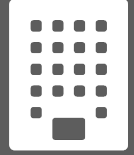


# Case Study

## The Zetland Hotel



**The Zetland Hotel** is a family-owned and run brasserie and bar in the heart of Middlesbrough's historic quarter. The Grade II Listed building, which sits opposite Middlesbrough's railway station, was painstakingly restored to its former glory in 2018 and provides a quality eating and meeting experience.

### Background

The Zetland is a historically important building in central Middlesbrough that needed a high-speed internet and guest Wi-Fi provision.

However historic, The Zetland's owners Joanne and Philip Christie were acutely aware that they needed to install modern technology into the fabric of the building during its refurbishment, to ensure it was fit for its 21<sup>st</sup> century visitors.

High-speed internet connectivity had not previously been possible without a large outlay. However, following discussions with Middlesbrough Borough Council and Communicate, the cost burden to the Christies was lessened by their accessing the Tees Valley Business Compass **Broadband Voucher Scheme**. The scheme gives claimants access to 33% (or a maximum of £3k) of funding towards improving business broadband speed to a minimum 30 mbps.

We were engaged to:

- Procure and install high-speed internet connectivity
- Install guest Wi-Fi and access points throughout the public area of the building
- Relocate a phoneline to enable Redcare

### Outcome

Communicate assisted The Zetland to access the Broadband Voucher. The voucher enabled the affordability of a high-speed internet connection that was previously unobtainable in this area.



### What the client said

Co-owner of The Zetland, Philip Christie, said *"It's been a really exciting to renovate The Zetland, uncovering its architectural hidden gems. However, we knew that, despite its historic importance, we needed to bring it bang up to date with high-speed connectivity. We engaged Communicate to install the connection into the building and Wi-Fi access points."*

Philip continues: *"We're very excited for the future. There's so much happening around us, with the Albert North development and the Middlesbrough to Kings Cross direct link. Communicate has ensured that we can satisfy modern expectations from our customers, by giving them the connectivity they need for their meetings."*