

Beaming provides Hastings Pier with cutting edge connectivity



The restoration of Hastings Pier was conceived to turn an iconic but neglected piece of Hastings' history into a 21st Century visitor attraction fit for future generations. Connectivity is crucial to ensure the Pier operates smoothly, enable commerce and provide visitors with a truly engaging experience.

Challenges

Devastated by years of neglect and a fire in 2010, Hastings Pier reopened to the public in April 2016 following a complex restoration project largely funded by the Heritage Lottery Fund (alongside other generous organisations), a community share issue and donations from local businesses.

Owned and operated by the Hastings Pier Charity, the transformed Pier features an interactive visitor centre, full service restaurant, roof terrace café and space for concerts, theatre, outdoor cinema, farmers' markets, fairs, seaside promenading and star gazing.

A major aim of the restoration project was to provide a Pier that could be commercially viable. It required telephone and internet connectivity in its visitor centre, pavilion and administrative facilities, connectivity for a wide range of commercial users, a public WIFI network and additional capacity to support high profile, high bandwidth events.

Company Background

Built in 1872, Hastings Pier is owned and operated by the Hastings Pier Charity, a community organisation set up to restore the structure after it was nearly destroyed by a fire in 2010. It reopened to the public in April 2016.

Challenges

- Pier required powerful connectivity to satisfy wide range of uses
- Events create huge spike in demand for data and extra burden on Pier network
- Complex structure and seawater create unique problems for communications network

Solution

- Comprehensive site survey and planning to assess the Pier's connectivity requirements
- Cutting edge fibre optic network for speed and resilience
- Network monitoring to address problems before they impact users

Results

- Fast, secure and resilient network provides capacity for everyday use and high bandwidth events
- Hastings Pier Charity is able to offer interactive visitor experience and live streaming of events
- Cutting edge fibre optics help overcome the challenges of working around seawater

Solution

Beaming, the business ISP, undertook a comprehensive survey of the Pier structure and worked closely with the Hastings Pier Charity to determine precisely its connectivity requirements.

It managed the entire project from start to finish, installing 240 metres of high-speed fibre optic cable and cutting edge networking technologies throughout the structure to form a sophisticated communications network capable of delivered internet data to multiple users at 100 Mbps.

This network delivers voice and internet connectivity to the Hastings Pier Charity offices, visitor centre, kiosks, pavilion restaurant and café, with additional capacity for event users. The network is connected to the Pier's administrative facilities located 200 metres away on the seafront by a licensed microwave radio link.

Remote monitoring of network performance allows potential problems to be identified and corrected before they impact users.

Results

Beaming's network ensures the Pier has the connectivity it requires on a day-to-day basis and that there is sufficient additional capacity to support a wide range of high bandwidth events too.

The use of fibre optic technology ensures the network has sufficient speed and capacity to allow visitors to upload images and videos to its online archive, or 'Digital Memory', which is also available to view in the Pier's interactive Memories Room, satisfy the connectivity needs of multiple vendors and users of the event space.

Fast, reliable and secure connectivity ensures the Pier can offer compelling high bandwidth event experiences such as live streamed theatre performances from elsewhere in the world over the internet.

Fibre optics has also helped overcome one of the biggest challenges to providing connectivity on a Pier: the sea. Seawater is a problem for telecommunication providers as it corrodes the copper lines traditionally used to transmit voice and data. Fibre optic cable is significantly more resilient to seawater than copper lines.



Great connectivity means we can provide a fantastic experience to visitors and provide new forms of entertainment alongside the traditional to ensure the Pier remains a valuable attraction for generations to come. Beaming has supported the restoration project from the outset and has gone above and beyond to ensure we have cutting edge connectivity with ongoing support for our 21st Century Pier."

Karen Trimmings,
Operations Manager,
Hastings Pier Charity

Helping you thrive in a connected world

Beaming specialises in designing and implementing reliable voice and data products to a range of businesses and provides ongoing support for long-term success.

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