

# CASE STUDY

## Dudsbury Golf Club, Hotel and Spa

Dudsbury Golf Club, Hotel & Spa comprises a championship course, luxury 23-bed hotel, function rooms, restaurants and bars, as well as a spa and gym. Set in 160 acres, with panoramic views of the Stour Valley, Dudsbury has some of the most spectacular countryside in Dorset ... but this does mean that facilities are spread over a wide area, making strong connectivity essential.

Paul Palmer, General Manager, explains.



### the challenge

Gone are the days when guests arriving at a hotel wanted no more than a hot shower. Now the first thing they ask for is the WiFi code so they can stream video, hold Zoom calls and stay connected. Add the needs of our nearly 100 staff, golf members and corporate bookings in our function suites for up to 200 people, and we were struggling. We are in a remote location and the internet was plagued by blackspots, fluctuating signal and frequent dropouts. On top of that we had no ongoing tech support, so my deputy James and I were called at all times of the day and night to solve problems. Worse, we were losing business.

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Marston’s was a brand  
we could trust.

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In 2019 we made installing streamlined, future-proof internet a key objective. We wanted:

- a fast and consistent internet connection that would not drop out
- a support team to resolve issues
- full coverage with hotspot facilities and no blackspots
- separate staff internet so we could run our cloud-based property management system, EPOS, golf bookings etc.
- future-proofing so we could add a VoIP phone system when we were ready.

We started researching suppliers online but it was impossible to know if they would deliver what they promised, so it was fantastic when we were introduced to Marston's Telecoms through our Marston's Beer Company - Business Development Manager, with whom we already had a strong and valued relationship. Marston's was a brand we could trust.

## the response

Marston's Telecoms looked at our site in detail, talked through the pitfalls and problems we were having, and took the time to understand all we wanted to do. They also appreciated that the cost had to be reasonable. They explained everything clearly and we decided that a 1Gb ethernet line was the answer.

## the result

Installation was carried out in two stages. The first, to fit the ethernet line, was completed in time for a critical deadline – the golf Euro Pro Tour that we were hosting in June 2019. This was a real test, with the date set in stone and Dudsbury under a high-stakes spotlight.

The event was covered by Sky Sports and saw tour players, the PGA, corporate sponsors, celebrities from the world of football, the media and public all converge on site.

The internet worked seamlessly despite all the demands heaped upon it, the day was a real success that put us on the map, and we proved that we are big enough to host such events again.

The second phase was to cable and install all access points, and as a bonus the Marston's Telecoms engineers also re-organised, labelled and checked the safety of our telecoms cabinet – another big weight off our minds.

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## the verdict

Marston's Telecoms provided an instant solution, we have a very helpful ongoing relationship, and we are confident we have the vital connectivity we need for strong business growth.

