



Small Cells World Summit

Neil Jackson, VP Global Pre Sales, Dense Air

Sarah Bazen, Digital Infrastructure Lead, West Sussex County Council

Beach Project - Private and Confidential



Facilitating change

ONE Project, UKTIN,
5G Innovation Region

Facilitating Collaboration

Industry engagement,
Building the ecosystem

Unlocking Infrastructure

Removing barriers,
Reforming policies



The importance of partnership



Creating a model that works

Digital Infrastructure Strategy
Scalable and Repeatable

Making it easy to implement

Applying government policy
Asset management
Open access agreements

Troubleshoot together

Planning, Power Management,
highway and asset access

**Do it here,
do it
everywhere**





Change from within

Internal communication layers
Becoming a front door for industry

Improving policy

Implementing strategy
Informing new policies

An end-to-end partner

Consistent service delivery
For operators, for infrastructure owner

**Managing
stakeholders.
Managing
service delivery**



beach

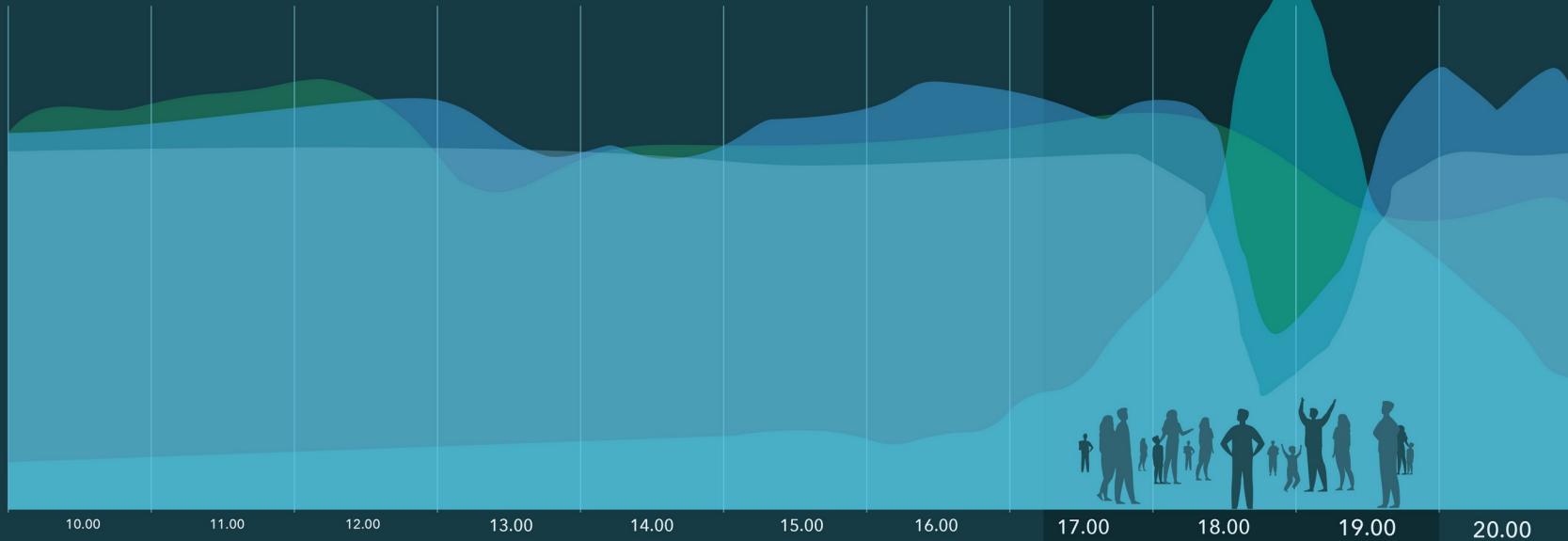
An Open Network Ecosystem Project

A WAVE OF USERS:

UNDERSTANDING HOW A HIGH DENSITY DEMAND
EVENT AFFECTS MOBILE NETWORK PERFORMANCE.



1 evening, **20,000** visitors, on 0.8 of a mile of beach front...



KEY FINDINGS FROM
**WORTHING FIREWORKS
NIGHT, NOVEMBER 2023.**



VISITOR INCREASE

Over the course of the day Worthing saw visitor numbers peak at 20,000.



DECREASED SERVICE

Unavailability of broadband services, across mobile networks.



CONSISTENT VOICE

Although data connections failed - the voice layer of the network proved robust.



REDUCED QUALITY

Additional demand on the network impacts all users Quality-of-Service.

“Big events and food festivals are the bread and butter of my speciality coffee and doughnuts business. **But I must give away my stock when the mobile network is overloaded, and payments can't be made online.** I can't let hungry customers down but if they don't have cash, I end up paying for it all myself. Improved mobile capacity will be amazing for my business and I simply can't wait for it along Worthing seafront!”

Andrea Roberts of The Camp's Coffee Bean Co, Steyne Gardens,
Worthing



The Camp's Coffee Bean Co is at The Camp's Coffee Bean Co. ...

5 November 2022 · Worthing, United Kingdom · 🌐

It's the Camp Family's FAVOURITE night of the year! We will be staying open until late tonight to make sure everyone can enjoy their firework night favourites!

Be there early to make sure you have a nice bag of hot doughnuts and a hot chocolate with ALL the trimmings 🍪🍪🍪

We cannot wait to see you all!

[#t... See more](#)

**OPEN TIL LATE
TONIGHT!**

**SATURDAY 5TH
NOVEMBER
7:45PM FIREWORKS
FROM THE PIER
- WRAP UP
WARM AND BE
EARLY TO GET
YOUR TREATS!**





Thank you.

For more information on the
beach project visit
www.theconnectedbeach.co.uk

