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CASE STUDY



Bromley Council Dark Fibre Case Study

Executive Summary

Bromley Council has taken a transformative step towards enhancing local digital infrastructure. Working with ITS and Boldyn Networks to deploy a future-ready full-fibre broadband network; the 72km network ensures both public services and private businesses across Bromley benefit from high-speed, more reliable connectivity.

Underpinned by a shared mission to equip Bromley with a high-capacity network for the use of future technologies, while providing the infrastructure to support the four large Mobile Network Operators; the connectivity solution introduced by ITS and Boldyn Networks helps to support Bromley's position as a competitive and strategic hub for businesses.



Background

The project began using funding from the Greater London Authority (GLA), and Mayor of London's Strategic Investment Fund (SIF) alongside Works Funded by Grant (WFbG), with additional investment from ITS and leveraging Boldyn Networks' 20 year concession with Transport for London (TfL), which delivers connectivity across the capital.

This investment was crucial in not only upgrading the Council's digital infrastructure, but also in expanding connectivity access to businesses and key centres across the borough, with sites including libraries, schools and council premises. Alongside boroughs Lewisham, Merton and Wandsworth, Bromley benefitted from the partnership between ITS and Boldyn Networks.



Addressing Connectivity Challenges

Before this project, Bromley faced a series of digital connectivity challenges. Despite its status as a strategic economic hub, the borough lagged in full fibre broadband coverage, with only 54% availability compared to the London average of 72% (London Borough of Bromley, 2025). Businesses in crucial growth areas faced high connection costs, while a lack of coverage left other areas with limited provider choice. Bromley's council-run premises, including libraries, their CCTV networks, and educational facilities were also due an upgrade to their ADSL infrastructure, including to enhance their use of cloud-based business applications.

Recognising these barriers, Bromley Council sought an innovative, collaborative approach with a tender process to ensure that digital connectivity could reach businesses and public sector institutions alike, while laying the pathway for digital inclusion across the region.



The improved network capability is designed to also help businesses prepare for the digital switchover that is being completed by 2027, which requires the national change of all analogue landlines to digital technology.



A Collaborative Approach to Connectivity

The partnership between Bromley Council and ITS was built on a strategic, forward-thinking approach. The newly deployed full fibre network connects 21 Council sites, while also facilitating connectivity expansion into key business districts. ITS provided substantial investment to future-proof the network, extending the potential for more than 4,000 businesses and 350 public sector buildings to gain access to future-ready full fibre.

One of the standout elements of this initiative is ITS's commitment to supporting local businesses, by offering flexible installation fees depending on business proximity to the network. This ensures that companies based in key areas such as Bromley Town Centre, Biggin Hill Airport, and the Crays Business Corridor can benefit from cutting-edge infrastructure without prohibitive costs.

The Strategy Behind the Rollout

The success of this initiative has been driven by a multi-faceted strategy designed to maximise impact. First, the Council and ITS focused on installing full fibre infrastructure across strategic locations, ensuring coverage extended into Bromley's renewal and employment clusters. The collaboration also aimed to reduce commercial connection costs, making access more affordable for businesses.

Beyond infrastructure deployment, both parties committed to raising awareness of the network's availability through joint marketing and outreach efforts. Regular engagement with ITS' local channel partners and businesses has been a key aspect of the strategy, ensuring that organisations can easily connect to the new infrastructure and benefit from improved digital services. Bromley Council and ITS maintained close contact with bi-weekly project management meetings to provide strategic guidance for this collaboration.



The Impact of Improved Connectivity

Businesses now have a greater choice of ISPs, fostering competition and driving better service options for consumers. Furthermore, additional local businesses and ISPs/MSPs have been engaged to access the new full-fibre broadband infrastructure within key economic growth areas around Bromley Town Centre, Biggin Hill Airport, along with Crayfields Business & Industrial parks.



Additionally, the network expansion supports mobile connectivity improvements, aligning with Bromley's Open Access Agreement to enhance 4G/5G mobile network infrastructure for the future. Beyond technological advancements, ITS and Boldyn Networks will be delivering digital skills training within local communities, ensuring that residents and businesses can make the most of their improved connectivity.



Economically, the initiative is proving to be a game-changer. Estimates suggest a benefit-to-cost ratio of 20:1, demonstrating that for every £1 invested in Bromley's digital infrastructure, £20 of value is returned to the local economy.

This high return on investment highlights the critical role that full fibre connectivity plays in driving economic growth, innovation, and efficiency across the borough.



Engaging Local Businesses

With the infrastructure now in place, the focus has shifted towards encouraging businesses to take advantage of the newly available services. ITS and Bromley Council are working closely with local enterprises to ensure they are aware of their options and understand what having an increased provider choice can offer in terms of cost-effectiveness and genuine choice over products and value-added services for their organisation.

Through the collaboration between ITS and Boldyn Networks, Bromley Council have demonstrated the power of public-private partnerships in overcoming infrastructure challenges. By investing in 10Gbps-capable full fibre connectivity, the borough is ensuring that its businesses, and public services have the digital resources they need to succeed in the future.

A Bromley Council spokesperson said:

“By working in partnership to secure high-speed network connectivity, we are helping ensure our ambitious businesses have the digital infrastructure they need to thrive, further supporting our borough as a strategic hub for further investment.”

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