

# Connectivity



## Client Profile

Hollicarrs Holiday Park is part of the Escrick Park Estate and offers luxury lodge holiday breaks in a beautiful surrounding location, close to York in North Yorkshire. The park offers outdoor activities including bike trails, nature walks, fishing, horse riding and tennis.

Accommodation has been developed within 30 acres of the 250-acre woodland that make up the estate and offers a range of timber and fully furnished lodges available for purchase. The careful development of the park has won a Gold Award for conservation and holds a 5-star Quality in Tourism Certificate.

## Challenge

Hollicarrs Holiday Park's idyllic, rural location is its major selling point, but can also pose issues with access to infrastructure services. In an increasingly connected world, fast and reliable connectivity is becoming prerequisite for prospective tenants. Previous attempt to bring internet connectivity to the Park had mixed results and created frustration amongst residents when it did not deliver. A better, more reliable connection was required, without major changes or disruption to existing infrastructure.

## Solution

razorblue came up with a package of services to offer a fit-for-purpose and cost-effective solution using a combination of their own fibre connectivity services, hosted telephony, and special managed services for multi-tenant buildings.

razorblue increased capacity at a nearby Point Of Presence and brought business-grade connectivity to the park's lodges. Implementation involved overcoming environmental obstacles such as arable farming land, which made laying a cable impossible. To combat this, a wireless link at height was used.

These modern changes were implemented without major changes to the existing park infrastructure. The residents in each of the 85 lodges are now receiving fast and stable broadband. This improved connectivity has received excellent feedback, which has led to continued expansion of the park.