



Press Information

For immediate release

Romford BID Hosts Connectivity Event

Yesterday Romford BID hosted an event to help local enterprises, entrepreneurs, and industry leaders understand the role and importance of full-fibre connectivity.

The Faster Britain bus was situated in Romford Market on Wednesday 26th June between 8am – 3pm, to engage and inspire the local business community about the vast potential of business-grade full fibre connectivity. Representatives from the Faster Britain bus explained to visitors how Faster Britain's expanding network in South Essex is revolutionising business operations, enhancing customer service, and sparking next generation innovation opportunities.

As a result of a unique collaboration between the public and private sectors, a new full fibre network was recently deployed across the borough. This new network provides gigabit connectivity to libraries, community centres, children's centres, clinics, sheltered accommodation and heritage sites. It also offers full fibre connections to council assets such as CCTV columns and 5G small cells and IOT networks and enables thousands of local businesses to benefit from ultrafast Internet and Cloud services.

With the Havering network influencing over 10,000 local businesses and fuelling significant investments such as the £3.5 million CCTV initiative and £2.5 million in educational enhancements, Faster Britain is not just about speed but sustainable regional development and opening doors to future innovations.

Havering Chamber of Commerce also held their monthly Breakfast Meeting with guest speaker Councillor Graham Williamson discussing the strategic importance of full-fibre connectivity for regional growth. Secondly there was a lunch meeting hosted by Romford BID and ITS with Councillor Ray Morgon, Leader of the Council and Alex Williamson from ITS discussing why connectivity is important for the business community. Daisy Communications were also there on the day to answer questions around the power of full-fibre connectivity and Place Support Partnership, who are working with Romford BID and spoke to businesses about their cost reduction service to achieve best value on contracts and procuring services to enable businesses to see a return.



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Julie Frost, Romford BID Director said, *"The event was very informative and well attended by our business community, who were really keen to understand more about collaborative opportunities and enhanced services within the region. This is a very topical issue so whilst the organised sessions were brilliant, people also really liked being able to visit the bus and ask the experts specific questions they had about this subject matter, throughout the day. Thanks to all involved and I hope we can arrange something similar in the future."*

Ray Morgon, Leader of the Council said, *"It was a pleasure to attend the event and learn about what business-grade full-fibre connectivity can mean for our borough. Transforming our broadband infrastructure will support business continuity, creativity and growth and benefit residents who use public services and community spaces."*

Alex Williamson, Strategy & Business Development for ITS said, *"It was great to meet so many people that recognise the impact of digital exclusion, and how the new network that the council has invested in can help eliminate that across the borough. It will also underpin 5G and IOT networks and facilitates ultra-low latency connections to new regional datacentres planned for the region. Fibre is the lifeblood for these new networks and without it, the borough would not benefit from exciting new applications and services spawned from technologies such as Generative AI that will emerge to make Havering a safer and more prosperous place to live."*



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