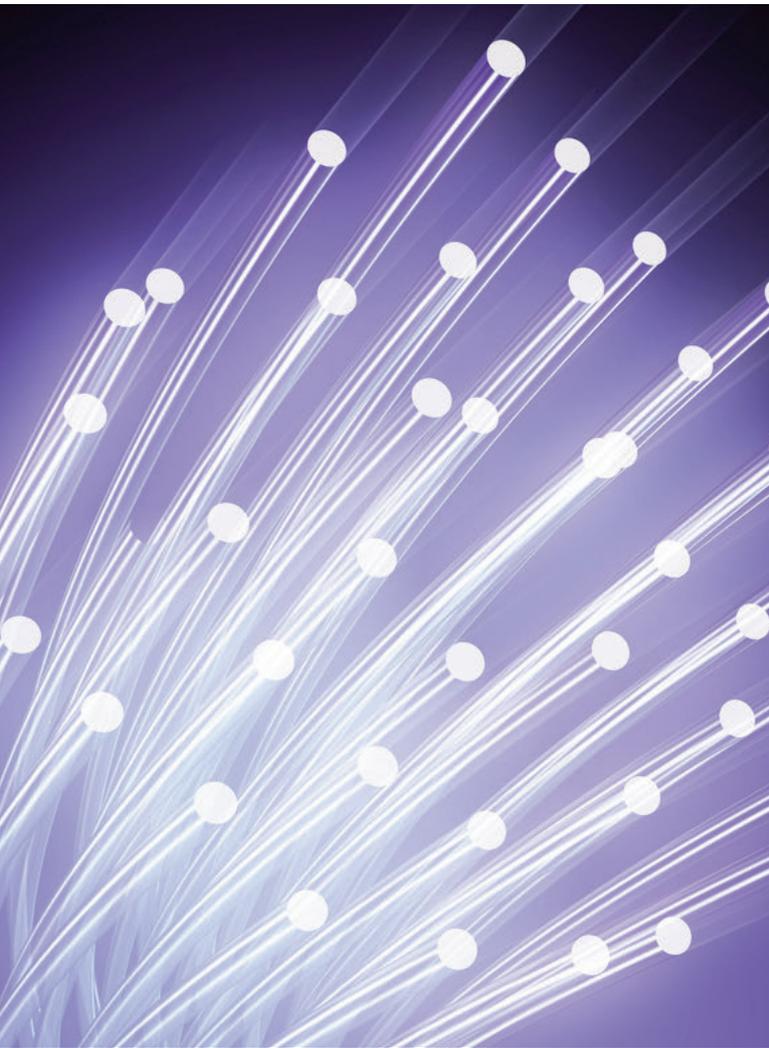




Award winning holiday village embraces superfast broadband



Iain Brown, Sandy Balls' Managing Director shows how superfast broadband is making a real difference for both the business and its customers.

“Our award-winning holiday village sits in a tranquil 120-acre estate bordering the River Avon, right by Godshill in the beautiful New Forest. It’s a wonderful location. Our guests come for the 220 square miles of rich, traditional English forest, and then happily discover we also have beautiful, moody moors and spectacular coastlines sitting side by side.

We don’t stand still. From simple ‘log cabins in the woods’ in 1919, our village now competes with the best holiday providers and offers everything that today’s guests expect. We’ve brought in new kinds of accommodation, from luxury woodland lodges that sleep up to six people and cosy static homes with all facilities, to fully-serviced touring pitches for those holidaying under their own steam.

This year we’ve added camping pods to allow families to ‘sleep outdoors’ in comfort, not under canvas. We always want to make our guests’ holidays even better – we know that’s what keeps them coming back – so, to give an example, over the years we’ve moved on from providing radios to installing TVs, DVDs and iPod docks.”

Staying in touch with superfast broadband

“These days, our guests expect to have easy internet access throughout their stay. They want to capture moments and memories as they happen, and share them with friends and family over social media. They want to be able to read and reply to their emails, and they want to surf the net to find out more about places to visit and things they can do. We are a business, and we keep our competitive edge by providing the services that our customers say they want. But providing easy access has been anything but plain sailing.

SANDYBALLS
NEW FOREST HOLIDAY VILLAGE

With a proud 95-year record of delivering five-star family holidays and short breaks in Hampshire’s idyllic New Forest, **Sandy Balls Holiday Village** doesn’t rest on its laurels.

www.sandyballs.co.uk

One drawback of our rural location has been the quality of available communications. Our initial broadband service was often frustratingly slow. It could barely cope with our own management system needs, let alone provide a reliable service for our guests. Superfast fibre broadband has changed all that – today, all our guests have access within the village.”

“Can you imagine using dial-up internet services today? Your business would struggle to survive. That is the importance of the next generation of internet infrastructure.”

Keeping on top of complexity

“It takes an immense amount of time and effort – and sophisticated scheduling, management and organisation – to keep the whole show on the road, day after day. Fibre broadband makes a real difference and our systems work together seamlessly and far more efficiently than before. It all adds up to a better service for our holidaymakers.



Families who visit Sandy Balls Holiday Village rarely come just to sit in their accommodation and admire the enchanting views. For many, the broad range of activities we offer – on site or on the doorstep – is our main attraction, and are accessible on our website.

Sandy Balls is an ideal base for outdoor activities. Whether guests prefer challenging hikes or relaxing strolls, riding bikes or horses, fishing or golf, we deliver. Our holiday village has a fully-equipped gym, two swimming pools, and a spa with jacuzzi and sauna. We offer a full programme of activities for children – from running, jumping, climbing and paddling, to more creative arts, crafts and cooking sessions. We also have a shop and an arcade, as well as a restaurant and bar.”

“Fibre broadband has provided a platform for us to generate revenue through internet-driven services, and it gives us confidence to examine future revenues”

Benefitting the business

“Of course, superfast broadband isn’t just about enabling guests to entertain themselves. It is far more than just another service. We took a hard business look when calculating the costs and benefits of fibre access. We saw that integrating our systems would improve our efficiency and cut our costs. We also saw the potential to generate new revenues through internet-driven services, so long as we had reliable access to sufficient bandwidth.



By working directly with BT we have enabled the acceleration of fibre broadband in our rural area. As well as serving us well, other local small businesses and people in the area who work from home now have world class internet access too. Whichever way we look at it, fibre broadband pays off and it has already made a real difference for Sandy Balls.”

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Offices Worldwide

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