

Sandy Park Stadium & Conference Centre



Sandy Park's stadium & conference centre now benefit from a converged infrastructure solution that's ensured they're at the forefront of England's club rugby stadia.

Location: Exeter | Number of users: 10,000+

The project

Sandy Park, Exeter's premier Conference, Banquet, and Events Centre, hosts occasions of all sizes, from large exhibitions to small meetings, and serves as the home of the Exeter Chiefs rugby team.

To support both its rugby and conferencing ventures, Sandy Park required a unified IT and communications solution which needed to handle voice, data, internet, CCTV, disaster recovery, Wi-Fi, and audio-visual media accessibility. This was no small task, given the range of technologies and equipment from various manufacturers.

These challenges were heightened by Sandy Park's remote, greenfield location, complicating the setup of reliable voice, data, and internet connectivity at a feasible cost. Additionally, the facility's opening hinged on a fully operational communication system for health, safety, and media approval.

On top of this, access to the unfinished site wasn't granted until late August, leaving less than three weeks for installation and testing. Despite these constraints, our team was driven to meet the ambitious deadline and achieve a successful launch

The solution

Led by a dedicated project manager, the work began with detailed planning, which deftly adapted as building construction took precedence.

We delivered comprehensive communication infrastructure for Sandy Park, starting with high-density CAT5 cabling and fibre backbones from the core to edge cabinets. This setup provided connectivity for PCs, CCTV, TVs, wireless access points, and telephony.



From there, a Cisco LAN was implemented on the cabling network for voice, data, internet, and CCTV transmission to the stadium's control centre during match days. A 1.8 km point-to-point microwave link connected Sandy Park to our data centre and a backup location, handling all of Sandy Park's voice, data, and internet needs.

On top of that, telephony is hosted in our data centre, linked by the microwave, with access to pooled ISDN lines to manage high call volumes on match days.

DECT handsets enabled conference staff to stay connected throughout the facility. Plus, an automated attendant was installed to guide callers with match and ticketing information and direct conference-related inquiries to relevant staff.

The cherry on top, the public Wi-Fi offered internet access for conference delegates and media, providing critical service and an extra revenue stream.

The result

Sandy Park wanted a complete communications solution from just one provider that would take total responsibility for all its deployment support and future expansion.

Not only did we meet those requirements, but we went above and beyond delivering a cost-effective and efficient solution that has supported the attraction of thousands of customers to the conference facilities, and ensured Sandy Park is at the forefront of England's club rugby stadiums.

Since then, Sandy Park has undergone a £24 million redevelopment to increase its capacity from 10,744 to 20,600. These plans included three state-of-the-art grandstands, a 1,000-seater auditorium, and extra conference and banqueting facilities.

We continue to be at the heart of these redevelopment plans to ensure their communications infrastructure matches the ambitious needs of this ever-evolving business.

“The team quickly allayed any fears we had by providing a single solution that was not only efficient and cost-effective but was able to cope with the stadium and conference centre's differing needs. In addition, the team delivered the job on time in a flexible and professional manner that we still benefit from today with regular contact from our account manager.”

Keiron Northcott, Deputy Chief Executive

