Infrastructure provider CityFibre has named Hull as the UK's next Gigabit City

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For the first time, businesses will have a choice of digital infrastructure in Hull as CityFibre opens up a next-generation pure fibre network in the city. The network, which spans 62km across Hull, will provide local businesses with some of the fastest download and upload speeds in the world. Hull joins CityFibre's growing ranks of Gigabit Cities as it executes its strategy to bring fibre infrastructure competition nationwide.

The Hull Gigabit City project is being delivered in partnership with Pure Broadband, an established telecoms provider in the city. The company has launched a separate division called Pure Speed to offer affordable, ultra-fast internet services to businesses in Hull and the surrounding area.

The city-wide pure fibre network will transform Hull's digital infrastructure, enabling gigabit speed, world class connectivity and dramatically accelerating its digital capabilities. This will be a vital improvement after Hull's broadband speeds were stated as some of the slowest in the UK by Ofcom's Connected Nations 2015 report. The network will future-proof the city as the thirst for greater bandwidth continues to grow exponentially over the coming decades.

CityFibre has already installed fibre connections to mobile masts throughout Hull, upgrading the majority of the city's mobile traffic to 4G, following a national framework agreement with mobile network operators EE and Three UK. This project led to an increase in mobile internet use on Three's network in the city by 380%.

Rob Hamlin, Commercial Director at CityFibre commented: "We're delighted to be able to offer world-class digital infrastructure to cities like Hull, who have historically had extremely slow broadband speeds. By working with Pure Broadband, businesses in Hull can now capitalise on gigabit speed internet connectivity to compete and succeed in a digital world."

Adrian Bolster, MD of Pure Broadband commented: "Purebroadband has operated in Hull since 2009 and our mission is to provide our customers with exceptional service levels and cost effective, reliable products. Our new gigabit, fibre only products are driven by our passion for our city and our belief that Hull businesses deserve the best.

"We're extremely happy that CityFibre has chosen us as their launch partner in the city and look forward to delivering a range of fibre fed products which will finally put Hull on the map as a true digital city. The key message from Pure is that this is here, now, it is time for Hull to join the Gigabit revolution"

Pure Speed's services will be launched at an event hosted alongside CityFibre on 29 September, where local business representatives will hear more about how the Gigabit City project can benefit them and revolutionise the way they operate.

For more information on the project and to register your interest, please visit: **cityfibre.com/hull**

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