

# Case study: Leisure

## Ravenscraig Regional Sports Facility Shapes up its Communications with ONELAN



### Case Study: Ravenscraig Regional Sports Facility

#### Background

North Lanarkshire Leisure (NLL) is a Scottish Charity that works in partnership with the North Lanarkshire Council and other strategic partners to deliver and improve sport, leisure and health opportunities throughout the authority.

North Lanarkshire Council, Sport Scotland and Ravenscraig Ltd provided the funding for the Ravenscraig Regional Sports Facility which will host local, regional and national sports, as well as leisure and cultural events. It is also capable of accommodating up to 5,000 people attending concerts, exhibitions or sports events.

#### Project objectives

Ravenscraig wanted to develop a communication system to keep customers updated with activities and sports centre facilities. They wanted to be able to promote forthcoming events, and also entertain customers while they are at the facility.





## What is installed

Ravenscraig have the following ONELAN digital signage installed:

- ◆ 1 Century Net top box (NTB) 610 Publisher unit
- ◆ 1 Century Net top box (NTB) 510 Subscriber unit
- ◆ 1 Omni A Encoder
- ◆ 1 Omni AA Dual Encoder
- ◆ 1 TVG Gateway
- ◆ Stream In software

The digital signage drives four 60" screens and three 50" screens. These are located across the site, with one in reception, one in the athletics hall, two in the gym and two in the café.

Live TV and Sky are shown on screens on the Technogym equipment and in future these will also be able to show the digital signage content shown elsewhere on the site.

There is also a drop down projection screen that will be used to show live sporting events such as boxing and snooker matches. The Omni-servers enable different content to be streamed to different areas of the site.

Ravenscraig have integrated the ONELAN digital signage with the local council's IT infrastructure but the bandwidth has to be reduced from 100 mbps + 10 mbps to stream TV locally to the technogym machines.

In addition to the live terrestrial TV and Sky that is currently streamed in, Ravenscraig also plan to use live radio feeds.

ONELAN digital signage is also being installed at four other NLL sports centres and Lochview Family Golf Centre.

## How it is used

Ravenscraig are aware that their digital signage system is only as good as the content. Two people locally in marketing and a business manager centrally ensure that content is changed regularly. Currently the advertising shown is all internal for promoting e.g forthcoming events. It is much quicker and cheaper for Ravenscraig to design digital signage content for an event, and then if necessary use this for supporting leaflets too, rather than have to rely solely on printed collateral. In future third party advertising will be shown on the digital signage.

## End user feedback

The senior management of NLL are very happy with the ONELAN installed at Ravenscraig, especially as it represents good value for money.

For further details

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