

Helping customers feel connected in a remote rural location

Case study – BTnet Dedicated Internet Access



For Stowford Farm Meadows caravan park, helping their guests stay connected with wi-fi was a priority, but its infrastructure wasn't up to the job. A dedicated internet connection and upgraded phone system from BT, didn't just improve the lives of its guests, but brought the whole business up-to-date, too.

The challenge

Stowford Farm Meadows is a family-run caravan park based in rural Devon. The team knew that offering the best stay for their customers meant getting them online, but their location and current infrastructure was holding them back.

"We're very rural, and quite isolated — it's part of the strength of the business, our lovely surroundings. But it can make it difficult to get a modern infrastructure in place," says Andrew Noall, General Manager. "When the site is full, we can have between 3,000 and 4,000 people here at once. Providing internet access for those customers was just impossible with the infrastructure we had," he adds.

The park's old infrastructure wasn't just preventing them from providing wi-fi for their customers. It also made working with their sister caravan site in Cardiff slow and problematic. "Cardiff used to update its data to Devon overnight, so we were always 24 hours behind with our data," explains Andrew. "We were able to operate, but it wasn't ideal as it made keeping track of booking numbers a long-winded process."

Case study profile

Stowford Farm Meadows
Tourism
45-100 people (across two sites)
Devon / Wales

Challenge

To provide wi-fi and internet access to customers in a remote rural location and to improve communications between sites.

Solution

A dedicated leased line gave them a robust internet connection and meant they could offer their customers access to wi-fi as well as upgrade their phone system.

Products

BTnet - dedicated leased line internet with 300Mbps bandwidth and a 1Gbps circuit
BT IP Office
BT SIP Trunk

The solution

Andrew and his team spoke to Chris Nash, Sales Director at their BT Local Business. He recommended investing in a BTnet dedicated internet connection.

Along with fast, reliable internet access, it gave them an opportunity to change their conventional ISDN phone system to BT's IP Office system, meaning they could work in real-time between sites.

As part of the move to IP communications, BT also recommended SIP trunking which uses the data network to handle calls. This meant Stowford Farm Meadows no longer needed separate phone lines.

The installation went smoothly. It was done over several days with just a few hours of downtime as the systems switched over. And once the Devon site was complete and working well, the team decided to update the Cardiff site to BT IP Office as well.

“With our BT Local Business, we can pick up the phone and speak to a team that we're familiar with.”

Andrew Noall,
General Manager at Stowford Farm Meadows

The result

With a dedicated internet connection, Stowford Meadow Farm was able to offer its customers the quality wi-fi connection they expected. “The infrastructure is in place now behind the scenes, and the service is strong enough to support what we need. And that's what's making the fundamental difference to our business,” says Andrew.

Better still, using BT's IP Office system meant that both the Devon and Cardiff sites could work efficiently and in real-time, with up-to-date data. As well as being able to see what's happening with both sites at a glance, it means the system is familiar if staff go between the two locations.

Finally, by adopting SIP Trunking and running their phones over the internet, Andrew and his team could save money. In real terms, using SIP trunking – instead of the ISDN30e with call charges – would result in a cost saving of around £780 per quarter; more than £15,000 over five years.

“I'm very fortunate to have found Chris. I trust him, I value what he gives us and what he tells us. And the quality of that relationship is something we appreciate; I wouldn't move away from it in a hurry.”

Andrew Noall,
General Manager at Stowford Farm Meadows

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