Growth in new Home is down to Earth broadband

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Earth Broadband has continued to develop its green credentials since bringing 4,000 customers into the base of Home Telecom, part of the Telecom Acquisitions Group (TAL), in 2025.

Every month, the company donates trees to developing countries, with more than 120,000 planted so far. Also, on sign up, every Earth customer receives a free wildflower seed bomb or a house plant based on their plan. Under the ‘Growing’ and ‘Busy’ homes plans, customers even get advice on where to place their plant once they receive it plus a care card to ensure it continues to thrive.

“We are totally committed to giving people a quality broadband service whilst caring about our planet,” said TAL CEO Nigel Barnett.

“By planting trees across the world, we are lowering our carbon footprint, and the gift of flowers and plants is a unique way of remembering that Earth Broadband sits at the heart of the Home Telecom service.

Home Telecom has now relaunched the Earth brand with a new website, refreshed marketing and redesigned packages for customers that include 24-hour customer service and a Wi-Fi 6 router as standard. In addition, a smart app means customers can manage the router, pay bills, update details and check Wi-Fi speeds in every room

Barnett’s strategy is to weave proven, popular brands into the TAL portfolio, creating scale, without losing their local identity.

“Over recent years our group has acquired more than 17 brands. Rather than fold them in, we've kept them alive, giving customers continuity and a name they know. Behind those brands is a single organisation supporting over 80,000 customers every month.

“That scale matters. We work with all the major wholesale suppliers and connect to most local cable networks, so we can offer the best available service to each home, now and in the future.

“Home Telecom itself was established in 2010, and through our acquisitions some customers have been with their provider for up to 30 years. That kind of loyalty says a lot about reliability,” he added.

Earth Broadband sits within the Telecom Acquisitions Ltd group alongside Home Telecom, Fleur Telecom, Eclipse Broadband, Open Fibre, No One Internet, Hive Telecom, Bulldog Broadband, EZE Talk Residential and several smaller brands.

CAPTION

Telecom Acquisitions CEO Nigel Barnett with a plant about to go out to a new Earth Broadband customer

ABOUT EARTH BROADBAND

Earth Broadband is a UK-based internet service provider focused on high-speed broadband and environmental sustainability. Now operating within Home Telecom, it offers broadband services across over 98% of the UK, providing full fibre speeds up to 950Mb depending on location. Customers can choose from three broadband plans, Quiet Home, Growing Home and Busy Home, with faster speeds generally costing more, allowing flexibility based on budget and needs.

ABOUT TAL

TAL offers services from all the traditional network suppliers alongside Layer 2 and Layer 3 connections with the majority of UK altnets. The group has now grown to more than 80,000 customers, with projected turnover of around £36 million in 2027. The company plans to continue this growth through organic expansion and further acquisitions as opportunities arise.

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