

CLEARSTREAM

B2B

Tenant

Both

Geographic Scope

London

North South East West Central

England

NorthW NorthE Yorkshire Midlands East London SouthE SouthW

UK

England Wales Scotland Ireland

Universal

Urban areas

Rural Areas

Company Summary

Clearstream Group was established in 2006 and includes:

- Deeplake, which specialises in Tenant Engagement Solutions, for example communications software packages that can be used to communicate with residents, such as “Communications Manager” which is an integrated SMS communication tool.
- Clearstream Technology, which is an internet service provider & datacentre for the social housing sector.
- Digital Inclusion Ltd for tenant internet solutions.

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Summary of Offer

Clearstream is an internet service provider to buildings of multiple properties for the social housing sector across the UK. It offers internet solutions to social housing residents through a B2B service provided to the landlord.

Details of Offer

Business to Business

- Fully managed, deployed and supported solution for internet provision to buildings of multiple properties, which means that there is no additional support burden for landlords.
- The solution is differentiated per property and has a choice of internet bandwidth for residents in terms of speed and connectivity method.
- Available for minimum deployment of 4 properties.
- Uses the infrastructure of the communal building to provide internet service to each property.
- Residents do not need phone landlines or individual contracts per property.
- Bandwidths available are between 2Mbit/s to 1Gbit/s and there is a choice of commercial model for landlords, i.e. whether they mark-up or subsidise Clearstream's prices.
- Landlords pay nothing for voids as long as they remain a maximum 10% of properties in the building at any one time. Voids can be varied on a weekly basis with a minimum of one week's notice. On notification, Internet access will be blocked in the void properties.
- Single install charge for the network which has a 10 year+ lifespan, this usually equates to £100-£250 per property.
- After installation, the housing association can decide at which properties it wants the connection to be live. Clearstream will then provide a bandwidth appropriate to these properties.
- There is a tolerance of 10% for voids and other non-usage amongst the properties that are live, i.e. the housing association will be charged a minimum of 90% for the connections at the properties where the connection is live.
- Prices per property start at £2.79 per week for a 5Mbit internet connection with no phone costs

Service	Cost per week
5MB/s broadband	£2.79
10MB/S broadband	£3.14
20MB/s broadband	£3.39
30MB/s broadband	£3.64
40MB/s broadband	£3.89
50MB/s broadband	£4.14

- Centralised ordering, management and billing sent to the landlord itemised by property. Payments are collected weekly by direct debit.

Clearstream also offers 3G and 4G dongles called **“Homework” dongles**. These have the same pricing as the home broadband but with general data limits capped according to price. The dongles have unlimited data (subject to fair usage policy) on a “white list” of websites that relate to education, shopping and banking).

Added Value

The product can be tailored to the specific needs of residents in different situations, e.g. a family with children where adults are looking for work compared to an individual over retirement age that uses the internet for communication with friends and family (e.g. video calling). All technical support, including directly to residents, is included in the price plan. Residents do not need to pay for a landline on top of their internet provision which may save money. The broadband solution also avoids the need for residents to set up a contract with an ISP directly and therefore the need to undergo credit checks. The cost of the internet service can be collected in the service charge. Landlords can choose how much of the actual costs to pass on to residents.

Existing partnerships with CHI members

Housing Association	Summary of partnership	Want to know how it's going?
N/a	n/a	n/a
CHI Review/Opinion		
<p>The advantages to Clearstream's offer:</p> <ol style="list-style-type: none"> 1. Starting at £2:79 per week or £12:09 per calendar month, the service represents a low cost offer to residents who have not been online before which may encourage them to connect and become digitally engaged. The internet connection is accessed wirelessly by default which gives an advantage over low cost broadband connections which often do not include a wireless adaptor in the price. 2. Residents do not need to pass credit checks or sign contracts with Clearstream. 3. The service is fully managed so residents would not need to set their router up or manage any networking equipment themselves. 4. This product gives housing associations who wish to subsidise residents' internet connections a flexible way of doing so. <p>The disadvantages of Clearstream's offer:</p> <ol style="list-style-type: none"> 1. With just 10% flexibility on voids or non-take-up, to make the product work financially, housing associations would not be able to give residents the choice to use a different provider or to not have the internet connection. This will go against the ethos of some housing associations and might be off-putting to some residents when considering a move to associations' properties which included the Clearstream offer. 		