



Levelling Up Broadband

future proofing rural communities

Mark Trafford, Head of Sales



Introductions

- Passionate about rural broadband since 2009
- Fixed wireless heartland in West Midlands, Devon & Somerset, Shropshire and Wales
- Now going deeper in to these areas and further afield (e.g. Cheshire, Oxfordshire) with FTTP networks and 4G solutions
- Further opportunities to come soon with VOIP
- Work closely with regional councils and BDUK to deliver the infrastructure where it's needed most
- Growing customer base (70% FWA / 25% Fibre / 5% 4G)



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Transforming connectivity for people and communities who deserve better



Specialist

We innovate and develop expertise that transforms connectivity for all our customers



Responsive

We listen, are flexible when needed, and deliver what we promise



Friendly

We treat everyone as we wish to be treated



Community

We champion the cause of communities, delivering solutions that work for everyone

Customer focus

- What rural connectivity means to Airband...
- In our wireless footprint:
 - **25% of homes have access to less than 20 Mbps**
 - **11% of homes have access to less than 5 Mbps**
- In our fibre footprint:
 - **21% of homes have access to less than 20 Mbps**
 - **5% of homes have access to less than 5 Mbps**
- Bridging the digital divide for thousands of homes and businesses in otherwise underserved rural communities

DOUBLE YOUR SPEED

40Mbps[†] DOWNLOAD 10Mbps[†] UPLOAD

airband
high speed internet

NOW ONLY £29.99*
~~£38~~/MONTH

Community focus



“It is great to have Airband on board, who have taken **community** to the heart of what they do. We look forward to working with them in the future, and to raising more awareness of the way that they are investing in their local community.”

Faye Williams, Business Development Manager



Faron Murphy
10 May at 16:27 · 🌐

You'll likely have heard the fab news that Airband is delivering a brand-new full-fibre network across many areas of #SouthDevon, and construction of the new network is now ready to begin!

Before they get started, Airband would like to invite you to a public webinar on Wednesday 11th May at 7pm via Teams.

This'll be the perfect opportunity to not only present the project, share information about the build, and explain the benefits of the new ultrafast network, but to answer any questions you may have too. Use this link to join the chat tomorrow - <https://msteams.link/4Y4V>

See you there!



Airband
Published by Loomly · 17 February · 🌐

We've got our arms open wide to welcome you to The Crown, Chinnor today! 🎉

You'll find our friendly team there ready & waiting to help you switch to a #Broadband service you can trust. 📶 (It's not quite magic, but full fibre is close enough! 🪄)

Pop along before 8pm and grab a free 2-course meal voucher for The Crown, #Chinnor, when you make a #Connection with Airband today.

Airband
Published by Loomly · 28 February · 🌐

We can't deny we love a positive #Community story and highlighting people that deserve #recognition! So, here's the plan...

Tell us, who are the #heroes within your community? 🙌

We're looking for your #nominations so we can help shine a light on the great work they do for your area! 📢 (It's not just about our community #BroadbandHeroes, after all!)

Tag your #CommunityHero below 📌

#Devon #Shropshire #Wales #Oxfordshire #Worcestershire #CommunitySpirit #Nominate



Rural Challenges ahead

- BT 2025 Switch off
- Rural “Brain Drain” – talent drawn towards cities
- Elderly – digital skills / increased isolation (transport links and meeting points)
- Second home boom – ghost villages





Thank you