

Sure Customer Case Study States of Guernsey Introducing Wi-Fi to Guernsey Buses

Challenge

To increase the number of bus users in the island by making the overall bus experience more attractive, enjoyable and convenient.

Solution

Rolled-out Wi-Fi accessibility on twelve new specially Wi-Fi enabled buses.

Benefit

A high-quality Wi-Fi service access across Guernsey's bus network making travelling by bus a more attractive proposition.



Photo: Guernsey Press

"Offering a free Wi-Fi service is another example of our commitment to making bus travel more appealing and we are extremely pleased with the speed, reliability and range of coverage Sure has delivered through its infrastructure."

**Deputy Barry Brehaut, President of the
Environment and Infrastructure Committee**

Profile

STATES OF GUERNSEY

Environment & Infrastructure Committee

PURPOSE

To protect and enhance the natural and physical environment and develop infrastructure in ways which are balanced and sustainable in order that present and future generations can live in a community which is clean, vibrant and prosperous.

PRESIDENT

Barry Brehaut

Overview

Operated by CT Plus on behalf of the States of Guernsey's Environment and Infrastructure Committee, Guernsey's bus service operates daily to all corners of the island through a modern fleet that aims to offer a reliable, comfortable ride.

As part of the States of Guernsey's strategic aim to increase the number of bus users in the island by making the overall bus experience more attractive, enjoyable and convenient, the Environment and Infrastructure Committee resolved to introduce a Wi-Fi network to a new fleet of buses. For it to be a success, the solution had to be free, secure, easy-access and reliable right across the island.

We wanted to increase the number of bus users in the island by making the overall bus experience more attractive, enjoyable and convenient.

Holistic Approach

In 2017, Sure was successful in securing the contract to provide free Wi-Fi across Guernsey's new fleet of buses.

Sure's professional services team worked closely with the States of Guernsey and CT Plus to design and install a bespoke solution that would be user-friendly for a broad range of passengers, including professionals, visitors and students, whilst at the same time being sophisticated and resilient enough to work across the island bus network.

By initially rolling-out Wi-Fi accessibility on twelve new specially Wi-Fi enabled buses on a trial basis over a six-month period, Sure was able to thoroughly test the solution in a live environment and monitor usage before it was implemented across the entire fleet.

At the same time, the partnership also saw Sure replicate the mobile bus solution install of a free Wi-Fi service at the Bus Information Centre in St Peter Port as part of a holistic approach to making bus travel more appealing.

With the trial period having been successfully completed, the solution was subsequently rolled out across all new buses in the fleet.

Network Coverage

The comprehensive network coverage Sure offers in Guernsey (99.9%) was absolutely key in being able to deliver a solution that could mirror Guernsey buses' route network, from densely populated urban areas to more rural corners of the island. As a result, passengers received a reliable, consistent experience when accessing the service.

The speed of Wi-Fi offered was designed to enable passengers to easily undertake day-to-day online tasks, including browsing the internet, checking emails, shopping online and accessing social networks, whilst embedding restrictions on usage guaranteed that a fair speed could be delivered to all passengers.

Ease of access was also critical, with Sure providing a simple portal that passengers could access quickly through a specially created landing page on their device.

As part of the solution, Sure also provided a managed service which provides the States of Guernsey with regular monthly reports on network usage, hardware support and a dedicated fault reporting line to ensure passengers are guaranteed a high quality, uninterrupted service.

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Leveraging Experience and Relationships

In implementing the solution, Sure was able to leverage its vast experience and existing relationships to ensure a high-quality end result. In particular, the team was able to draw on its experience of installing a similar service across the fleet of buses in the Isle of Man.

In addition, Sure had existing relationships with Icomera, a global company that specialises in providing Wi-Fi on public transport. By working closely with the team at Icomera and the manufacturers of the routers on the adapted Wi-Fi enabled buses, Sure was able to make sure its network infrastructure was delivered seamlessly, efficiently and cost-effectively.

Digital Ecosystem

The successful delivery of a bespoke Wi-Fi solution for Guernsey buses has not only helped make bus travel more attractive, it has also given islanders greater connectivity - over the course of the trial period, over 2,300 unique users made use of the service, whilst projections suggest that an average of almost 4,000 passengers per vehicle per month are expected to take advantage of it.

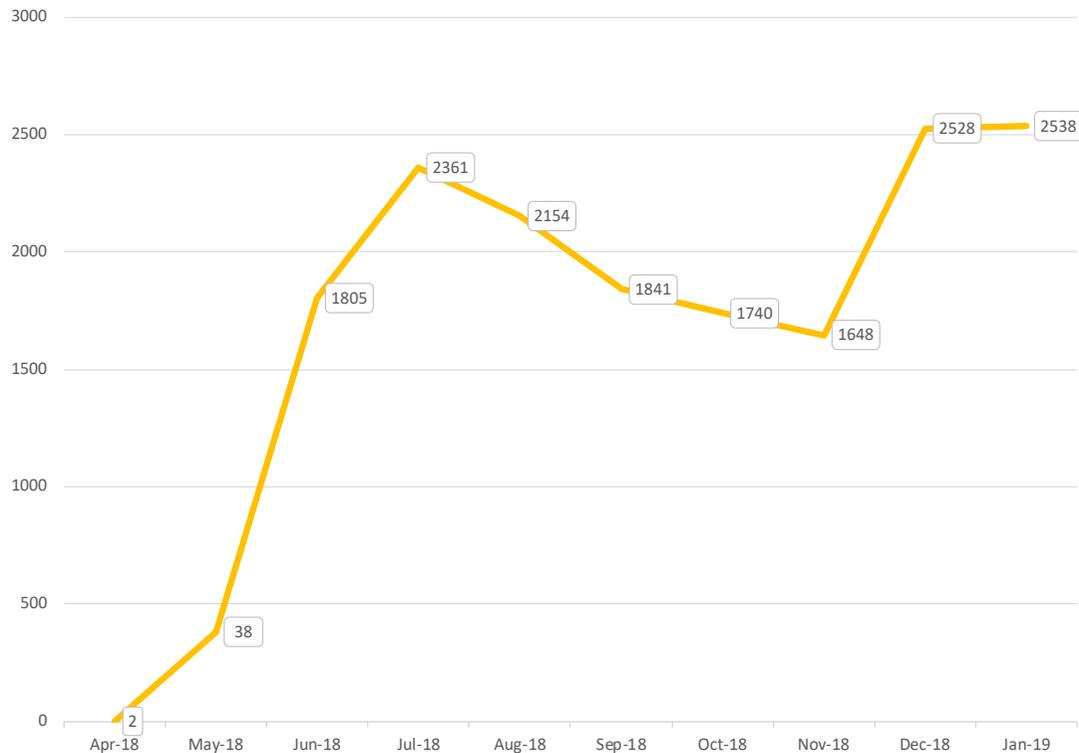
Installing a free and high-quality Wi-Fi service access across Guernsey's bus

From the launch in April, the number of unique users has grown rapidly to more than 2000 per month on average

network has undoubtedly made travelling by bus a more attractive proposition for a broad demographic, supporting the States of Guernsey's strategic aim to encourage more people to use public transport and reduce the number of cars on the roads.

The success of the initiative has also helped enable an increasingly digitally-connected community and supported the wider drive towards establishing Guernsey a centre of digital excellence.

Unique Users



The States of Guernsey View

Commenting on the success of the Wi-Fi installation, Deputy Barry Brehaut, President of the Environment and Infrastructure Committee, said:

"Our intention all along has been to make travelling by bus more convenient and we've introduced a number of measures in recent years to achieve that. Offering a free Wi-Fi service is another example of our commitment to making bus travel more appealing and we are extremely pleased with the speed, reliability and range of coverage Sure has delivered through its infrastructure."

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