

SCCi
alphatrack



Hassle-free digital inclusion

Add Virgin Media to your existing IRS Digital TV System

**No Cost...
No Cables...
No Brainer!**



www.sccialphatrack.co.uk



Introducing Project Lightning: Supercharging the UK

Virgin Media have recently made a huge investment in the expansion of their existing network allowing more customers to benefit from their increased coverage. SCCI Alphatrack can secure some of this investment and ensure your residents benefit from Virgin Media's expansion also giving more choice of service provider to negotiate the best package deals.

Virgin Media and SCCI Alphatrack are keen to expand the network further in the social sector as this was previously overlooked in past. Virgin Media and SCCI Alphatrack are aware of the growing requirement to be online and having a fast and reliable service, the benefits of your residents being online in respect to saving on bills, applying for jobs, managing credit and reporting faults etc. is endless.



**Take
Advantage
Now!**

Many Others are Already Supercharging...

Virgin Media and SCCI Alphatrack are already working with organisations such as Hyde Group, Circle Housing Group, Hammersmith & Fulham, Poplar Harca, Moat Homes, Lambeth Living and many others. References can be provided on request.

Unlike many other providers we have a finalised, simple, effective and reliable quality service that is ready for installation immediately.

L&Q

▶ **moat**



POPULAR **HARCA**

Hyde

h&f
hammersmith & fulham

**Tower
Hamlets
Homes**

www.slough.gov.uk
Slough
Borough Council

**Lambeth
Living**

**SOUTHAMPTON
CITY COUNCIL**

Paragon Asra
PA Housing

**B3
LIVING**

Bromford.

Dudley
Metropolitan Borough Council

ballymore.

The Main Benefits of the Virgin Media IRS Addition

- ✓ Broadband without line rental
- ✓ Installation will be carried out completely free of charge to both the Landlord & Resident
- ✓ No additional cabling required on your properties with no system down time during the installation
- ✓ The system will still carry all of the satellite, DTT, FM, DAB radio plus Virgin Media as an add-on service
- ✓ The upgrade is completely optional to residents, if they do not wish to take up any service from Virgin Media they do not need take any action and will have zero disruption
- ✓ Discounted & Accessibility packages will be made available to all new subscribers with switch over assistance
- ✓ Exclusive £10.00 per month (no line rental) 20mb broadband only package that will be available for qualifying residents making being online affordable (entry level digital inclusion offers)
- ✓ SCCI Alphatrack will carry out a full inspection of the existing IRS system to ensure it is operating to its optimum performance. We will also fix any cable looms that may have dropped over the years to ensure they are neat and secure - basically carry out a free health check
- ✓ Works will be carried out by qualified Virgin Media and SCCI Alphatrack engineers only
- ✓ Your existing IRS platform becomes service provider neutral - No exclusivity
- ✓ Excellent solution for buildings with slow existing broadband speeds
- ✓ Zero maintenance cost -Virgin Media will maintain their system covering 100% of the costs
- ✓ Virgin Media network will be updated free by Virgin Media in light of future technology upgrades
- ✓ Virgin Media are one of the largest TV & Broadband providers giving confidence in delivery
- ✓ Virgin Media installation is not based on resident uptake - no cherry picking of blocks - all viable sites are upgraded
- ✓ Dedicated SCCIA and Virgin Media project manager for duration of the works and for future projects
- ✓ Virgin Media IRS solution is non-intrusive and doesn't require access to resident's properties
- ✓ Residents benefit from more choice of service provider to negotiate the best package deals on TV, Broadband & Telephony packages
- ✓ Partner Plan Incentives available
- ✓ Virgin Medias network is Gigabit ready to cope with future increased speed demands
- ✓ Virgin Media provides residents with more cost effective packages than other providers
- ✓ Much of your portfolio will already be serviced by Virgin Media - Project Lightning is about expanding service to the remainder of your housing stock
- ✓ Project Lightning will serve houses as well as flats unlike some other providers
- ✓ Virgin Media expansion is free (leaving public money / grant / funds to target areas that are not close to Virgin network first)
- ✓ With the Virgin Media network - we will have the least obtrusive and disruptive installation solution for street works. Many blocks have Virgin Media right outside at street level reducing civils and street works which can be disruptive to the local community
- ✓ Installation of 'VM over IRS' in most buildings can be as much as 8 times quicker on internally wired sites with IRS. We have many case studies and completed installation sites you can visit if you wish to do so
- ✓ Demonstrable favourable take up for Virgin Media even in Fibre wired blocks. Virgin Media remains the most popular broadband choice for consumers
- ✓ Many existing systems are not Sky Q ready. The Virgin Media expansion will provide your residents with a viable alternative to Sky Q with the new Virgin V6 box

- ✓ Reduces rogue Sky dishes on the building
- ✓ Fund or payment set up to either be spent on Digital Inclusion workshops or to cover any costs of management
- ✓ SCCI Alphatrack will use their X Drive system to manage roll out which will provide our clients with a web portal to access real time progress data on 'VM over IRS' installations
- ✓ Rapid availability of cost effective commercial broadband to any site to support evolving Landlord Services such as remote monitoring of emergency lighting etc.,
- ✓ Provide Superfast 350 Mbps broadband speeds (that is 4 times faster than Sky and BT highest speed) ideal for business home workers
- ✓ Provide digital inclusion support to suit your requirements and help you to ensure you meet the Broadband Universal Service Obligation 2020
- ✓ Invest in expansion that is not reliant on government grants or funds. Virgin Media have already invested £3.5bn in growing and providing faster broadband speeds
- ✓ Upgrade of blocks irrelevant of size, location, demographic or potential subscriber level
- ✓ No need to run cables through landings, hallways, walls, ceilings and apartments
- ✓ No compromise to firebreaks through the building
- ✓ No compromise to asbestos through the building
- ✓ No resident disruption
- ✓ Funded industry expert consultant to check all design packs prior to them being presented for sign off, this reduces resources of client staff
- ✓ Virgin Media provide a tried, tested, reliable and 'clearly defined' service coverage including on site engineering 7 days per week with no resident call out costs
- ✓ Virgin Media broadband is the "USwitch" Fastest Broadband Provider for 7 years running

Frequently Asked Questions

What is Project Lightning?

Virgin Media Project Lightning is the single biggest private investment in UK internet infrastructure in over a decade.

Virgin are investing £3bn in the UK to expand their ultrafast fibre optic network to 17 million homes and businesses. This means adding 4 million homes and businesses to their network.

That investment is expected to benefit the UK economy by £8 billion and will be directly responsible for creating 6,000 new jobs, including 1,000 new apprentices.

This includes extending the network to streets and areas where they have historically not been able to get to.

Working with new developments, local authorities and housing associations to make sure that homes and businesses can get the UK's fastest broadband.

How can the Project Lightning offering be free?

In 2015 SCCI Alphatrack forged a working relationship and devised a technical solution with Virgin Media for the delivery of superfast broadband utilising the existing IRS (communal satellite/TV) systems.

The partnership between SCCI Alphatrack and Virgin Media enabled SCCI Alphatrack to offer all the benefits of digital inclusion and superfast broadband but with NO enablement cost to our client or their residents for the provision of the infrastructure.

What are the benefits of Virgin Media?

There are many benefits but to name a few:

- 300Mb broadband
- Excellent solution for buildings with slow existing broadband speeds
- Residents benefit from more choice of service provider to negotiate the best package deals on TV, Broadband & Telephony packages
- Installation free of charge to landlord
- Digital Inclusion packages - cost effective for entry level broadband users

What is the cost to the landlord of the Virgin Media expansion?

None - the expansion project is fully funded by Project Lightning.

What are the consequences of doing nothing?

Your residents miss out on all the benefits that this would upgrade will bring. The Virgin Media expansion project is fundamentally free, a significant investment from Virgin Media to fill in access to Cable TV and Broadband for residents who do not currently have access.

What other organisations have signed up?

Hyde Housing, Moat, Circle Housing Group, Poplar Harca, Lambeth, Colchester, Estuary, Hammersmith & Fulham, Greenwich, Slough, Wales and West, B3 Living, L&Q, Peabody, Family Mosaic and Clarion have all seen the benefits of this solution. SCCI Alphatrack have connected around 17,000 properties so far.

Why Virgin over other smaller Fibre To The Home providers?

Our proposal is based around Virgin Media superfast broadband - this deliver speeds over copper cabling that far exceeds the needs of residential properties.

Virgin Media are beginning to roll out fibre to the home for their commercial clients and on some new build developments, their copper delivered solution will meet the demands of 99% of customers for the foreseeable future.

Virgin Media are a proven business with an estimated £3 billion of investment available to expand their network. Unlike some businesses their expansion is not based on large debts, they are unlikely to be sold to an unknown investor and they are not reliant on government handouts.

- Unlike some other providers they will not cherry pick blocks based on resident demographic
- There are no minimum subscriber levels to qualify a block
- There is no minimum block size to qualify for this solution

How will the block be enabled for Virgin & can you utilise the existing Integrated Reception System (IRS)?

Yes, (where the system is of suitable quality) the solution we have developed for Virgin Media allows us to run the Virgin signals over the existing cable infrastructure meaning we do not need to run additional cables into every property, we simply swap the face plate to enable the resident to access the Virgin Media Services.

How will I know which blocks have an IRS of suitable quality?

Once we have validated your full property stock list, SCCI Alphatrack will undertake a survey of each property to assess the system quality. We can then report back which ones have a suitable system in place that do not require additional cabling to each property.

What happens to the blocks that do not have an IRS or an IRS of suitable quality?

These blocks will need to be traditionally wired. A survey will be drawn up and a plan provided showing all proposed cable routes. This will be issued to you for approval.

How do you connect to the existing IRS systems?

The Virgin Media system is installed alongside the existing IRS systems. The only connection is the sharing of one of the existing coax cables to each flat. This connection only takes place once a resident subscribes.

This includes replacing the 4-port face plate for a 5-port face plate - the additional port being for Virgin Media. If a Virgin subscriber moves out, the new resident will still have all services offered by the system.

Who covers the ongoing maintenance costs of Virgin?

Once installed, the Virgin Media system is maintained by Virgin who cover 100% of the maintenance cost.

Take up numbers from residents that subscribe to Virgin Media services are around 30% per block making a potential reduction in the number of call outs for the maintenance and service of the TV systems with customers now maintained by Virgin Media, resulting in lower servicing costs.

What about resident call out costs? Sky charge our residents for service calls, do Virgin Media?

No - unlike Sky, Virgin Media do not charge residents for service calls relating to Virgin Media services.

What demand is there from our residents for Virgin Media services?

Demand from Virgin Media can be determined by data collected by Cable My Street.

Cable My Street is a web site where residents can check for coverage of Virgin Media and register their interest.

<https://cablemystreet.virginmedia.com/>

Virgin Media use this information as part of their evaluation of targeted expansion. It is very likely that many of your resident have registered on that web page.

Can we see the level of demand from our residents?

Once we have a list of your full property portfolio we can validate and confirm which of your properties already have access to Virgin Media services and which do not.

We can then advise the number of residents in those properties that cannot get Virgin media and who have registered on Cable My Street. This will show the demand by your residents registration.

If we go ahead, how do you advise our residents?

Once a wayleave is in place and the properties are validated, we can (if you wish) write to your residents and advise that your organisation is engaging with Virgin Media to bring them all the benefits of Virgin Media - increased provider competition, faster broadband speeds, etc

When the works are planned for the particular site, residents will be advised of the works being planned and they will again be advised of completion. There will be no door to door calling upon residents, all correspondence will be in writing only.

What level of disruption to the building will this work cause and is there downtime of services during installation?

The upgrade does not affect TV service in any way this will remain operational at all times.

Where the existing IRS is to be used, the internal works to the block are completed relatively quickly compared with other solutions.

Who owns the equipment being installed?

The equipment being installed is owned and maintained by Virgin Media.

What rights do we have with regard to the new equipment? Can only SCCI Alphatrack service it?

The servicing of the new equipment remains with Virgin Media but the existing IRS system could be maintained by other contractors and not limited to SCCI Alphatrack.

Is there an ongoing service cost for the new equipment after warranty expires?

There is no ongoing cost, all servicing is covered by Virgin Media.

Is there a tie in for our residents & do they have to subscribe?

There is no tie in with resident, you are purely giving them increased choice and the ability to receive new or additional services.

If they do not wish to subscribe to Virgin Media no further action is necessary and they remain as they are prior to any system upgrade.

Is there a good deal available to residents? Especially relevant with the digital inclusion drive?

Yes, the Virgin Media upgrade will enable qualifying resident to subscribe to a 12-month digital inclusion £10.00 per month broadband only service.

That service is on an 18-month contract, reverting to £19.00 after the initial 12-month period.

Who dictates a programme of works?

The validation will provide Primary, Secondary and Tertiary statuses

The primary projects will be where blocks are closest to existing network, the secondary are further from existing network and tertiary are the furthest from network.

Works will be planned on Primary first and then move on to Secondary and so on

Should the landlord/owner have a priority, then we will do our best to priorities those blocks.

Do you know if and when this offer expires?

No, but our recommendation is to not delay taking advantage of the free investment. Other organisations have wasted no time in recognising the benefits!

We often get individual block wayleave requests from Virgin Media - why is that?

Virgin Media often get individual requests for service from the public, when they are from your organization their system will automatically try to get permission from the landlord to provide the service. Once full wayleave is granted the individual ad-hoc requests for installation wayleaves will cease.

How much time and resource do we have to commit to the project?

No more than what you already do now. As an organisation you will have resource that are approving wayleaves, signing off surveys and job packs and working with Virgin Media.

As a project this condenses the work into a more manageable controlled process, eventually the resource that would need to commit to this as an ad-hoc process can move onto other areas of work due to the concentration of installations.

We often get individual complaints from resident about slow broadband speeds?

Once full wayleave is granted, then any residents complaints relating to slow broadband speeds can be effectively dealt with by prioritising the affected site in our programme - you just need to let us know and we will fast track the site to help close off the customers complaint. (The response time will be affected by the sites location in regards to proximity to a current serviceable area)

We have a number of systems that require a landlord managed broadband service for monitoring services - can we use Virgin Media for this?

Yes, any requirements for client commercial broadband will be much easier to deliver once a block is upgraded (eg for monitoring of landlord services) Virgin Media Business can assist with that and we can put you in touch.

This is a no-brainer, where do I sign?

Simply sign the wayleave agreement, allowing SCCI Alphatrack and Virgin Media to plan the installations.

What happens next?

The blocks will be surveyed and we will confirm which will be completed via the IRS and which will need to be traditionally wired.

A design pack will be drawn up and will be required to be approved. The packs are generated by Virgin Media that identify civil routes, cable routes, cabinet locations, detailed install process and risk assessment.

Once you approve the pack, the block will be scheduled for upgrade (internal and external works).

On completion of an upgrade you will be issued a block sign off certification.

What about resident complaints?

SCCI Alphatrack's details go out on all resident's correspondence so in most instances we expect the resident to contact us directly. In the event they contact yourselves just pass the details onto your allocated SCCIA project manager who will provide all necessary information and action in order to resolve.

What demand is there from our residents for Virgin Media services?

Demand from Virgin Media can be determined by data collected by Cable My Street.

Cable My Street is a web site where residents can check for coverage of Virgin Media and register their interest.

<https://cablemystreet.virginmedia.com/>

Virgin Media use this information as part of their evaluation of targeted expansion. It is very likely that many of your resident have registered on that web page.

What does a Virgin Media resident outlet socket look like?



If you have any further questions just email our Virgin Media Contracts Department at virginmedia@sccialphatrack.co.uk

Installation Process





Universal Service Obligation (USO) for Broadband & Electronic Communications Code

SCCI Alphatrack are working with many organisations that are either confused by what they are being advised with regards to improvements to broadband connectivity, or they are already stretched with their current workload and concerned about the amount of additional work this may involve.

It is worth noting at this point that with our solution we include the support of an 'independent' consultant to assist the client during the roll out of our services. Also our solution with Virgin Media over IRS is quicker and hugely less intrusive and disruptive than other solutions on the market.

The government has made a commitment to improving connectivity UK wide and are trying to stimulate investment throughout the UK to build a fast and reliable fibre optic cable network. Projects such as Virgin Media Project Lightning are 'encouraged' by the government with a view to providing these benefits to members of the public nationally.

(Note: Unlike many other expansions projects, Project Lightning is not reliant on public money, it is being fully funded via a private investment from Liberty Global)

To force through the improvements, a number of obligations have been placed on the broadband operators under **Universal Service Obligation (USO) for Broadband**

To support the operators with the USO for broadband, the **Electronic Communications Code** has replaced the Telecommunications Act 1984, giving licensed telecoms operators increased statutory rights to place and keep equipment on private land.

A new Code is contained in the Digital Economy Act 2017 and came into force on 28 December 2017.

The new Code contains wide-ranging reforms in favour of operators deeming it vital that reluctant landowners become more aware of the changes. These statutory rights will become more regularly used (and enforced through the courts) to allow the service provider more powers to deliver their services to residents when amicable agreements have not been possible.

If need be the Government is keen to push through the required improvements of broadband connectivity by forcing landowners and infrastructure providers to allow and deliver a network of underground fixed lines with the aim of dramatically advancing broadband provision.

If permissions are not granted by landlord or managing agent, then the failure point in service will actually be the landlord or managing agent, at which point the **Electronic Communications Code (ECC)** may be used to enforce statutory rights.

Our message is simply that landlords should make a plan before they are inundated with service providers using legal means to enforce their statutory rights to deliver their service and readily meet 'their' obligations under the USO for broadband.

The broadband providers (including) Virgin Media have generally been very reluctant to consider enforcing these statutory rights and much prefer to try to agree an amicable arrangement rather than having a formal dispute.

To this end SCCI Alphatrack & Virgin Media would be very open to discussing this and agreeing a way of working that

incorporates your internal processes whilst ensuring no resident is limited in choice when it comes to their telecommunication services.

The provision of Virgin Media services will undeniably benefit your residents by providing additional consumer choice for television, telephony and broadband services in your properties. This solution may well save you dealing with multiple requests from multiple providers at a later date as you will already be meeting resident demand and the USO.

Our technology is the quickest, easiest and least disruptive. It can be rolled out very quickly and without the need for significant 'client' investment of time.

Electronic Communications Code

What is changing?

Site Sharing: Telecoms operators will have the right to share sites without the landowner's consent (regardless of the terms of any written agreement).

Assignment: Operators will have the right to assign (i.e. transfer) their leases without landowner consent (regardless of the terms of any written agreement).

Upgrades: Operators will have the right to upgrade equipment without landowner consent (provided there is no more than a minimal adverse visual impact and no additional burden on the landowner).

What is staying the same?

Written Agreements: Code rights will still primarily be conferred in a written agreement between the landowner and the operator, such as a lease.

Code Powers: Operators will continue to have fallback rights to place equipment on private land if agreement cannot be reached and to keep it there after any written agreement has ended.

Opting out: The new Code, like the old, will be compulsory. There can be no opting out by agreement.

Retrospectivity: The sharing, assignment and upgrading rights in the new Code will not apply to leases granted before it came into force. However further transitional regulations have yet to be published.

Sources of Information

The Digital Economy Act 2017 (Electronic Communications Code at Schedule 1)

<https://www.legislation.gov.uk/ukpga/2017/30/contents/enacted>

OFCOM Consultation (including draft Code of Practice and model Code Agreement)

<https://www.ofcom.org.uk/consultations-and-statements/category-1/electronic-communications-code>

Universal Service Obligation (USO) for Broadband - (A Universal Service Obligation (USO) for Broadband)

<http://researchbriefings.parliament.uk/ResearchBriefing/Summary/CBP-8146>

Virgin Media 'Project Lightning'

Case Studies



Client	Moat & Virgin Media
Project Value	Ongoing
Project Location	Moat Housing Stock UK South East
Project Timescale	6 Months to complete primary opportunities
Completion Date	Ongoing expected completion October 2017 (Primary opportunities only)

The Proposal

Moat is a leading housing association working in the South East, providing high quality homes and services. SCCI Alphatrack have worked with Moat Homes for 12 years.

We put forward a solution and proposal to upgrade Moat's MDU blocks that were not served by Virgin Media. These upgrades would be delivered over the existing communal IRS systems.

SCCI Alphatrack successfully completed a pilot of three Moat sites (60 premises) and following the success of this (30% uptake of Virgin Services), we received the go-ahead on the remaining stock.

This upgrade is completely free of charge to Moat with all works being funded by Virgin Media's Project Lightning roll-out.

The partnership between ourselves and Virgin Media enabled us to offer all the benefits of digital inclusion and superfast broadband but with NO enablement cost to the client or their residents for the provision of the infrastructure.

The existing IRS platform becomes service provider neutral by adding Virgin Media, providing an excellent solution for buildings with slow existing broadband speeds with the easiest, quickest and least obtrusive roll out possible delivered over the existing IRS systems.

The project is managed by dedicated SCCI Alphatrack and Virgin Media project managers for the duration of the works and for future projects.

The Delivery

Upon Moat agreement and full stock wayleave SCCI Alphatrack embarked on a validated entire stock installation programme. The validation showed Moat had 2820 premises (151 blocks) as primary opportunities that could be upgraded immediately.

An independent TV consultant (Lee Mercer) was instructed by Moat to be the administrator of the installations on behalf of Moat.

SCCI Alphatrack provided a survey and installation programme and set up a dedicated client portal that allowed Moat and the consultant to view the status of the works and approve works. We also took care of the full resident correspondence process and tailored the installation process to fit the needs of Moat.

Approximately 400 premises per month are being installed and each of these sites are inspected by SCCI Alphatrack, Virgin Media and the Moat consultant. Upon completion walk-off documents are provided and stored on the client portal.

Conclusion

The project is still currently on going with 1,510 premises installed to date (July 2017).

85% of the upgrades are through the IRS system. Socket installations are trackable on the client portal giving Moat a live view of the success of the project based on resident subscription.

Expected uptake is to be around 30% in the first two years.

Once the works are complete Moat will have given 2,820 of their resident's access to Virgin Media.

Residents will be in a much stronger position when negotiating renewals or new subscriptions with the potential better deals on their TV, Broadband and Telephony services.

This upgrade has facilitated at both entry level low cost broadband at £10 per month and high-end level packages for superfast broadband and extensive TV programmes with no line rental.

“ *It is so nice to reconnect with SCCI again at Moat with the Virgin Media project, and as usual your help and consideration as well as your attention to detail is second to none.* ”

Lee Mercer, Consultant

Client	Hyde & Virgin Media
Project Location	Hyde Housing Stock UK Nationwide
Project Timescale	10 Months to complete primary opportunities
Completion Date	Ongoing expected completion October 2017 (Primary opportunities only)

The Proposal

SCCI Alphatrack put forward a proposal Hyde for an upgrade to MDU blocks that were not currently supplied by Virgin Media services. These upgrades would be delivered over the existing communal IRS systems where possible, and traditionally wired where the IRS was unavailable.

This upgrade was completely free of charge to Hyde with all works being funded by Virgin Media's Project Lightning roll-out. As well as providing additional services to their residents the upgrade also provided many benefits:

- No additional cabling required to the properties with no system down time during the installation
- The system was designed to still carry all of the satellite, DTT, FM, DAB radio plus Virgin Media as an add-on service
- Optional upgrade to residents, if they did not wish to take up any service from Virgin Media no action required zero disruption
- Discounted & Accessibility packages made available to all new subscribers with switch over assistance
- Exclusive £10.00 per month (no line rental) broadband only package available for qualifying residents making being online affordable
- A full inspection of the existing IRS system to ensure it is operating to its optimum performance, basically a free health check
- Free to attend 'new to digital' workshops for all age ranges provided by Virgin Media's 'Digital Inclusion Angels'

The Delivery

After Hyde's confirmation to proceed with the upgrades SCCI Alphatrack arranged for a validation of Hyde's MDU stock. This validation provided detail on each site of its current accessibility status.

The validation showed Hyde had 7,926 premises (451 blocks) as primary opportunities (premises that were close to Virgin Media existing network) that could be upgraded immediately.

SCCI Alphatrack proposed a survey and installation programme for these sites and set up a dedicated client portal that allowed Hyde to view the status of the works and approve installation packs. We also arranged resident correspondence and tailored the installation process to fit the needs of Hyde

We designed systems incorporating the Virgin Media Broadband, TV and Telephony services. Approximately 800 premises per month are being completed.

Conclusion

The project is still currently on going with 5500 premises installed to date (July 2017). Expected uptake to be around 30% in the first two years. IRS upgrades accounted for 90% of the works. All these socket installations are trackable on the client system giving Hyde a view of the success of the project based on resident connection.

With the increase in service providers via our upgraded IRS network residents are now in a much stronger position when negotiating renewals resulting in receiving better deals on their TV, Broadband and Telephony services.

This upgrade has facilitated at both entry level low cost broadband at £10 per month and high-end level packages for superfast broadband and extensive TV programs.

Holloway Court, Halesowen



Client	Jessup's & Dudley Metropolitan Borough Council
Project Location	Holloway Court, Dudley
Project Timescale	3 Months based on refurbishment
Completion Date	2017
Complexity	TV, Satellite, Sky Q and Virgin Media and Broadband TV services

The Challenge

Holloway Court is housing with a care scheme comprising 45 flats which is managed by Dudley Council's directorate of adult, community and housing services. Holloway Court was opened in the 1970's with a location in a lovely, quiet and peaceful setting much appreciated by the tenants.

The site was being developed by Dudley Metropolitan Borough Council and principle contractor Jessup's to provide a dedicated housing and care scheme that still gives the residents the independence of their own home.

In conjunction with Virgin Media and Sky there was a requirement to supply and install a replacement TV system capable of providing Freeview, Freesat, DAB Radio, Sky, Sky Q, Virgin Media TV and broadband to the newly refurbished sheltered housing scheme.

Providing a wide range TV and Broadband services gives the residents the ability to select services that best meet their digital requirements and budgets. The development is one of ten proposed investments into sheltered accommodation in the local area.

The Solution

With only two cables feeding each of the developed properties, SCCI Alphatrack designed and installed a 9 wire IRS System with DSCR switches and Virgin Media integration.

Using our partnership with Virgin Media SCCI Alphatrack arranged all wayleave and civil aspects of the work on Dudley Metropolitan Borough Council's behalf. This allowed for a single design proposal to be submitted to Jessup's for approval.

SCCI Alphatrack co-ordinated the works with Virgin Media and Dudley Metropolitan Borough Council to ensure they fitted within the major-works programme being run by Jessup's.

The installation allowed for a single distribution location in the 1st floor electrical cupboard to all flats.

Each flat was fitted with a 5 port TV plate providing access to all fore-mentioned services. No long wait times for BT or other providers to connect as the new system allows residents to immediately take up services upon moving into the block.

Conclusion

The deployed system provided a simple yet affective solution providing a wide range of services. The installation fitted seamlessly within the ongoing development works with no disruption to the existing services or other contractors.

Our partnership with Virgin Media allowed for their services to be introduced to the block at no charge to Dudley Metropolitan Borough Council or Jessup's.

Following the success of this installation we have received an order to complete the next sheltered development known as Margaret Vine Court, B62 9PY.

“ *I've been to site and seen the work and would like you to pass on my compliments on a job well done to the engineer, his workmanship is outstanding.* ”

Martin Simmonds, Senior Services Officer (Electrical)
Housing Assets and Development, Dudley Metropolitan Borough Council

Client	Axis Europe and Tower Hamlets Homes
Project Location	Brodick House, Bow
Project Timescale	6 Months based on refurbishment
Completion Date	2016
Complexity	TV, multiple Satellite, Sky Q and Virgin Media and Broadband TV services

The Challenge

In conjunction with Virgin Media and Sky the requirement was to supply and install a replacement TV system capable of providing Freeview, Freesat, DAB Radio, Sky TV, Sky Q facility, Hotbird (European language programmes), Turksat (dedicated Turkish programmes), Virgin Media TV and Broadband as part of the development at Brodick House.

The site was being refurbished by Tower Hamlets Homes and the principle contractor was Axis Europe.

The need for a replacement TV and broadband service was due to the new external wall insulation being fitted to the exterior of the 21 storey tower block. Once the installation was complete residents would be unable to bring in new services or install dishes to the external face of the building.

As well as removing the multitude of satellite dishes that had been installed individually there was a requirement to provide as many services as possible for resident choice. Providing a wide range TV and Broadband services gives the residents the ability to select services that best meet their requirements and budget.

The Solution

SCCI Alphatrack designed and installed a 13 wire IRS System with DSCR switches and Virgin Media integration. All equipment was installed on the roof of the block to allow for continual servicing and not to affect the external wall insulation.

Using our partnership with Virgin Media we arranged all wayleave and civil aspects of the work on Tower Hamlets Homes' behalf. This allowed for a single design proposal to be submitted to Axis Europe for approval.

SCCI Alphatrack co-ordinated the works with Virgin Media and Axis Europe to ensure the installation was completed prior to the insulation being fitted. This ensured that the residents continued to have reliable TV, Broadband and Telephone service throughout the refurbishment. SCCI Alphatrack also arranged to colour match the containment for the cabling to not spoil the aesthetics of the refurbishment and to allow for future services to be provided to the block.

Conclusion

The deployed system provided all the residents existing satellite services and provided a wide range of additional services from multiple providers. The installation fitted seamlessly within the ongoing development works with no disruption to the existing services.

Our partnership with Virgin Media allowed for their services to be introduced to the block at no charge to Tower Hamlets Homes or Axis.

The block now has access to the latest services offered by Sky, Virgin Media plus foreign language channels and BT.



Client	MEARS & Lambeth Council
Project Location	Cedars Road Estate, Lambeth
Project Timescale	18 Months based on refurbishment
Completion Date	2016

The Challenge

Cedars Estate is a medium size TMO located within the London Borough of Lambeth with 382 units located in 13 blocks of various sizes spread over 3 parallel roads: Victoria Rise, Cedars Road and Lyncott Crescent.

In conjunction with Virgin Media there was a requirement to supply and install a replacement TV system capable of providing Freeview, Freesat, DAB Radio, Sky, Hotbird, Virgin Media TV, broadband and telephony as part of the re-development of Cedars Estate. The site was being refurbished by Lambeth Council and the principle contractor was MEARS.

Virgin Media was a high priority for the residents who were at the time unable to subscribe to Virgin Media services because only some of the estate had originally been cabled due to civil routes not being possible and flats above 1st floor having no safe access. Also, once the original installation had been completed residents wishing to take up new services or install dishes to the external face of the building were unable to do so due to the recently installed external wall cladding.

During the installation, there was the need to plan for the foreign language services that residents had installed themselves by individual dishes (that needed to be carefully removed).

We also had to cater for the existing residents multi-room points.

The Solution

SCCI Alphatrack designed and installed a 9 wire IRS system incorporating the Virgin Media Broadband, TV and Telephony services. All equipment was installed in the top floor stairwells and cabinets and all our equipment housing was colour-matched to the new EWI to make the installation as aesthetically pleasing as possible.

Using our partnership with Virgin Media we arranged all the necessary wayleave and civil requirements to ensure the works were facilitated during the major works upgrade.

SCCI Alphatrack and Virgin Media also successfully migrated all existing Virgin Media customers from their TV-only cabling onto the new improved system.

This was the first installation of its type combining both Sky and Virgin Media services in the same system. This combination resulted in just a single installation for both providers resulting in less disruption and cost to the residents and the client.

Providing the residents with a wide range of TV and Broadband services gives them the ability to select services that best meet their digital requirements and budgets.

Conclusion

The system provided catered for all the residents existing TV and satellite services and in addition a wide range of services from multiple providers. The installation was integrated into the ongoing development works with no disruption to the existing services.

As the installation was first of its type it attracted a lot of attention for Virgin Media. Below is a statement from the responsible Virgin Media representative.

“ *On behalf of VM I'd like to extend a very sincere thank you for a very informative, safe and professionally conducted survey/tour of Cedars, Lambeth including intruding on a residents' install. I've 36 years in telecommunications and can say hand on heart the quality of installation I saw was of the highest calibre ever seen.*

I for one learnt so much from the visit and now have a good grasp of the whole IRS piece and Cedars in particular. ”

Roy Reed, Senior Project Manager

Client	Hammersmith & Fulham Council and Virgin Media
Project Size	Phase One 1,863 - Further phases underway up to 9,000 units
Project Location	White City, London
Project Timescale	3 Months to complete
Completion Date	March 2017

The Proposal

Our Hammersmith and Fulham project started with the White City Estate in W12 adjacent to the Queen Park Rangers Stadium in West London. This is a sprawling estate covering some 1,863 dwellings in 32 blocks. The project has since extended into its second phase of 4,000 units with plans for a third phase of another 5,000.

The proposal was presented to Hammersmith & Fulham to upgrade the existing IRS systems in their MDU blocks that didn't already have access to Virgin Media services. The upgrades were to be delivered over the existing IRS cabling where possible, with traditional wired Cable TV systems for dwellings where there was no IRS system or where the system was not suitable.

The upgrades were completely free of charge to Hammersmith & Fulham, with all works being funded via Virgin Media's Project Lightning roll out. As well as providing additional digital TV services to their residents the upgrade also included the main benefits listed below:

- Discounted broadband accessibility packages for all new subscribers with switch over assistance
- Full inspection of the existing IRS systems to ensure they were operating to optimum performance
- Tidying and remedial works on all existing IRS cable looms
- Systems left in better condition than they were prior to the works
- Free to attend 'new to digital' workshops for all age ranges were available hosted by Virgin Media's 'Digital Inclusion Angels'

The Delivery

Virgin Media's validation of Hammersmith & Fulham property portfolio showed over 10,000 dwellings did not have accessibility to Virgin Media services. Starting with the White City Estate, SCCI Alphatrack worked with Hammersmith & Fulham and Virgin to agree a wayleave.

SCCI Alphatrack and Virgin Media then planned and undertook surveys, which were then agreed and signed off by Hammersmith and Fulham, thus allowing an installation program to be planned.

The SCCI Alphatrack infrastructure works began 5th December 2016 and were completed by 8th March 2017 - providing 1,863 dwellings with the benefits of Virgin Media services. After the works were completed each site was walked off by Virgin Media and SCCI Alphatrack, and relevant completion documents provided to Hammersmith & Fulham for acceptance.

Conclusion

The upgrade has given the residents added choice of TV and Broadband provider, creating competition between providers will result in better deals.

The installation has facilitated both entry level low cost Broadband at £10 per month and also High-End Superfast Broadband and TV packages for those who want it.

This has all come at ZERO cost to Hammersmith & Fulham.

The success of the installation at the White City Estate has led to sign off by Hammersmith & Fulham for the works across their whole portfolio.

A further 9,000 dwellings will benefit from this roll out over the next 12 months.

“ *There has been no increase in the amount of service calls on the systems where the IRS was upgraded with Virgin Media. Indeed, the systems appear to be functioning better than they were before. The cabling is certainly neater in appearance as the cables were all tidied and re-cable tied on the roof and face of the buildings during the upgrade. Inside of the cabinets also looks very tidy.*

I am happy to now roll out the solution to our other schemes. ”

Ed Cousins, Electrical Engineer,
Hammersmith & Fulham

Client	Savills & Affinity Sutton
Project Location	Nautilus House, 14 West Row, London W10 5QL
	Atrium Apartments, 12 West Row, London W10 5SJ
	84 Southern Row, London W10 5JS
Project Timescale	5 days
Completion Date	September 2017

The Proposal

While SCCI Alphatrack were carrying out maintenance for Savills and were asked if we could assist with the regular complaints the client was receiving from residents regarding poor broadband speeds in the building.

It was evident that during the development stage the developer had not considered cable TV services thus Virgin Media was not a current option, even though they have speeds of 300 Mbs in the street just outside.

During discussion with the managing agent (Savills) it was clear that a solution that meant recabling the 130 flats would not be acceptable in such a new and well finished building.

We explained how the Virgin over IRS solution might work for them. The existing IRS system was confirmed as of a suitable quality to make a Virgin of IRS solution possible and practical. No additional cabling was required other than the single main feed cable to the IRS network.

Two of the apartment blocks are private housing and one is social housing belonging to Affinity Sutton.

The Delivery

An agreement was soon reached and a wayleave signed. Within a month of the wayleave being signed the system was up and running and providing residents with the 300 Mbs broadband they craved.

The system also provided additional TV and broadband subscription choices rather than just BT or Sky services.

Conclusion

SCCI Alphatrack undertook the work on behalf of the Ladbroke Grove Apartment Management Co Ltd, C/O Savills UK Ltd, 5th Floor, 1 Great Cumberland Place, London, W1H 7AL

SCCI Alphatrack maintain the door entry, access control and CCTV security networks plus the digital IRS providing Digital Terrestrial and Sky TV services.

After the installation the property manager from Savills commented:

“ *We had a lot of positive feedback following the install of Virgin Media, I believe many residents have already taken up the service and many more will once out of their current contracts.*

The install was easy with very limited disruption to the development, the Virgin Media feed cable has been well hidden which was really important for us and the residents.

I have a list of various sites that may need to have the same service installed and will speak to the other property managers and ask them to contact you in relation to their developments. ”

Gemma Richards AIRPM, Savills Property Manager
Residential Management

Client	Hammersmith & Fulham
Project Location	Poynter House, London W11 Norland House, London W11 Stebbing House, London W11
Project Timescale	12 days
Completion Date	May 2018

The Challenge

The residents of these tower blocks were struggling to receive fast and reliable broadband services.

SCCI Alphatrack in partnership with Virgin Media were tasked with finding a solution to make available Virgin Media broadband (350Mbps) and TV services to all 540 residents.

The problem with a standard installation here is that there are many blocks over recent years where cladding or external wall insulation has been fitted, as either part of a refurbishment or as an energy saving implementation.

In carrying out the cladding/EWI work the external services become concealed and inaccessible. It also restricts the fixing of future external services as drilling/fixing into the cladding or EWI is prohibited. Installations via providers such as Community Fibre, Hyperopic or BT were not feasible.

These tower blocks belonging to our client Hammersmith & Fulham are a prime example of such works, making external fixing for cable or fibre impossible.

The Solution

The tower blocks on Queensdale Crescent had an existing digital IRS system that had been installed to serve each property and was concealed under the external cladding.

SCCI Alphatrack's Virgin Media over IRS solution enables Virgin Media Broadband and TV services to be delivered over the existing communal TV system infrastructure.

We were able to utilise this solution by upgrading the communal TV system headend located in a top floor store room.

These works could take place over a short period of time without causing any interference to the external cladding.

Each of the blocks took only four days to complete with very little disruption. All works avoided the vicinity of communal areas of the building and no access to resident properties was required. Most importantly this all took place without any interference with the external cladding.

Once complete any resident wishing to subscribe to Virgin Media service had a simple socket change in the property via appointment taking no more than one hour.

The Conclusion

Our partnership with Virgin Media allowed for their services to be introduced to the block at no cost to Hammersmith & Fulham.

The deployed system proved a success with the 540 residents who now have access to fast reliable broadband and also competitive TV services giving a choice between Sky and Virgin Media. A huge take up on the Virgin Media services was seen almost instantly following completion.

For those remaining with Sky/BT now have the advantage that additional choice of service provider brings competition and an opportunity to get a better deal from Sky/BT that would not have been possible without this installation.

Figures suggest that a subscriber who can choose between Sky or Virgin Media can expect to get a 20% reduction in their subscription costs!

The installation was quick and simple with no detrimental effect on resident existing TV services or the external cladding.

The deployed system provided a simple yet effective solution providing a far wider range of services, than would have not been available without Virgin Media - including broadband speeds of up to 350 Mbps and 20 Mbps on an entry level broadband only digital inclusion offer.

New Capital Quay, Greenwich, London



Client	Hyde Housing
Project Location	Greenwich, London
Project Timescale	10 days
Completion Date	April 2018

For clients who wish to better understand the significant benefits of Virgin Media over IRS versus a full rewire of a site - the New Capital Quay scheme in Greenwich is a great example

The Challenge

New Capital Quay scheme in Greenwich is a new build riverside scheme of around 1,000 units.

The site is a recently completed mixed private and social housing new build scheme, where our client (Hyde) have taken ownership and management of 4 blocks.

SCCI Alphatrack and Virgin Media have a wayleave with Hyde.

We were asked to provide Virgin Media service to the 426 units that are owned and managed by our client Hyde Housing.

A full plan was developed and agreed under the terms of the existing wayleave

The Solution

The site did not have a broadband facility, other than with BT. There was significant demand from residents as BT broadband speeds were poor

Fortunately the scheme had a two cable IRS system making it compatible with our Virgin Media over IRS solution.

The client (Hyde) have had this solution installed in over 7,000 of their properties so were more than comfortable to give us the go ahead to enable this scheme using this technology

The fact we can provide 350 Mbps broadband and TV without running cables to and through every flat meant the savings on time, material and cost for this scheme made this a very easy decision for the owner, managing agent, residents and Virgin Media.

The Conclusion

On this site our installation took 4 engineers 10 working days (2 weeks) to complete.

To have wired this traditionally, would have taken an estimated 50 working days (10 weeks) That is an 80% saving on deployment time.

We did not need to run cables through the commons parts, hallways or the apartments, and the system was delivered with near ZERO resident disruption.

To connect the customer to the new Virgin Media service via the IRS would take one hour - we simply need to change the face plate at the existing TV socket location.

In comparison (had this been a re wire) to connect the customer to the new service the works will take 3-4 hours and includes penetrating through the apartment and running surface cables to the modem location within the flat

The fact that our solution includes TV as well as Broadband also brings significant benefits over a 'fibre only provider' especially when compared with a dual (separate) subscription with two providers. (Fibre provider plus Sky)

Our Virgin Media broadband speeds of up to 350 Mbps are more than adequate, and the fact that the Virgin Media network is Gigabit ready should allay any fear that Virgin Media isn't speed future proof.

1-157 Argent Court & 1-103 Anchor Court, Grays, Essex



Client	E & J Estates, Moat Homes, Warwick Estates
Project Size	Grays, Essex
Project Location	White City, London
Project Timescale	5 days
Completion Date	April 2018

For clients who wish to better understand the significant benefits of Virgin Media over IRS versus a full rewire of a site, then Argent Court & Anchor Court in Grays in Essex is an excellent example.

This development on Grays Town Wharf is a considerable sized recent build riverside scheme of two buildings containing both private and social housing properties amounting to 260 dwellings.

The Requirement

Virgin Media were approached regarding this building by both E&J Estates & Warwick Estates - Warwick Estates were also talking to a 'fibre provider'.

Our installation option involved no new cabling whereas the 'other provider' proposed a system that required all new cabling.

Having considered both options, the site management concluded that a system that did not need additional cabling was quite obviously the best solution for the site.

The Solution

Upon awarding the contract our client gave the 'fibre provider' the go ahead for a re-wire solution in error! When they realised their mistake (once the re wiring works had started) they then gave the go ahead for our Virgin Media over IRS solution too.

We were asked to wait until the fibre provider had finished their installation which took around 10 weeks to complete, at which point we commenced our works which only took one week to complete in comparison.

This site is an ideal example of the differences between the two solutions. For anyone in two minds over which solution to go for, this site is well worth a visit by your technical team and we would be more than happy to show you around.

The full fibre solution required a full internal re-wire to outside every dwelling through the common parts and hallways to each front door, this involved cutting a total of 130 holes in the ceilings, penetrating the fabric of the building. This work took 10 weeks (50 days) to complete and that was just to the front door

Our installation started the day after the fibre provider had finished their works and took 1 week (5 days) to complete with no cables required through the commons parts or access needed through the apartments, basically ZERO resident disruption.

To connect the customer to the new service 'the fibre provider' visit takes 3-4 hours and includes penetrating through the apartment and running surface cables to the modem location.

To connect the customer to the new SCCI Alphatrack solution the visit would take one hour to simply change the face plate at the existing TV socket location.

The Conclusion

As expected, many residents were not keen on the idea of running a surface cable through their apartment and so have decided that our solution with Virgin Media was the best option for them.

So far in this block we have seen a high uptake on the Virgin Media services and is growing every day. We expect this number to grow as and when resident's existing Sky contracts end.

The fact that our solution includes TV as well as Broadband also brings significant benefits over a 'fibre only provider' especially when compared with having to have two separate subscriptions with two providers. (Fibre provider plus Sky)

Our Virgin Media broadband speeds of up to 350 Mbps proved more than adequate and the fact that the Virgin Media network is Gigabit ready should allay any fear that Virgin Media isn't speed future proof.

Finally, the rumour cast by 'the fibre providers' that our VM over IRS solution somehow compromises the IRS Sky Satellite and Freeview signals is mythical.

All services that already delivered by the IRS continue to be available (including Sky Plus) with no detrimental effect at all to existing services being received within the building.



For more information on SCCI Alphatrack Ltd products and services visit our website:

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