GUERNSEY COMPETITION
& REGULATORY AUTHORITY

Broadband Price Control - What this decision means for islanders

In April 2024, the GCRA introduced a **five-year price control** on the amount **Sure can charge other telecom providers (like JT and its own retail arm, Sure Retail)** to access the island's broadband network.

This decision only affects **wholesale broadband pricing** — that is, the cost retailers pay to use Sure's network — **not the retail prices that islanders pay on their own bills.** Retail prices are set independently by each provider.

Why the GCRA acted

- Broadband prices in Guernsey have been among the **highest in Western Europe.**
- Sure controls the main broadband network and charges other providers to use it.
- The GCRA found that those wholesale prices were **too high compared to the real costs of providing the service.**

What the decision does

- The GCRA has **reduced the wholesale price** that Sure can charge for broadband access by around **31% compared to 2023 levels (adjusted for inflation).**
- This new, lower price will remain in place under a **five-year control period (2024–2028).**
- Sure must show the GCRA each year that its average wholesale price stays within the set limit.

How it helps islanders

- The lower wholesale price means **providers such as Sure Retail and JT now have room to reduce their own retail prices or offer better value packages** if they choose to.
- The decision also helps to keep Guernsey's broadband market **fair, open and competitive**, encouraging more innovation and better service.
- The control still allows Sure to **earn a reasonable return** and continue its fibre broadband rollout across the island.

In short

The GCRA has acted to make the broadband market fairer and more cost-based.

This change affects what **Sure can charge other operators**, not what the GCRA can set on your household bill but we expect them **to pass on these savings** to you.