



● UK BUNDLES GUIDE · JUNE 2026

CONVERGENCE, EXAMINED

Wednesday, 10 June 2026

Broadband and Mobile Bundles: *worth it?*

One provider for everything is the industry's favourite idea in 2026. Here is who actually offers a proper bundle, what the perks are really worth, and the maths to run before you converge.

3

TRUE BUNDLE SCHEMES

Vodafone, VMO2, EE

£5-10

TYPICAL MONTHLY SAVING

Versus separate contracts

£16

CHEAPEST STANDALONE

The bar a bundle must beat

Written by **Dr Alex J. Martin-Smith**

Reviewed by **Adrian James**

Next review within 90 days

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SECTION 01 · AT A GLANCE

Convergence at a glance

QUICK ANSWER

Sometimes. A bundle is worth it when you would have chosen that provider for both services anyway, and the perks land on things you actually use. It is not worth it when a cheap altnet line plus a budget SIM beats the bundled price, which in 2026 it very often does. Run the maths on page 4 before you sign.

KEY FACTS · VERIFIED JUNE 2026

Three providers run true convergence schemes in 2026: Vodafone (Together), Virgin Media O2 (Volt) and EE. BT and Plusnet no longer sell mobile at all, and Sky sells both without a headline joint discount.

Typical cash savings run £5 to £10 a month against separate contracts with the same brands; Vodafone Together takes up to £4 a month off broadband.

Volt pays in perks, not pounds: bigger mobile data allowances and broadband speed boosts rather than a bill discount.

The catch in the small print: Vodafone's annual price rises are not discounted, bundle discounts rarely stack with other offers, and an April rise lands on every service in the bundle at once.

The bar to beat is low: standalone 100Mbps+ broadband starts at £16 a month in mid-2026, with budget SIMs from a few pounds.

Convergence is the industry's direction of travel: EE has absorbed BT's consumer mobile, Vodafone and Three have merged, and even mobile-first giffgaff now sells full fibre broadband. Providers love a customer who takes everything, and they are paying perks to get one. Whether you should take the deal is what the next three pages settle.

SECTION 02 · THE SCHEMES

Who offers what in 2026

SCHEME	WHAT YOU GET FOR BUNDLING	WATCH FOR
Vodafone Together	Discounts on eligible plans, up to £4 a month off broadband, VeryMe rewards	Rises are not discounted; cannot stack with other offers
Virgin Media O2 Volt	Boosted mobile data and broadband speed boosts	Perks, not cash; value depends on using them
EE (BT Group)	Joint plans, shared data perks, one bill; roughly £5-10 a month versus separates	BT and Plusnet customers cannot bundle; mobile lives at EE now
Sky	Broadband and mobile on one bill, with perks such as data rollover	Headline joint discounts come and go; check the current offer

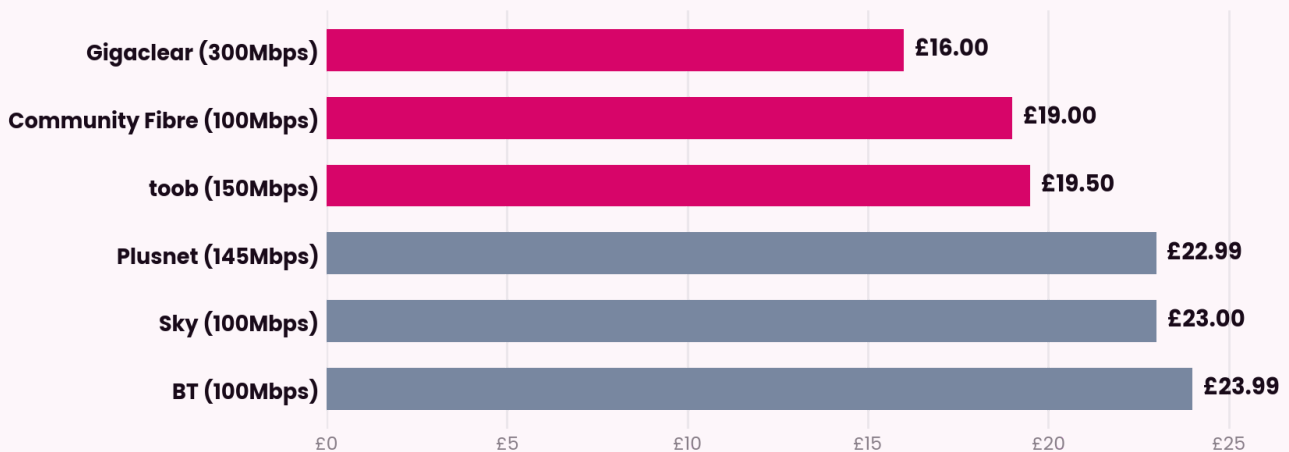
Verified June 2026; savings figures are the providers' and comparison-market estimates for typical combinations, and individual deals change frequently. Our head-to-head provider pages track the detail: broadbandswitch.uk/provider-comparisons.html.

- ✓ **The genuine upsides.** One bill, one support route, and perks with real value if they match your habits: a data boost you actually use, or a speed tier you would have paid for anyway.
- ✓ **The structural catch.** A bundle ties your switching freedom together. Leave the broadband and the mobile discount dies with it, which is exactly why providers like bundles more than switchers should.
- ✓ **The April effect.** In-contract rises apply across the account, so this April's £4 broadband rises landed on bundled households' whole setup at once. The rise rules: broadbandswitch.uk/in-contract-price-rises-2026.html.

SECTION 03 · THE MATHS

The bar a bundle must beat

Here is the test the brochures skip: a bundle is only worth it if it beats the best **separate** deals, not the same brand's own list prices. And in 2026, the separates are seriously cheap.



Cheapest 100Mbps+ promotional deals per month, early June 2026 (ISPreview tracker)

The cheapest 100Mbps+ standalone broadband deals tracked in early June 2026. Promotional prices, availability varies by postcode. Source: ISPreview deal tracker.

1 Price the separates first.

Best broadband at your postcode, plus the cheapest SIM that genuinely covers your home and habits. A £16 to £20 altnet line plus two budget SIMs is a formidable baseline.

2 Price the bundle against it.

Same speeds, same data, total monthly cost over the full contract, including what happens after the promotional period and the April rises.

3 Value the perks honestly.

A data boost you will never use is worth £0. A speed boost to a tier you wanted anyway is worth real money. Count only what you would have paid for.

THE FIVE-SECOND VERSION

If the bundle, fully costed, beats the best separates by a fiver or more a month and the perks are ones you use, converge happily. If it only beats the same brand's list prices, that is marketing, not saving.

SECTION 04 · THE VERDICT

So, are they worth it?

BUNDLE WHEN	STAY SEPARATE WHEN
You would pick that provider for both anyway	An altnet line plus budget SIMs beats the price
The perks land on things you actually use	The "perks" are allowances you will never touch
One bill and one support line genuinely helps	You like switching each service to the best deal
Mobile coverage and broadband are both strong at yours	The best mobile network at your house is not the best broadband

One more honest note: convergence rewards loyalty, and loyalty is exactly what out-of-contract pricing punishes. Bundle if the maths says so today, and diarise the contract end date all the same. When you do want out, switching is one contract.

broadbandswitch.uk/switching-hub.html.

IN A SENTENCE

Bundles are worth it for households who would choose that provider twice anyway; for everyone else, 2026's dirt-cheap standalone broadband plus a budget SIM is the deal to beat, and it usually wins.

• RUN THE MATHS

Price the separates at your postcode first.

See every standalone deal at your address, then judge any bundle against the real benchmark.

[Compare live deals at your postcode →](#)

BROADBANDSWITCH.UK/COMPARE · 35+ PROVIDERS · 429 ISPS TRACKED

SECTION · REFERENCES

References and sources



Written by **Dr Alex J. Martin-Smith** (CMgr, MBA, LL.M, DBA), Lead Editor. Reviewed by **Adrian James**.
Published 10 June 2026, next review within 90 days. Every figure is sourced below and logged in our public corrections process at broadbandswitch.uk/corrections-log.html.

Scheme details are the providers' own published terms; savings figures are provider and comparison-market estimates, labelled as such. Sources in APA 7th edition format.

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REMEMBER

Three true schemes, savings of £5 to £10 a month at best, and a £16 standalone benchmark to beat. Price the separates first at broadbandswitch.uk/compare, value only the perks you will use, and let the maths decide.

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