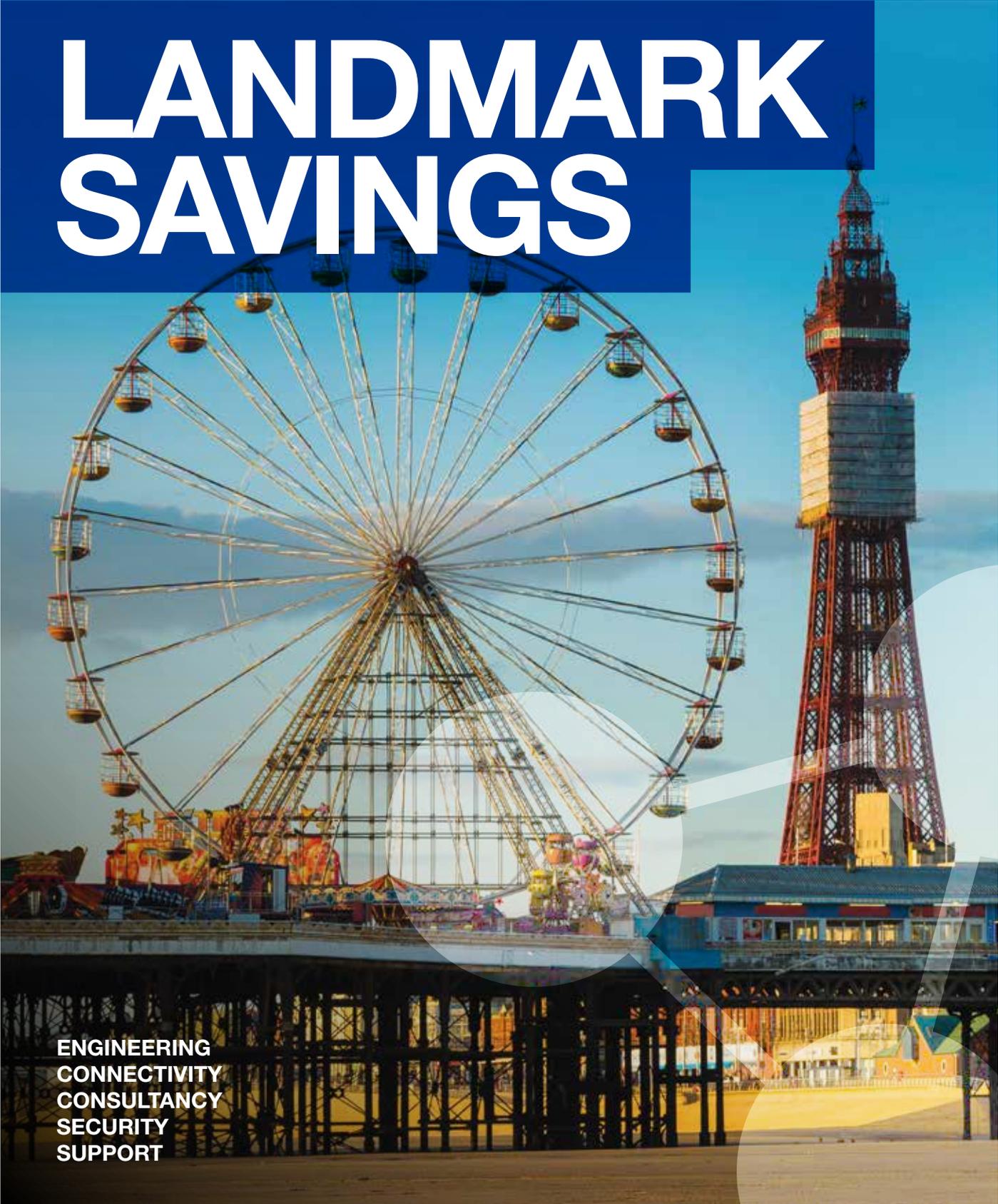


# LANDMARK SAVINGS



ENGINEERING  
CONNECTIVITY  
CONSULTANCY  
SECURITY  
SUPPORT

# BLACKPOOL COUNCIL CITY HYBRID NETWORK

Recently voted the UK's favourite seaside resort, the Lancashire coastal town of Blackpool has a population of 140,000 which is boosted seasonally by some 10 million holidaymakers each year. As a unitary authority, it is responsible for all local government services, including education.



Reduced costs for Council sites and schools bringing dramatic savings in revenue costs



Improved services, including the latest cloud-based services and highspeed IP telephony

## THE CHALLENGE

Although boasting a diverse telecoms infrastructure, Blackpool, in common with many regional towns, doesn't benefit from real competition for the provision of broadband and point-to-point network connections. Against a backdrop of reduced revenue budgets and increased demand for online services, including cloud-based education services, the Council was undertaking a comprehensive review of estates strategy to consolidate its headquarters and data centres and was faced with major investment requirements and increased telecoms rental fees.

## TNP'S SOLUTION

Blackpool Council was aware that an innovative solution was required. Rather than the traditional approach of leasing a line through a major telecoms provider, they preferred a solution that would be owned by the Council in the long-run. As part of a £3.2m, five-year managed services contract, TNP designed and built a Council-owned wide area network (WAN). This 'asset-ownership model' reduces the Council's procurement costs by removing the need to purchase new infrastructure or becoming locked in to a network provider, which happens once an initial lease term expires.

A range of technologies were put in place that will enable Blackpool Council to make significant savings while connecting some 100 schools, libraries, business incubator sites and other public buildings. These technologies include local loop unbundling; carrier-class microwave radio systems; and fibre-optic cabling.

TNP incorporated existing Council-owned infrastructure into the network to save further costs. In addition, Blackpool Council will be the custodian of the infrastructure and able to access optional services with TNP through a uniquely transparent, pre-agreed pricing model, securing connectivity to the town and surrounding areas.

## THE BENEFITS

The benefits enjoyed by Blackpool Council through this project include:

- Flexible estates strategies, with the relocation of essential services and buildings made possible without punitive network charges