

# Delivering Ultrafast Broadband to Churcham Business Park

Wytech Case Study



## The client

Located three miles from the city of Gloucester, Churcham Business Park is a purpose-built light-industrial business estate which offers a unique and contemporary blend of industrial and office space in attractive rural surroundings. Initially established in 2004, the park is now home to 38 tenants and more than 200 employees. The seven-acre site comprises 38 individual units, from 300 sq ft to 5,500 sq ft, with state-of-the-art facilities and dedicated on-site car parking.



It is owned by leading local property farming business Smart Farms, run by brothers David and Peter Smart.

## The challenge

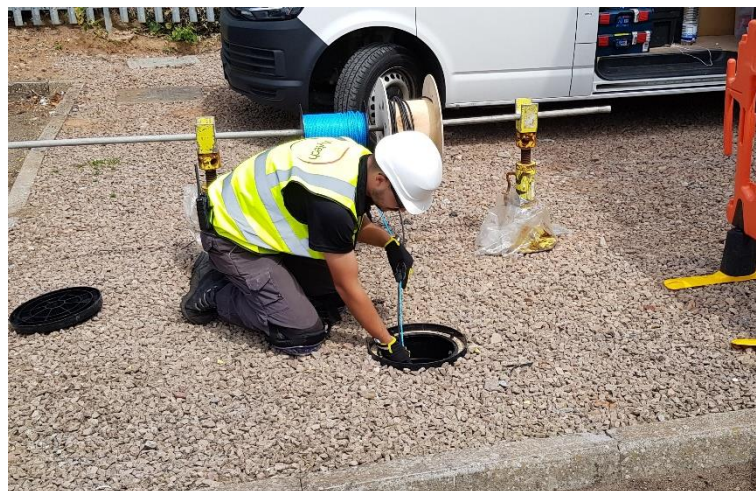
Wytech was appointed to design, supply and install an innovative new broadband connectivity solution at Churcham Business Park and provide an ongoing, fully managed delivery and support service.

When it was opened in 2004, the park had a broadband solution in place that was adequate for its needs at that time. However, with the advent of the cloud, social media and ecommerce, business demand for faster download speeds increased exponentially and the park's existing broadband connectivity and infrastructure was struggling to cope. This put Churcham at a competitive disadvantage when compared to in-town rented business premises, which could offer better connectivity.

The park urgently required a solution which would not only meet current tenant demand for high-speed broadband connectivity but was also futureproof and able to evolve with advances in technology. This would, in turn, enable the park to compete on a more level playing field with more urban business locations.

## The solution

In order to provide the high-speed and futureproof connectivity the park required, Wytech designed and project managed the implementation of a Gigabit leased line solution that delivered fibre-to-the-premise (FTTP) connectivity to every business unit on the site. This means that the Gigabit backbone and the links to each of the park's 38 units are both fibre rather than traditional copper cable. Two



[www.wytech.co.uk](http://www.wytech.co.uk)



03333 052101



[info@wytech.co.uk](mailto:info@wytech.co.uk)



wireless links were also set up to connect to adjacent farms owned by Smart Farms, that are located away from the main business park.

Wytech's engineers utilised existing ducting on the site to run approximately 3.5km of fibre-optic cable to the business units, from the main communications cabinet into a Wytech-supplied, gigabit-capable router in each unit. This gives each unit a dedicated connection with guaranteed upload and download speeds of 30, 50, 100Mbps and faster, depending on their needs, along with a static IP address and support via Wytech's dedicated helpdesk.

## The impact

For Churcham Business Park to remain competitive, it was critical that it could offer broadband speeds that could match those offered by business locations in more urban areas. Wytech delivered an easily managed, resilient, feature-rich, highly scalable and futureproof connectivity solution which is adaptable to suit the growing needs and capabilities of the park.



It means that tenants and the business itself now have access to download and upload speeds of up to a gigabit, compared with the 2.5Mbps it had prior to the solution being installed.

These considerable benefits were combined with the design, procurement and complete lifecycle delivery offered by Wytech, and the high levels of personalised customer service and technical expertise that Wytech has built its reputation on.

## Grant funding

Funding for the solution was provided by the Marches and Gloucestershire Broadband Grant (MGBG) scheme, part of the Fastershire partnership between Herefordshire, Gloucestershire, Shropshire and Telford

& Wrekin Councils which aims to bring faster broadband to businesses across the four counties. Fastershire is designed to help small and medium size businesses get the most from fibre broadband and be more competitive. It aims to help to boost the local economy by £420m over the next ten years.

The MGBG scheme provides a bespoke solution for any eligible small to medium sized business that still require access to faster broadband and are currently not planned to be connected by existing contracts or commercial plans. Part-funded by the European Regional Development Fund (ERDF), individual businesses can access a grant of up to 100% of the capital installation cost of a project, up to £25,000 in value. However, in this case, several of the businesses located at Churcham Business Park came together to submit a 'combined solution', which not only meant the solution could serve all the businesses on the site, but they were able to access a bigger grant from the scheme by pooling their resources.





## Testimonials



### Churcham Business Park

“For an out-of-town business park, everything we do here is top end. We have the best units, we have good road links and local amenities, and we are in a great location. But our broadband capacity was the gap in the service we were providing to our tenants. This was the driver behind the project to get a better solution in place. We also needed better connectivity as a business ourselves, because we recognise the pace at which new online technologies are being developed and adopted and we need to stay ahead of the curve. Our new solution gives us the ability to compete on a more level playing field with business locations in our neighbouring towns and city.

“This was a significant investment for us, but we view it very much as an investment in our partnership with Wytech rather than in the equipment and infrastructure we have purchased. We’ve been really impressed by the ongoing service and support that Wytech has given to us and our tenants, which is a really important part of our own overall service offering.

“We have every intention of staying here for the long-term and continuing to expand our offer. To do that, we need to be able to work with people we know and can trust to get the job done. The solution and service that Wytech has delivered gives us that peace of mind.”

**David Smart, Director, Churcham Business Park**



### Herefordshire Council

“Providing local businesses with the conditions to flourish and grow is at the very heart of what we are trying to achieve with the MGBG scheme. Fast, reliable broadband is becoming more and more important to businesses of all sizes and, in some cases, is absolutely critical in enabling them to do what they do best. There are manufacturers on Churcham Business Park which rely on good connectivity to power their automation processes, as well as hi-tech firms which rely on being able to save and share data quickly and securely via the internet.

“The system that Wytech installed at Churcham was a game-changer. As a rural location, it holds many advantages over urban developments, but before this solution was installed, it couldn’t compete when it came to broadband connectivity. The new connectivity infrastructure not only enhances the digital capabilities of every business on the site, it essentially retains businesses in the area rather than them migrating to different locations with better broadband. It also helps the businesses create jobs and employ people in a rural area, which is a key driver for the project.”

**Marcus Harrison, Broadband Business Engagement Officer, Herefordshire Council**



“Because of the rapid onset of next-gen broadband technology, many rural business locations are in danger of being left behind because they can’t access connectivity which gives them the same speeds that are available in urban areas. This was a complex and challenging initiative which required an innovative solution that we were delighted to deliver.





“FTTP was quite an unconventional route to go down for a project such as this, but we were certain that it was the best way forward in terms of delivering the broadband speeds that the businesses located at Churcham required, as well as future-proofing the solution so it can keep up with rapidly advancing technology.

“Wytech’s expertise lies in creating innovative, flexible and completely bespoke solutions to our clients and taking a creative approach to solving our customers’ problems. For us, it’s all about taking the stress out of every project we deliver, so the client can focus on what they do best. It’s also about collaboration and trust, combined with the very latest technical expertise, to provide an ongoing service which is both knowledgeable and responsive.”

**Mark Jones, Managing Director, Wytech**

## Benefits delivered

The project delivered the following benefits to Churcham Business Park:

- Enhanced connectivity
- Access to the latest technology
- Future-proofed solution
- Fully managed delivery and support
- Enhanced network security
- Increased attractiveness to prospective tenants
- Increased business productivity

## Wytech Limited – Managed IT & Telecoms

Wytech Limited has been providing reliable managed IT and telecoms solutions for fifteen years. It was formed with the drive to deliver IT service and support with less stress for the client, by a team who are passionate about providing higher levels of customer service.

Wytech started out providing IT services to the NHS, where responsive, friendly and innovative IT is critical. Those values remain at the core of the business still managed by the original founders, which puts the customer at the heart of everything they do.

In 2019, Wytech was named the Midlands’ top IT Services Provider by [SME News](#)



Wytech is proud to be a member of the following communications industry bodies:



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