

CANARY WHARF: GETTING THE 21ST CENTURY LOOK

As one of the UK's busiest business districts, Canary Wharf has become a symbol of sleek, contemporary urban life. With InBuilding from Arqiva, it has been able to enhance the facilities it offers to meet the diverse needs of its business population.

For many site owners, portraying the right lifestyle values plays just as crucial a role in attracting visitors as offering the right facilities. And, with mobile phones now an indispensable part of today's lifestyle, providing good mobile phone coverage in and around your property is a must.

Canary Wharf, a 97-acre estate situated in London's Docklands, is no exception to this rule. The estate supports a working population of over 73,000 people. Designed to provide a pleasant business and leisure district, the estate places a heavy emphasis on aesthetics and amenities as part of its commitment to providing the best retail and recreation facilities in the area.

Home to busy London Underground and Docklands Light Railway stations as well as a thriving retail estate, Canary Wharf is a heavy footfall area. Since many people arriving on site are business users, communications – especially mobile communications – are essential. Because of this, Canary Wharf decided that achieving adequate mobile phone coverage was an important part of its service to visitors and tenants.

Darren Berrecloth, Cabling Infrastructure Administrator at Canary Wharf explains: *"We noticed that virtually everyone getting off the Underground at Canada Place, whether they're shoppers or business people rushing to a meeting, starts switching on their mobile phone, which means that sufficient coverage is a must in this area."*

Another key issue for the estate was improving overall business efficiency. To cater for the needs of its retail tenants, the estate has a large underground trucking tunnel for deliveries. Drivers communicate with head office by mobile phone. However, the size and location of the tunnel meant that there was no mobile network coverage – a situation which led to delays and inefficiency. In 2000, Canary Wharf's response to these challenges was to enlist the help of Arqiva.



Taking communications underground

Arqiva provided the estate with an active DAS solution (Distributed Antenna System) for both 2G and 3G traffic. Active DAS is designed to provide strong, amplified signals across large surface areas – making it ideal for a large site such as Canary Wharf as well as for the high-ceilinged truck tunnel.

Darren Berrecloth was greatly impressed with the way Arqiva dealt with the challenges associated with installing the system. *“Because the site was already fully built and in use, all the work had to be done out of hours. Arqiva worked both rapidly and well within these constraints and cooperated with us fully at all times.”*

There were other considerations, too. Darren Berrecloth says: *“Because of the aesthetic values of the site, there’s no way we could have individual antennas for each operator. However, because of the wide range of visitors, it was quite important to get coverage from as many operators as possible and that’s one of the reasons why we chose Arqiva.”*

Because DAS antennas are specifically tailored for use in public places, they are designed to be unobtrusive and can even be coloured to match the interior design of their surroundings. Additionally, because Arqiva manages the system, the estate can enjoy the benefits of InBuilding without having to worry about maintenance concerns. Even marketing the site is Arqiva’s responsibility. And, because Arqiva markets to all mobile operators, Canary Wharf has the capability of offering coverage across all major networks from a single system.

Building on success

Thanks to the InBuilding system, Canary Wharf has been able to increase the services it offers to visitors and enhance its cutting-edge reputation.

Furthermore, the active DAS in the truck tunnel has led to an improvement in business processes. *“The number of delays has been greatly reduced,”* says Darren Berrecloth. *“Now, if there is a problem, or a driver is lost, then they can call the office and things get sorted out a lot more rapidly.”*

As a result of this success, Canary Wharf decided to upgrade the existing system to provide 3G and to extend the InBuilding system across its latest shopping area at Jubilee Place in summer 2005.

Darren Berrecloth concludes: *“Arqiva’s InBuilding system has worked very well for us. There have been no problems, no disruptions and it has provided a useful source of secondary revenue.”*

arqiva

Crawley Court, Winchester, Hampshire, SO21 2QA. UK

T +44 (0)800 052 6246

E wireless.solutions@arqiva.com

W www.arqiva.com

The information and specifications are current at the time of publication of this material. Arqiva reserves the right to change such information and specifications at any time without prior notice. All of the services referred to in this material are offered strictly subject to Arqiva’s full terms and conditions of sale for the particular services, a copy of which is available on request.

