Brand New Forest
Update & Community Broadband
Engagement Plan

Business Perspective
Nicki Smith, New Forest Hotels

Minstead Hall
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Nicki Smith
Senior Group Sales Executive

NEW FOREST HOTELS

TRUE QUALITY - NATURALLY DELIVERED

About Us…

Head Office – located within the grounds of the Forest Lodge Hotel, Lyndhurst.

BARTLEY LODGE HOTEL
CLASSIC COUNTRY
CADNAM

BEAULIEU HOTEL
FOREST RETREAT
BEAULIEU

BEST WESTERN
FOREST LODGE HOTEL
CONTEMPORARY TOWN
LYNDHURST

MOORHILL HOUSE HOTEL
VILLAGE HIDEAWAY
BURLEY

The New Forest Hotels group was formed over 25 years ago with the purchase of the 4 hotels. Our vision was to gain economies of scale by running them centrally from a head office with the help of a WAN (wide area network).

Our group now also includes the 'Drift Inn', our country Pub, situated next to our Beaulieu Hotel, Beaulieu Road.

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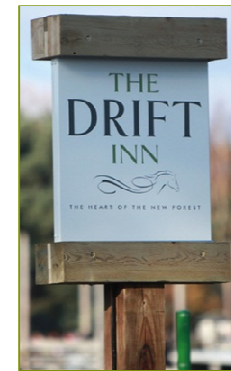
Head Office now provides centralised admin including:

> Marketing
> Accounts
> Administration
> IT
> Conference & Function Sales
> Central Reservations

Initially the WAN ran over leased lines which were not only very slow but very expensive.

Then broadband came to the New Forest, we cancelled our leased lines and moved over to a VPN.

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THE DRIFT INN
THE HEART OF THE NEW FOREST

We now reply on our Broadband connections to provide…

Internet access for our customers whilst in the pub or staying in our hotels who want to:

Collect emails	Download documents
Access Facebook	Skype home
Download movies	Access training software etc.

Communication between site and Head Office :

HR software	EPOS system (tills)
Emails	Backups
Accounting etc.	

Access our cloud based software:

Hotel Front of house system	Booking software
Our website etc.	

All sounds great but unfortunately due to the limited broadband band width available the reality is very different.......

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HOTEL	ADSL DOWNLOAD SPEED	ADSL UPLOAD SPEED
Bartley Lodge Hotel	4 MBPS	0.7 MBPS
Beaulieu Hotel	1 MBPS	0.5 MBPS
Moorhill House Hotel	8 MBPS	0.5 MBPS
Forest Lodge Hotel	7 MBPS	0.5 MBPS
		(for each line, 6 in total)

Beaulieu Hotel (with satellite)	20 MBPS	6 MBPS

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Guests expectations are not being met as we cannot provide a stable internet service:

1. They are seen wandering around the hotel searching for the best signal.

2. Families with children/teenagers try to use the Internet to keep them amused and can't.

3. They try to FaceTime / Skype to keep in touch with home and find they can't.

4. Corporate guests in particular expect uninterrupted access to the internet to check email and keep in touch with their office.

5. When a conference are midway through a presentation/training and the Internet drops out.

6. Our Conference bookers expect to be able to access high speed internet to deliver presentations and video calls etc. We are unable to provide this service and cannot accept the booking.

7. The end result is loss of business - the customer either just does not return, or worse they post a review on trip-advisor and put others off staying with us.

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Efficiencies of the business and work force are being affected:

1. Internet drop outs affect our central reservations team regularly - leaving a potential customer waiting for news on prices / availability, taking forever to download a report or update the offers on the website for example.

2. When our VPN fails it is impossible to obtain electronic time sheet data for wages calculation and automatic input, the data has to be collated and manually input.

3. If we cannot get a strong Internet connection for our EPOS (electronic point of sale) system which links our restaurants and bar take to our reservations system, our tills cannot post their transactions and hang.

4. Some of our team roam across the group and rely on smart phones to pick up their emails, this regularly fails and we have to rely on phoning them if urgent (that is if they have a mobile signal).

5. All Marketing activity is now digital and we rely on the internet for this. How we initially attract interest, raise bookings & invoices, pay wages, communicate generally and gather feedback is all now internet based.

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To enable us to function as a business…

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We have fitted a further **6** lines with **3** different routers:

- One router is used for our Central Reservations Department - a minimum speed of 2 MBPS download speed is required per user to run our cloud based reservations system (4 users).

- A Second router is used for VPN connection to remaining 3 hotels (Email, EPOS & Wages)

- A third router for other staff members (including Accounts, Admin, HR, Senior Management, Sales & Marketing departments)

- We would be prepared to pay more per line for a 40 MBPS line.

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- To provide a better user experience at the Beaulieu Hotel we installed a Satellite Broadband system which provides 20MBPS download and 6MBPS up load. However there are limited facilities for business use.

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