

# Bluestone

BT brings sustainable benefits for green holiday park

## Challenge

Bluestone is a 500-acre luxury holiday village set largely within the renowned Pembrokeshire Coast National Park, offering family and activity holidays with minimal environmental impact.

To meet the needs of the staff and guests, a complete communications and IT solution was needed across the whole complex. *“We had the opportunity to scour the market to obtain state-of-the-art communications and we wanted to make sure we had as future-proof a solution as possible,”* says Allan Christopher, Finance Director at Bluestone.

Dave Thomas of BT Local Business South Wales impressed Bluestone with a combination of personal service and access to all of BT’s resources. He knew the local area and developed an effective long-term relationship with the start-up.

## Resolution

BT supplied computers, a call centre, mobile phones, CCTV, and digital cabling throughout the 500-acre site.

*“There were cheaper products on the market but we wanted a top quality solution,”* explains Allan Christopher: *“We are a five star holiday destination and BT was able to provide a five star package at a very competitive price, not just for now but for future expansion on our existing site and other locations.”*

Because BT offers the simplicity of a one-stop-shop coupled with service and environmental ethics that match Bluestone’s own values, the two have developed a strong, forward-looking partnership, with BT winning preferred supplier status for future developments and planning to host its own corporate events at the complex.

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