

KCom commits to £100m full fibre future with huge expansion plan unveiling

A £100 million expansion and overhaul of KCom's network has been unveiled as it launches its full fibre future.

Plans to deliver for generations to come have been released a [decade on from the first leap of faith](#) in broadband development. The Hull-based provider is investing huge sums into the city, wider Yorkshire and Lincolnshire, to give the region what it claims will be the “fastest, future-proofed and most accessible full fibre broadband network in the UK”.

The investment – at a scale surpassing the [last financial year's reported turnover](#) – includes £62 million to expand its award-winning network to more than 50,000 further homes and businesses in 14 initial towns and villages across the region; £10 million to upgrade 14,000 properties in East Yorkshire currently without full fibre, £17 million to replace the ageing copper phone lines in Hull with an entirely new fibre network – changing over some 170,000 customers – and a £10 million long-term upgrade of the existing fibre network to enable download speeds of 10Gbps. It follows an [initial £100 million expansion](#) through the pandemic to expand outside of Hull.

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A total of 50 new high-skilled engineering jobs are envisaged.

Chief executive [Tim Shaw](#), said: “KCom has always been a pioneering company in a pioneering city and we've always led from the front when it's come to pushing the boundaries of connectivity technology.

“In 2019, KCom enabled Hull to become the first full fibre broadband city in the UK when we completed our first fibre network rollout – more than a decade ahead of the rest of the UK. Then, in 2020, we announced ambitious plans to invest £100 million to reach a further 100,000 properties in East Yorkshire and, for the first time in the company’s history, across the Humber to North Lincolnshire.

“Now, in that same pioneering spirit we are forging ahead again. As we expand our world class network so more towns and villages can experience the benefits of ultrafast, fibre to the premises, broadband.



A KCom engineer preparing for another installation.

(Image: KCom)

“This £100 million investment is a statement of confidence in our business, our region and our future as we make our region one of the best connected in the UK and beyond. This will cement our reputation as a world class destination that’s not only a great place to live but also a place where high value digital and tech businesses can invest and thrive. This

investment will be a major boost to the local economy creating dozens of skilled jobs and enhancing local supply chains.”

KCom will now expand to communities including Flamborough in East Yorkshire, Hunmanby, Stamford Bridge and Cayton in North Yorkshire and Caistor and Mablethorpe in Lincolnshire, as part of the next phase of its expansion with more towns and villages to be announced in the coming months.

It will take the KCom footprint to 350,000 properties, enhancing its position as one of the UK’s largest full fibre providers.

The vision includes a Full Fibre for Everyone scheme, a £500,000 [investment in digital inclusion](#), with events across the region as well as the provision of open access Wi-Fi in public community buildings.

KCom’s retail managing director, [Neil Bartholomew](#), said: “We are passionate about supporting the communities we serve and enabling everyone to enjoy the benefits that full fibre broadband can bring – whether that’s working and learning at home, running a business or to just staying connected to the people and things that are most important to you.

“Our Fibre For Everyone scheme will make sure that no-one is left behind in our digital age with a variety of exciting projects and events and it’s fitting that the legacy of the old copper technology can now be re-invested in creating the future opportunities for everyone.”

Investment welcomed by key business and community leaders



Broad welcome for full fibre broadband plan: Clockwise from top left, Dr Ian Kelly, Diana Taylor, Cllr Anne Handley and Cllr Mike Ross.

The plans have been welcomed by regional stakeholders, with broadband connectivity a central plank in new Prime Minister Liz Truss' inaugural Downing Street speech on Tuesday.

Ian Kelly, chief executive of Hull and Humber Chamber of Commerce, said: "This is great news for the Humber region with more investment cementing our area's reputation as one of the UK's most desirable places for business to locate, invest and then compete on a global level. Online connectivity is key to creating a thriving future for Hull and the Humber and once again KCom is leading the way by investing in and unleashing our region's enormous potential."

Cllr Mike Ross, Leader of Hull City Council, said: "This is great news for the Hull area. The continued roll-out of KCom's full fibre network means that many more businesses and

residents who do business or work in the city will benefit from fast, reliable broadband connectivity. As a council, we are proud to have a leading tech company headquartered in Hull, with all of the benefits this brings in terms of driving the local economy and cementing the city's reputation as one of the best-connected cities in the UK."

Diana Taylor, managing director of Marketing Humber, said: "KCom has led the way in digital connectivity for many years, enabling our businesses and communities to thrive and grow, building resilience and innovation into our industries. This further investment by KCom will not only create many direct jobs, but will further strengthen the value proposition for our region, presenting great opportunity for new investments and new markets. Connecting business, education, and social communities will help us include everyone in building a sustainable and prosperous future."

Cllr Anne Handley, deputy leader of East Riding of Yorkshire Council, said: "I really welcome the news that KCom is continuing to invest in the East Riding and help our residents in rural and hard-to-reach areas access gigabit capable broadband. Commercial investment, such as KCom's expansion, will help us achieve the Government target of 85 per cent gigabit capable coverage by 2025."

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