible constituency.

Broadway Partners' primary focus is on introducing TV WhiteSpace (TVWS), a new technology that uses the radio spectrum made available by the earlier switchover from analogue to digital TV transmission. Operating in the sub 700MHz frequency band, TVWS is uniquely suited to rural areas, able to transmit over long distances, around hills and through trees, and is a perfect complement to conventional line-of-sight-dependent 5GHz radio. Broadway Partners is leading the commercialisation of TVWS in the UK, as part of Microsoft's worldwide Affordable Access Initiative, which is committed to connecting the 4 billion digitally unconnected.

The rural market addressed by Broadway has, until recently, been the exclusive preserve of the incumbent provider, BT. Broadway aims to create a more dynamic market, drawing on a range of technology options and business models, where user needs and wider societal objectives can be met.

SOCIAL MISSION

The UK has the most internet-dependent economy among G30 nations, expected to contribute 12.5% of GDP (£219bn) by 2017. However, the benefits of the internet economy are dispersed very unequally within the UK, for two reasons. First, there is a growing gulf between the 'digital haves' and the 'digital have-nots', reflecting shortcomings in education, workplace training, employment opportunities and social inclusion. Second, even amongst the economically active and the already digitally included, wide variations in the quality and availability of broadband infrastructure, both between and within urban and rural areas, mean that a significant proportion of the population suffers inadequate broadband service.

Broadway Partners seeks to ensure that the economic and personal welfare benefits of the internet are available to all members of society regardless of physical location or socio-economic status. This reflects the EU target¹ of 100% Next Generation Access (NGA) (ie. ≥30Mbps) by 2020. The UK Government is currently considering means to implement a Universal Service Obligation (USO) to guarantee that a minimum 10Mbps service is available to 100% of households. According to analysis commissioned by Ofcom, this could cost £2 billion to achieve, if existing and conventional copper-based technologies were used. Broadway's technology advantage could deliver this same outcome. Indeed, it would fully meet the EU's NGA target of >30Mbps by 2020 for half the cost.

WHO BENEFITS?

COMMUNITIES: Individuals, businesses, schools, doctors and other public service providers in remote areas representing the 5-10% of the UK's population that has little realistic chance of receiving high-speed broadband in the foreseeable future.

¹ European Union Digital Agenda 2020 <https://ec.europa.eu/digital-agenda/en/our-goals/pillar-iv-fast-and-ultra-fast-internet-access>

Commercial and Financial Summary

FINANCIAL PERFORMANCE

The company has filed abbreviated unaudited accounts pursuant to the Companies Act 2006. Amounts appearing on the Balance Sheet and Income Statement for Financial Statements as at 31 July 2016 are less than £500,000.

The company is still at the earliest stage of commercial roll-out of TVWS and 5GHz radio networks, with its launch / showcase network on the Isle of Arran providing numerically limited (circa 125 customers) but anecdotally powerful impact information. Statistically significant information will become available as more of the island's 3,300 premises are covered.

Impact Assessment Matrix

ECONOMIC IMPACT

	MEASUREMENT	REPORTED DATA
Local Economy	Take-up rates for local businesses	100% in target area
	Reduction in leased-line costs	Leased line product not offered
	Increased employment levels	2 jobs saved
	New business formation	Information not available
	% of projects funded locally	25%

SOCIAL IMPACT

	MEASUREMENT	REPORTED DATA
Community	No. of homes passed	280
	No. of homes connected	48
	'Pipeline' of registered community interest	94
	No. of first time users	Information not available
	Average connection speeds	30Mbps
Employment	No. of jobs created	3
Schools	No. of schools connected	None in area
Healthcare	No. of healthcare facilities connected	None in area

ENVIRONMENTAL IMPACT

	MEASUREMENT	REPORTED DATA
Environment	Increased home and tele-working	Anecdotally, supporting the majority of demand

GOVERNANCE

	MEASUREMENT	REPORTED DATA
Governance	Develop a governance regime appropriate to the size and nature of the company's business	Completed

MUST READ

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